

//Innovations and investments. 2015. No. 1.	27
Innovative development of power industry of Russia and its role in ensuring energy security of the country (on the example of development of nuclear power) Kozlov V.V., Zakharov A.K. page 2	27
Development of innovative potential of the higher education in modern social and economic conditions Kapyrin P. Ampere-second. 7	28
The developing strategy of continuous methodical training of the teacher of a foreign language in the conditions of modernization of system of the higher pedagogical education. Malyov A.V. of page 10	28
The existing models of project financing and their distinctive characteristics. Anokhina S. Ampere-second. 14	28
Features of project management at reconstruction of a subject to cult appointment on the example of Trinity Church (village of Medyny). Zonov E.O., Manokhin P. E. page 17	28
Kokorevsky farmstead – the unique hotel enterprise of pre-revolutionary Moscow. Degtyarev S.O. of page 20	28
Corporate social responsibility of the large companies as instrument of financial security of social service of the population. Karsakov K. Ampere-second. 24	28
Quality of a loan portfolio of natural persons, assessment, interrelations and forecast. Domnikov A.Yu., Korikov I.S. of page 29	29
Hydrogeochemical conditions of development of oil fields of a southwest part of the Verkhnekamsky oil-bearing region. Leontyeva E.N. of page 31	29
Use of the fundamental analysis in management of a portfolio of securities. Mazayev N.Yu. page 34	29
About influence of monetary policy of the Central Bank of the Russian Federation on inflation and ruble exchange rate. Polyakov E.N. of page 38	29
Methods of assessment of credit risk. Rozanova N. Ampere-second. 49	29
Paradox of productivity of IT projects and IT effect of Knots of A.V. of page 53	30
Prerequisites of activation of use of enterprise potential of the population of Russia. Tuayeva T. Ampere-second. 56	30
Adaptation of foreign experience of credit and information and consulting support developed and developing countries to the Russian conditions. Queen E. Ampere-second. 59	30
About problems of the orphanages evacuated from Leningrad and the organization in them teaching and educational process (on materials of the Khanty-Mansi national district in days of the Great Patriotic War). Bukreneva K.G. of page 63	30
The analysis of problems in the field of pricing in rationing payment service providers within the SEPA project of Krynkin M.M. of page 70	30
Institutional bases of management of enterprise structures in Russia and abroad Payevskaya S. of Hp 74	31
Multinational corporations on commodity market of daily consumption of Russia. Chernova V.Yu. page 78	31
Role and tasks information konsultatsionnoy services in improvement of quality of life of country people of Mumladze R.G., Arefyev A.N. of page 82	31
Technique of the analysis of the designed planning districts of the large city for identification of the best strategy of spatial filling of depressive (buffer) zones. Stukalov G. V. of page 85	31
Adaptive management of the cluster enterprises of Baymukhamedov G.S. of page 90	31
Control system of the industrial enterprises on the basis of the preventive and compensation Kibizov Z.B. mechanism of page 93	31
Restructuring of debt as a way of recovery procedures in crisis management of Kozyaev O.V. of page 97	32
Classification of types of sustainable development of enterprise structures. Dedegkayev V.H., Mayramukova V.K. page 100	32
Reengineering of a factor "trust" in sports activity. Moshchenko N.S. of page 103	32
Insurance of cash cards as methods of insurance of bank risks. Busurin A. Ampere-second. 106	32
Features of development of enterprise networks in the Russian Federation Dzantiyeva F.S. of page 108	32
Features of consolidation of assets in the conditions of natural and exclusive branches (on the example of an electrical power complex of the North Caucasus) Amvrosov V. A., Kushkhabiyev I. Ampere-second. 113	32
The factors constraining development of social business in RSO-Alania. Khetagurova Yu.I. page 116	33
Model of management of providing fuel and lubricants of divisions of internal troops of the Ministry of Internal Affairs of the Russian Federation in terminal points of a logistic chain. Tskhovrebov A.Z., Clown A. V., Tsimberov D.M. of page 119	33
SAAS-CISTEMA for specialized medical institutions. Ryspayeva M.K., Niftaliyev S. E., Ryspayev K.S. of page 122	33
Research of nature of interrelation of the world price of oil and ruble exchange rate to dollar. Aleksandrovich S.V. of page 125	33
The principles of realization of intersubject communications in training of the higher mathematics and physics in technical college Arutyunyan R.V. of page 132	33
Development of model of adoption of administrative decisions in the market of housing and communal services. Bazhenova E.V. of page 135	33
About one method of the solution of a task of Cauchy with polynomial coefficients and some applications in tasks of management of the investment portfolio Kovalenko E.V., Asekov A.Z. page 140	34
Ways of solution of the problem of the small rivers on the example of the Montreal contract. Krasnov V.G., Kalinina M.V. of page 143	34
Design and "lifestyle-media brand" of children's magazines of Makarenko E.Yu. page 146	34
The forecast of service life and change of parameters of industrial light-emitting diodes at an operating time by means of a photometric method. Nikiforov S. G. of page 152	34
Phenomenological mathematical model of influence of the oil prices of the key macroeconomic parameters of the Russian economy as an element of system of strategic planning for the choice of rational ways of management of the social and economic system of the country. Kalashnikov P.K., Orlov A.I., Samarin I.V., Fomin A.N. of page 157	34
Use of the procedure of the formation of an admissible set of alternatives (FASA) at implementation of the criminal analysis of information in the system of Department of Internal Affairs Novikov V.V., Novikova O.Yu. page 164	34
Information security and its criminal legal protection in the Russian Federation. Stepanov-Egiyants V.G. of page 171	34
International legal responsibility of subjects of international law for causing damage to the environment as a result of armed conflict Hodzhiyev A.R. of page 176	35
Legal aspects of audit of efficiency of the budgetary expenses as stages of assessment of quality of the made expenses of budgetary funds. Agamyan A. Ampere-second. 178	35
Estimated legal concepts (categories) in practice of the International Court of Justice. Sparrows of VA. page 181	35
Tendencies of legalization of drugs at the international level. Erofeev I.V. of page 184	35
Qualification of unfinished crime as prerequisite of additional qualification. Zatsepin A.M. of page 186	35
To a question of standardization of documentation of political audit: an analytical note on improvement of work at the campaign headquarters. Borisov. Ampere-second. 188	35
Clinical and pathogenetic features of a course of flu A H1N1 at pregnant women Kalimatov D.M., Shatunov E.P., Imiyev T.B. of page 191	36

The concepts "the banality is evil" in the context of thinking problem of political philosophy of Hanna Arendt <i>Moscow Ampere-second</i> . page 194	36
Formation of system of local government in Russia during democratization of the state system (1985-1993). <i>Emaletdinova G.E., Sarayev K.N.</i> of page 198	36
Formation and development of legal status of indigenous ethnic groups of the North in the Yamalo-Nenets Autonomous Area in the period of XVI - the beginning of the 20th century of <i>Sergutin E.O.</i> of page 202	36
Psychological support of management of variable forms of informal education of children and adults in children's and youth sports school <i>Malgin V.E.</i> page 206	36
State and the prospects of development of branch of dairy livestock production in the Russian Federation. <i>Trofimov N.E.</i> page 211	36
Program of increase in level of innovative activity of the subject of modern Russian business <i>Bezrukov T.L., Vyaznikova O.E.</i> page 215	37
Theoretical bases and essence of strategic management of livestock production of branch. <i>Guzhina G.N., Kuzmina And. Ampere-second</i> . 219	37
Institutional ensuring innovative activity during the crisis period. <i>Safonov M.S.</i> of page 222	37
Theoretical interpretations of the concept "organizational culture". <i>Smirnova E.G., Afonsky S.A., Vrublevsky A. S.</i> page 228	37

//Innovations and investments. 2015. No. 2. 37

Methods of assessment of efficiency of the foreign trade activity of the region in the conditions of innovative economy of <i>Glekov V.V.</i> of page 2	37
Features of development of innovative investment activities in the agrarian sector of economy: mechanism of public-private partnership. <i>Sanduu I.S., Ryzhenkova N.E., Troshin A. S., Barsukova N.V.</i> of page 6	37
Modeling of admissible growth of the output in the conditions of innovative development. <i>Kinyakin S.N.</i> of page 9	37
Application of strategy of innovative marketing in consulting business. <i>Lesnikov G.M., Karpova S.V.</i> of page 11	38
Features of development of provision on budgeting at trade enterprise. <i>Klentsova M.O.</i> of page 14	38
Essence and role of the transfer price in intra-corporate transactions. <i>Marushchak D.V.</i> of page 17	38
The basic principles of formation and development of innovative potential of the industry in modern conditions <i>Ruzavin I.V.</i> of page 20	38
Development of cotton production in Russia in the 19th century (the prereform period) <i>Lembersky M.N., Konotopov M.V.</i> of page 25	38
Heritage of brothers Krestovnikov: Significant aspects of innovative policy of owners of the Kazan stearin soap factory, in the 60-70th of the 19th century <i>Fang-Jeong G.Yu.</i> page 29	38
Constitutional political crisis in the Russian Federation in 1992-1993. Historiographic review. <i>Yurchenkov E.Yu.</i> page 34	39
Efficiency of international treaties of the Russian Federation on avoidance of the double taxation <i>Alekseev A. S.</i> page 38	39
The analysis of foreign experience of realization of public-private partnership in the sphere of medical services of <i>Sizov E.S.</i> of page 42	39
Development of forms and types of outsourcing in the international business. <i>Tretyakova A. Ampere-second</i> . 45	39
Interaction with foreign countries as a way of increase in food security of EEU of <i>Moustaches of A.A., Gross Etc.</i> page 48	39
Development and current state of the petrochemical industry of China. <i>Halova G. O., Smirnova V. A., Sycheva A.M.</i> of page 51	40
To a question of management of basic researches. <i>Lebedev Yu.V.</i> of page 55	40
Public associations as factor of socialization of youth. <i>Maksyutova Z.G., Peronkova E.B.</i> of page 60	40
Mechanism of management of public and private structures <i>Payevskaya S. of Hp</i> 63	40
Methodological aspects of a research of motivational management at the enterprise. <i>V.N. toy pistol</i> of page 66	40
Phenomenological mathematical model of interrelation of the oil prices with sizes of indicators of the standards of living of the population as an element of system of strategic planning for the choice of rational ways of management of the social and economic system of the country <i>Kalashnikov P.K., Orlov A.I., Samarin I.V., Fomin A.N.</i> of page 68	40
Social consequences of NTP and its influence on employment <i>Filippov A.V.</i> of page 73	41
Chaos of "overcast" as management basis <i>Nikulin L.F., Busalov D. Yu., Sulimova E.</i> <i>Ampere-second</i> . 77	41
Training role in the field of power in ensuring economic security of Russia <i>Kozlov V.V., Zakharov A.K.</i> page 84	41
Methods of management of the commodity range of <i>Guzhin G.N., Kozhayev Yu. P.S.</i> 88	41
Solution of the problem of comparability of methods of the analysis of regional shadow streams. <i>Falinsky I.Yu.</i> page 91	41
State regulation in the sphere of import substitution in branch of the food industry <i>Vorontsov D.G.</i> of page 95	41
Researches of features of work of the heatpump air-air installation in calf houses of the Northern Trans-Ural region <i>Andreyev L.N., Petrov A.M.</i> of page 98	41
Perception of sound codes in <i>Bolshakov N.F.</i> advertizing., <i>Ermakova P. Ampere-second</i> . 101	42
The strategy of creation of image of the candidate on elections as the instrument of political audit. <i>Borisov. Ampere-second</i> . 106	42
The integrated system for texturing in AUTODESK 3DS of MAX CANVAS VIEWPORT: methodological aspect. <i>Bryansk I.N.</i> of page 109	42
Technique of preliminary processing of signals of sensors of the besplatformenny inertial navigation system <i>Varabin D. Ampere-second</i> . 115	42
Cultural diffusion as universalisa of culture genesis of <i>Zavyalov N. Ampere-second</i> . 119	42
Features of geopolitics of hydrocarbonic resources of <i>Kravchenko M. P.</i> of page 123	42
Ways of modeling of technical progress in mathematical models of economic growth <i>Lebedev T. Ampere-second</i> . 127	42
Influence of integration of modern graphic applications on various branch directions of engineering graphics of <i>Makhin L.N., Vrublevskaya S.S.</i> of page 136	42
Agrobiological justifications of innovative resource-saving methods of cultivation of forage crops of <i>Drivers V. S., Kozhagaliyev R.Zh., Narushev V.B., Subbotin A.G.</i> of page 139	43
Pilot studies of influence of inhalations of essential oil of the limett for the index of conductivity of skin of the person. <i>Soboleva E.E., Lyubovtsev V.B.</i> of page 143	43
Nomination of the settlements of Devon of the period of Norman gain (Linguistic factors). <i>Zavyortkina E.V.</i> of page 147	43
Qualification of attempt at crime at approach of the corresponding socially dangerous consequences <i>Zatsepin A.M.</i> of page 151	43
To a question of features of protection of the rights of businessmen in the modern Russian and English law of <i>Ageev E.Sh.</i> of page 155	43
The military organizations in legal space of the Russian Federation. <i>Dubynina T.V.</i> of page 158	43
Activities of personnel divisions for set and selection of the candidates for the certified positions for Department of Internal Affairs of the Russian Federation who do not have initial vocational training of <i>Mandzhiyev N. Ampere-second</i> . 165	44
The civil procedural legislation in the conditions of a particular legal regime. <i>Mokhov A. Ampere-second</i> . 168	44
Application of the law of August 7, 1932 on fight against plunders of the state and public property in Tajikistan in days of the Great Patriotic War (1941-1945). <i>Mukhammadiyev I.S.</i> of page 171	44
About criteria of admissibility of the state compulsion of <i>Petrenko M.N.</i> of page 175	44
Work of the condemned women in corrective labor colony – one of conditions of their correction and <i>Savinov E.</i> resocialization. <i>Ampere-second</i> . 178	44
Institute of criminal liability for crimes in the sphere of copyright in the Russian Empire (formation and development). <i>Toropygin O.Yu.</i> page 181	44

Interrelation between parameters of resilience, social adaptation and experience of difficult situations at seniors with a delay of mental development and the seniors with the normal course of mental development studying in different educational systems (in family or boarding school). <i>Kravchik K.B.</i> of page 188	45
Regulation of out-of-school behavior of students in national education of the Arkhangelsk province at the beginning of the 20th century of <i>Fedoseyev I.V.</i> of page 192	45
Sharing on Nash's model of a monetary prize from the joint project between two players having different extent of rejection of risk <i>Aleksandrovich S.V., Sekerzh-Zenkovich S.Ya.</i> page 195.....	45
Administrative and legal regulation in the field of improvement of education in Russia <i>Ageev A.A., Vasilyev F.P., Nikolaev A.G.</i> of page 198....	45
Bases of the analysis of probability of bankruptcy and methods of its forecasting. <i>Shramova D.V.</i> of page 203.....	45
Questions of validity of agreements on the international jurisdiction according to new regulations of the EU about jurisdiction, recognition and performance of judgments on civil and commercial cases of <i>Bogdanov N. Ampere-second.</i> 206.....	46
To a question of classification and a tipologization of cluster policy. <i>Barashkin M.V.</i> of page 209.....	46
About some aspects of assessment of industrial investment and construction projects. <i>Ulbiyeva I.S., Uzhakhov K.M.</i> of page 213.....	46
Factors of influence on realization of technologies of wage and loan labor in the Russian economy. <i>Popova E.V.</i> of page 216	46
Special view of tasks of regional administrations <i>Golubev M. P.</i> of page 219	46
Mechanism of formation of innovative policy <i>Valinurova L. S., Kazakova O.B., Kuzminykh N. Ampere-second.</i> 223.....	46
Economic-mathematical tools of innovative management of financial stability of commercial banks of <i>Roshchina E.V.</i> of page 227	47
Administrative and legal regulation of questions of the international cooperation in suppression of offenses. <i>Vasilyev F.P., Zhukov P. S.</i> of page 232	47

//Innovations and investments. 2015. No. 3. 47

Assessment of liquidating cost of the Konotopov V.M. company of page 2	47
Technique of effective assessment of accounts payable in the conditions of recession of economy. <i>Kerimov H.E.</i> page 5	47
Investments – an important element of innovative activity of the region. <i>Zimin V. A.</i> page 9	47
Investment of innovative activity in the Orenburg region. <i>Sandu I.S., Ryzhenkova N.E., Yudina V.I., Barsukova N.V.</i> of page 12	48
Institutional support of the state investment and innovative development <i>L.M., Vorobey Yu.N., Gerasimov S.V. Borsch</i> of page 16.....	48
The innovative focused system of support of development of the region. <i>Shvets Yu. Yu.</i> page 22	48
Innovative control system in public institutions. <i>Chigrov A. S.</i> page 26.....	48
Straight lines and indirect taxes and their influence on formation of revenues of the budgetary system of the Russian Federation <i>Tarasova V.F., Saprykina T.V.</i> of page 31.....	48
Some approaches to justification of financial decisions <i>Aloyev T.B., Aslanova E.M., Belova M.T.</i> page 35	48
Report on cash flow and GDP: what it is better for recession forecasting? <i>Ilchenko Ya.G., Skalkin V.V.</i> of page 37.....	49
The developed methodology of statistical observation of saving as source of investments into <i>Kiselyov N. economy P.S.</i> 39.....	49
About relevance of unification of legislative regulation of the financial market of Russia at the present stage <i>Kolesnikov Yu. Ampere-second.</i> 4449	49
Organizational and economic forms of the state support as instrument of increase in efficiency of innovative activity of small enterprises <i>Levchenko O.V.</i> of page 49	49
Problems of accounting of unproductive costs at the industrial enterprises. <i>Sosnenko L. S.</i> of page 53	49
Development of financial strategy of the Internet company in modern economic conditions <i>Filippov Yu.M.</i> of page 56.....	49
Retrospective analysis of investments, as most important factor of economic growth of <i>Guzhin G.N., Nazarshoyev N.M.</i> of page 60	50
Production capacity of the enterprises of North Caucasus federal district: state, problems, tasks. <i>Kamberdiyeva S.S., Popova E.Yu.</i> page 70	50
From consumer society to society of social humanity. <i>Bushuyev V.V., Golubev V.S., Kurakov L. P.S.</i> 73.....	50
Koevolution of development of economy and network organizational structures. <i>Antropov V. A., Mezentshev E.M.</i> of page 78.....	50
Influence of an economic crisis on the shadow sector <i>Vlasov A. P.S.</i> 87.....	50
International mediation: from intrinsic lines to a problem of the choice of optimum time for constructive intervention in the internationalized conflict <i>Golubev D.S.</i> of page 91	51
Modern development of the institutional environment in the public-private partnership sphere in the territory of the Russian Federation. <i>Kozyaeva O.V.</i> of page 95.....	51
Measure of proximity of regional branch and geographical structures of foreign investments to similar country structures (on the example of the CFD of the Russian Federation) <i>Munoz A.L.F., Moskovkin V.M.</i> of page 100	51
Policy of the state support of the Far East business in historical process of integration of Russia into the Pacific Rim. <i>Pililyan E.K.</i> page 106.....	51
Financial and economic aspects of interaction of member countries of the Euroasian economic community of <i>Horns of A.V.</i> of page 109	51
Economic integration of world business in the conditions of globalization. <i>Yadova N.E.</i> page 112.....	52
Rationalization of business processes – a basis of the effective organization of bank activity. <i>Zverev O. Ampere-second.</i> 117	52
Use of a learning management system of Moodle for improvement of quality of educational process in NIYaU MEPhI. <i>Barulina E. Ampere-second.</i> 121	52
Quality management of the made design production by means of sociological researches <i>Bessarabov E.V.</i> of page 125	52
Technique of assessment of personnel risks in the system of ensuring personnel safety of the company. <i>Borzunov A. Ampere-second.</i> 127	52
Adaptation of the questionnaire on determination of level of self-leadership of <i>Kym E Sung</i> of page 130	52
Strategic planning in the Russian Federation in the context of town-planning forecasting of <i>Kabakov of S.I.</i> page 138.....	53
Rating structure of threats to development of regional economy: expert assessment. <i>Falinsky I.Yu.</i> page 142.....	53
Role and possibilities of Altai Krai in implementation of policy of import substitution in branch of the food industry <i>Vorontsov D.G.</i> of page 146	53
Tendencies of social and economic policy of the Samara region and condition of its realization. <i>Kemaykin P.V.</i> of page 149.....	53
Assessment of a condition of public-private partnership in the field of road construction. <i>Kinyakin V.V.</i> of page 153.....	53
Formation of psychological readiness of future teachers for realization of inclusive education <i>Korotovskiy T.V., Nekrasov O.A., Spirina A.V.</i> of page 156	53
Approach to development of providing medical services at assessment of activity of projects of public-private partnership on the basis of the neoinstitutional economic theory. <i>Sizova E.S.</i> of page 159.....	54
Ways of optimization of transport and logistic costs in chains of deliveries of machine-building enterprises <i>Skorikov V. A.</i> page 162	54
Strategic planning of OPK: assessment of military capacities of the countries according to the rating of Business Insider of <i>Ryaboshapko V. A., Samarin I.V., Fomin A.N.</i> of page 166.....	54
Increase in efficiency of development of economy of the region with prevalence of a separate type of economic activity of <i>Borisov I.S.</i> of page 172	54
Research of intensity of the holographic image of a mobile object and background in the absence of contrast between them. <i>Anuashvili A.N.</i> of page 176	54

Numerical modeling of electromagnetic animators. <i>Davydov N.V.</i> of page 178.....	54
Application of a method of the cumulative sums (cusum-method) for assessment of ecological safety of motor transport of <i>Kiryenko D.K.</i> page 181	55
Mechanisms of transfer of a trauma to the child in family. description of a clinical case. <i>Simonenko I.</i> <i>Ampere-second.</i> 184.....	55
The mechanism of assessment of efficiency of the innovative psychocorrectional program for teenagers with incidental alcohol intake. <i>Tretyak E.V.</i> of page 188	55
Modern problems of static monitoring and analysis of the state of health of the population of Russia. <i>Smelov P.</i> <i>Ampere-second.</i> 193	55
Realization of the constitutional guarantees of observance and protection of the rights of persons with mental disorders <i>Volkov N.</i> <i>Ampere-second.</i> 199	55
Problems of assignment of punishment on the example of a recurrence of thefts. Special recurrence of crimes. <i>Melikov E.M.</i> of page 202	55
Some features of legal regulation of the mode of objects of incomplete construction in civil law of the Russian Federation. <i>Modanov V.V.</i> of page 206.....	55
Separate types of complexes of real estate: the place in the system of objects of the civil rights and feature of participation in civil circulation as a uniform object <i>Nikolsky V. A.</i> page 209.....	56
To a question of the legal nature of the pre-trial agreement of cooperation and the prospects of its formation as special production. <i>Surikov A. S.</i> page 213	56
About some features of deprivation of the parental rights in court <i>Terkulov H.</i> <i>Ampere-second.</i> 217.....	56
Features of social adaptedness and vegetative stability at teenage girls with <i>Druzhinin N.A.</i> obesity., <i>Bakiyeva Ch.R.</i> , <i>Nasibullina L.M.</i> of page 222	56
Intonational specifics of statements "Command", "Order", "Order" in modern English of <i>Belorukov M.V.</i> of page 227.....	56
Pleasure subject in the Renaissance discourse of <i>Gusakov T.F.</i> page 229.....	56
Localization of a freshwater shrimp of <i>Macrobrachium nipponense</i> (De Haan, 1849) in the Zainsk reservoir <i>Leontyev V.V.</i> of page 232	57
Interval and matrix way of calculation of emergency risk of a production object <i>Kolesnikov E.Yu.</i> , <i>Telyakov E.Sh.</i> of page 235	57
Use of IMM-technology for protection of a lithosphere at work on recultivation of the polluted urban areas. <i>Zhabrikov S. Yu.</i> page 239.....	57

//Innovations and investments. 2015. No. 4. 57

Innovative technologies in logistics of <i>Ravens V.I.</i> , <i>Krivososov N.A.</i> , <i>Savostyanok G.N.</i> , <i>Kozhanova V.V.</i> of page 2	57
Border cooperation of regions as innovative approach to development of the tourist sphere <i>Bayadyan A.Yu.</i> page 5	57
Concept of electronic money as modern means of payment. <i>Hmaladze D. Z.</i> page 9.....	58
Research of investment attractiveness of the Republic of Dagestan. <i>Mugalova Z.N.</i> of page 12.....	58
Increase in efficiency of regional and social and economic development: tasks and mechanisms <i>Charkina E.S.</i> of page 15	58
The Crimean context of a Potemkin festival in St. Petersburg <i>Lebedeva-Yemelina A.V.</i> of page 19	58
Political and legal aspects of holding referendum on preservation of the USSR. <i>Gorin V.S.</i> of page 24.....	58
Efficiency of introduction of ISO 9000 <i>Bryansk N.A.</i> , <i>Yuryeva E.S.</i> of page 27	59
Corporate business organizations of Russia and Spain: experience and prospects of interaction. <i>Gadzhiev H.D.</i> of page 30	59
The international cooperation in fight against illegal migration within the regional Duk Yu.I. programs. page 33	59
Activity of the Russian banks in the sphere of integration of financial systems of the CIS countries and the neighboring countries <i>Yershov V.F.</i> page 37	59
Characteristic and features of business climate of member countries of the common market of South America (MERCOSUR) <i>Panin V.V.</i> , <i>Petrovanova And.</i> <i>Ampere-second.</i> 40.....	59
Emotional intelligence as vital resource of the person <i>Kiselyov T.S.</i> , <i>Sergienko E.</i> <i>Ampere-second.</i> 45	59
Model of training of the teacher of technology and its role in formation it is natural - scientific, all-technical and technological knowledge, skills <i>Sidorov O.V.</i> , <i>Kozub L.V.</i> , <i>Byzov V.M.</i> , <i>Kozinets N.N.</i> of page 50	60
Use of a technique of MBTI by the top management for successful staff recruitment. <i>Sulimov A.Yu.</i> page 55.....	60
Features of realization of strategy and introduction of strategic maps for the commercial enterprises of <i>Klentsov M.O.</i> of page 59	60
Features of health of the population as subject of the statistical analysis. <i>Smelov P.</i> <i>Ampere-second.</i> 63	60
Development of small farms in agrarian and industrial complex: results of implementation of the state program in 2014 of <i>Mumladze R.G.</i> , <i>Vasilyev I.V.</i> , <i>Alyoshin T. N.</i> of page 67.....	60
Economical and legal research of a regional shadow stream. <i>Falinsky I.Yu.</i> page 70.....	60
Topical issues of the taxation of the oil sector in Russia. <i>Budkina E.S.</i> , <i>Kashirina M.V.</i> of page 75.....	60
Methods formation of scientific and technical innovative activity of the designer students in the course of studying of works of great artists on the example of ornamental structure of fabric. <i>Kulikova M.K.</i> page 81.....	61
Development of innovative infrastructure of the market of agricultural production, raw materials and food <i>Polyakov D.</i> <i>Ampere-second.</i> 86.....	61
Methods of the cluster analysis as tool of assessment of efficiency of regional heat supply of <i>Kartavenko N.</i> <i>Ampere-second.</i> 92.....	61
Public-private partnership as instrument of increase in level of social and economic development of the Republic of Dagestan <i>Gadzhigoroyev G.Sh.</i> of page 98	61
Strategic planning of OPK: assessment of military capacities of the countries on the basis of indexes of military power Global Firepower Index of <i>Ryaboshapko V. A.</i> , <i>Samarin I.V.</i> , <i>Fomin A.N.</i> of page 101	61
Assessment of a condition of a social and demographic situation at the regional level of <i>Davletshin L.A.</i> , <i>Egorova E.A.</i> , <i>Alexey V. P.</i> of page 108	62
About one not local initial and regional task for the heat conductivity equation. <i>Aloyev T.B.</i> , <i>Aslanova E.M.</i> , <i>Zhemukhov R.Sh.</i> , <i>Zhemukhova M.M.</i> of page 113	62
Electrical machines and electromagnetic devices with multilayered magnetic conductors <i>Afanasyev A.Yu.</i> , <i>Davydov N.V.</i> of page 117	62
Numerical and analytical creation of the solution of one initial and regional task for the full system of the equations of Navier-Stokes with parallelization use <i>Gabdulkhayev V.F.</i> , <i>Kozlov P.</i> <i>Ampere-second.</i> 121.....	62
Experimental studying of pharmacokinetics of the medicine Memaneryn at animals <i>Karlitskaya A.A.</i> , <i>Kukes V.G.</i> of page 125	62
Svobodnopotochny hydropower plants <i>Krasnov V.G.</i> of page 128	62
Features of application of light-emitting diodes in ZhD to the light-signal equipment. <i>V. V. smiths</i> , <i>Nikiforov S. G.</i> of page 131.....	62
Modeling of a current of liquid environments in the course of mechanoactivation. <i>Levina E.Yu.</i> , <i>Levin M.Yu.</i> , <i>Nagornov S.</i> <i>Ampere-second.</i> 136.....	62
Features of design of the ekologo-focused logistics systems on the basis of system approach of <i>Markov T.E.</i> page 139	63
Protection of the author's source code against plagiarism <i>Merzlov V.S.</i> , <i>Hatagov A. Ch.</i> , <i>Zhelokov I.E.</i> , <i>Kryzhanovskaya I.V.</i> of page 143	63
Improvement of manufacturing techniques of wooden wall panels with energy efficient nodal connections <i>Roshchina S.I.</i> , <i>Vlasov A.V.</i> , <i>Glebova T. O.</i> of page 146.....	63
Autonomous sources of power supply with use of gas-piston installations in agriculture: state and further development. <i>Suvorov M.N.</i> of page 150	63

Partnership in crime as prerequisite of additional qualification: problems of modern law enforcement <i>Zatsepin A.M.</i> of page 153.....	63
Problem aspects of determination of signs of secret plunder of motor transport in the megalopolises of the Russian Federation <i>Adamyan R.E.</i> page 158.....	63
Concept and value of personal non-property human rights and citizen, ways and guarantees of their realization <i>Arzumanyan M.N.</i> of page 163 ..	64
Activities of legal profession for ensuring constitutional right of citizens on the qualified legal aid (on the example of Siberian Federal District) <i>Volkov N. Ampere-second.</i> 168.....	64
Evolution of institute of human rights and citizen <i>Volkov D.N.</i> of page 173	64
Liberalization of legal regulation of the international air traffics on the subregions of Africa: experience of the West African Economic and Currency union (ZAEVS). <i>Gede A. P.S.</i> 176.....	64
Offenses in the field of accounting <i>Dombrovskaya O.A., Agkatseva L.V.</i> of page 181.....	64
Whether it is necessary to reconsider questions of disciplinary responsibility in Russia? <i>Malykhina T.A., Nikolaev A.G., Shashkarova M.V.</i> of page 185	64
Practice of judicial regulation of the property relations during the post-reform period in mountain societies of Karachaya and Balkaria. <i>Nukhrikyan E.S.</i> of page 190	65
Rape in the legislation of the countries of Europe and Scandinavia. <i>Polkovnikov R.M.</i> of page 194.....	65
Criminal and legal responsibility of legal entities for inappropriate expenditure of budgetary funds of Chebunin Yu. P.S. 199	65
The principles of interaction of Plenipotentiary Representatives of the President of the Russian Federation with law enforcement agencies. <i>Maximova K. Ampere-second.</i> 202	65
Modern features of legal education of the military personnel and citizens in the system of the Russian Defense Ministry <i>Vasilyev F.P., Berezhkova N.F., Nikolaev A.G., Shashkarov V.N.</i> of page 207	65
The Russian conservatism before a problem of self-identification of <i>Pinches of A.V.</i> of page 212	66
Innovations in dairy cattle breeding <i>Bykovskaya N.</i> In page 215	66
Graphical representation of an algorithm of calculation of an analytical formula for calculation of quantity of simple cycles in any count <i>Astakhov M.S., Shirokov I.V., Shutenko A.V.</i> of page 218	66
Management accounting as basis of effective management of the higher educational institution <i>Gorelov B.A., Korzhuyeva L.M., Tikhonova A. Ampere-second.</i> 221	66
Use of IMM-technology for decrease in negative technogenic impact on a lithosphere <i>Knatko M.V., Zhabrikov S. Yu., Podlipsky I.I.</i> made activity by housing and public utilities. page 224.....	66

//Innovations and investments. 2015. No. 5. 66

The factors of external and internal environment influencing the innovative capacity of economic entities of construction branch. <i>Elfimov A. S.</i> page 2	66
The analysis of approaches to classification of ecosystem services of the territory for the subsequent economic assessment of <i>Larkov M.S.</i> of page 6.....	67
Assessment of efficiency of implementation of innovative projects at the enterprises of defense industry complex of <i>Shashkarov M.V.</i> of page 10	67
Formation system of development of branch of a dairy skotvodstvo. <i>Bykovskaya N.V.</i> of page 14	67
Education informatization – an innovative way of development of Russia. <i>Zubkov V.G., Zubkov G. V., Shevelyova A.V.</i> of page 18	67
Introduction of instruments of economical production in innovative activity of corporations for development of integration processes. <i>Egorov A.Yu., Krutikov N. Ampere-second.</i> 22	67
New mechanisms of implementation of regional and interregional investment projects of public-private partnership. <i>Charkina E.S.</i> of page 27 ..	67
Financial performance of assessment of efficiency of structure of the capital in the companies of oil and gas branch <i>Buyansky S. G., Mazilina O. Ampere-second.</i> 30	68
Features of investment and innovative activities in agro-industrial complex <i>Goncharov V. D., Mumladze R.G., Rau W.W.</i> of page 33	68
Prospects of development of investment potential of the Republic of Dagestan. <i>Mugalova Z.N.</i> of page 41	68
Commercialization of results of scientific activity as tool of soft power of science. <i>Sergeyev S.O.</i> of page 45.....	68
Open economy with vertically interconnected branches: conditions and factors of equilibrium states from a position of microeconomic approach. <i>Drapkin I.M.</i> of page 48	68
Modern requirements to improvement of financial accounting. <i>Lokhina I.N.</i> of page 54.....	68
Colonialism and European industrial revolutions of <i>Ekarev I. Hp</i> 58.....	69
Development of approaches to audit. <i>Terekhova T. Ampere-second.</i> 62	69
Evolution of approaches to formation of modern housing policy in Russia. <i>Minikeeva L.O.</i> of page 66	69
Chemical industry of Russia till 18th century <i>Konotopov M.V., Chernov K.E.</i> page 72.....	69
Institutional and economic mechanism of the organization of vocational guidance of the population. <i>Lyapuntsova E.V.</i> of page 75.....	69
Labor adaptation of migrants in the conditions of <i>Polyakov M.V.</i> megalopolis of page 82.....	69
Problem of definition of indicators in researches of innovative capacity of regions of China <i>Elbayev Yu.A., Vygulyarny V. In, Chen Tao</i> of page 88.....	70
The leading information channels about a terrorism problem in Syria: methodological aspects. <i>Nafaa Dorar, Baskina E.S.</i> of page 92.....	70
The directions of improvement of innovative division of labor between the CIS countries. <i>Loktev R. Ampere-second.</i> 96.....	70
Globalization and integration as main directions of development of world economy of <i>Petrov I.S., Egorov M.A., Torotorin E.V.</i> of page 99 ..	70
Speeding up of intercountry "blockade": development of foreign trade of Russia in the conditions of economic sanctions <i>Kostin A.A., Kostina O.V., Moskalenko O.A., Glekova V.V.</i> of page 104.....	70
Problems of the organization of interaction between participants of projects of PPP in Russia. <i>Bedikin V.V.</i> of page 111	70
The correlation and regression analysis of influence of factors on labor productivity at the agrarian and industrial complex enterprises of the region <i>Grachev D.V., Galeeva R.V.</i> of page 115.....	71
Evolution of theoretical bases of organizational management in modern economy. <i>Gumerov M.F.</i> page 118.....	71
Biodynamics of control systems of ecological management. <i>Kalinin P.A., Gurova E.S.</i> of page 122.....	71
National security and features of state system of Russia. <i>Kakhrimanov D.M.</i> of page 125	71
Social and psychological determinants of success of training of negotiators. <i>Markovic V. A.</i> page 129	71
Preservation of a kontinualnost of national identity as a problem of the state during a globalization era. <i>Nefedov R.F.</i> page 133.....	72
Health of the population as the most important aspect of demographic safety. <i>Smelov P.A., Egorova E.A., Epstein N.D.</i> of page 136.....	72
Regional cooperation of border zones in the tourist sphere as basis of economic security of Krasnodar Krai. <i>Bayadyan A.Yu.</i> page 140.....	72
Directions of improvement of regulation of activity of subjects of natural monopolies and ensuring energy security of the Russian Federation. <i>Titov E.S.</i> of page 144.....	72

Problems of execution of municipal property by local self-government institutions in the Republic of Bashkortostan in the 90th of the 20th centuries - the 10th of the 21st centuries. <i>Sarayev K.N.</i> of page 147	72
The main directions of development of capital investments in the Far East. <i>Fedorov I.V.</i> of page 149	72
Features of rendering of services of additional professional education by higher educational institutions of <i>Semyonov A.A., Bardina N.Yu., Fedyushin N.</i> <i>Ampere-second.</i> 153	73
Role of adaptive management in the solution of problems of sewing production. <i>Bobokulov R.Yo.</i> page 156.....	73
About approach of integration of training in mathematics and economic disciplines according to summer school programs of <i>Bykanov O.A., Filippova N.V.</i> of page 159	73
Conditions and features of production of earthwork in construction of thermal network. <i>Vasilyeva S.S., Chebotaryov Yu.I.</i> page 163.....	73
Application of the DSM-method of machine learning for a class of problems of economic forecasting. <i>Gadzhiev A.M.</i> of page 167	73
Modern approach to development of success of preschool children by means of a chess game. <i>Goats of.</i> <i>Ampere-second.</i> 170.....	73
The limit theorem in a boundary task for random walks. <i>Orlova N.G.</i> of page 174	74
Cross-disciplinary communications in formation of technical thinking of students of technological <i>Sidorov O.V., Petelina E.B., Yakovlev L.V., Gofenberg A.V.</i> of page 178.....	74
Research of influence of physical factors of the environment on the accuracy of measurement of mass concentration of dust beta dust counters. <i>Somikhin V.S.</i> of page 182	74
Realization of the program complex including the imitating model aggregated with a mnogoagentny genetic algorithm and other components for the solution of a problem of multicriteria optimization <i>Hivintsev M.</i> <i>Ampere-second.</i> 185	74
Pulse laser impact on destruction of polymethyl methacrylate at high-speed blow. <i>Tsechoyeva A.H.</i> page 193	74
To a question of participation of the lawful representative in investigative actions. <i>Bilyan V.N.</i> of page 196.....	74
Cooperation of Federal Bailiff Service with regional Commissioners for Human Rights in protection of the rights of children. <i>Wolves of N.</i> <i>Ampere-second.</i> 200	75
The criminological characteristic of the crimes connected with the organization or the maintenance of shooting galleries <i>Gusev A. S.</i> page 204..	75
Shortcomings of a standard regulation of conducting investigation and search operations <i>Gushchev M.E., Shuvalova A.M.</i> of page 208	75
Some aspects of peaceful settlement of corporate disputes. <i>Kozlitsin G.A., Hamburg. And.</i> page 211	75
Innovative developments of E.B. Kurzenin in modern jurisprudence. <i>Mkhitarian L.K.</i> page 214	75
The legal nature of bonus payments to the faces of civil personnel of the Armed Forces of the Russian Federation and criteria for their inclusion in calculation of average earnings. <i>Ponomareva O.M.</i> of page 217.....	75
Problems of use of rules of international law in internal armed conflicts. <i>Smirnov M.G.</i> of page 221	76
Law enforcement problems at investigation of criminal cases on which the pre-trial agreement about cooperation is concluded. <i>Surikov A. S.</i> page 226.....	76
Legal characteristic of emergence and termination of the parental rights and duties. <i>Terkulov H.</i> <i>Ampere-second.</i> 230	76
Innovations of the basic course "Piano" in the system of the higher professional music education of <i>Shilov O.E.</i> page 234	76
Videocourse in the system of training of the linguist <i>Abramov E.I.</i> page 242.....	76
Development of ideas of freedom of worship and freedom of worship. <i>Bulavina M.A., Zaikina I.V.</i> of page 245	77
Problem of "expansion of ISIL" on the western and Russian Arabic-language TV channels. <i>Dergami Amin</i> of page 249	77
Psychological features of children with a Down syndrome of <i>Murzin O.P., Verbina</i> of page 253	77
To a question of krosskulturny interaction and cooperation in space transgranichya. <i>Yaroshenko A.V.</i> of page 256	77
Mark and rating assessment of conditions of realization of market mechanisms of sustainable ecological development of advanced industrial regions. <i>Verzhitsky D.G., Starchenko E.N., Chasovnikov S.N.</i> of page 260.....	77
The choice of the optimum program for repair of the rolling stock for structural divisions of railway transport taking into account production risks <i>Larionov A.Yu.</i> page 264	77
Formation of system of monitoring of a condition of regional shadow economy. <i>Falinsky I.Yu.</i> page 268	78

//Innovations and investments. 2015. No. 6. 78

Clustering in the system of tendencies of development of innovative economy. <i>Barashkin M.V.</i> of page 2	78
Valuable identification of the Charlie Hebdo trigger in an innovative mediasreda of Russia. <i>Kurushkin S.V.</i> of page 6	78
Innovative development in the conditions of globalization <i>Markushenok K.</i> <i>Ampere-second.</i> 10.....	78
Instruments of stimulation of innovative activity of the enterprises in the region. <i>Terebova S.V.</i> of page 13	78
Role and value of marketing in innovative activity of the enterprise. <i>Cousin M. N., Fedyushin N.A., Bardina N.Yu.</i> page 18	78
Economic essence and concept of the state investment policy. <i>Boyakhchyan A.</i> <i>Ampere-second.</i> 20	78
Factors of cost and efficiency of the enterprises and holdings. <i>Golubev M. P., Popova E.V.</i> of page 24	79
Venture financing of small and medium business in EU countries. <i>Vadkovsky A.</i> <i>Ampere-second.</i> 30.....	79
Management of the financial risks of the enterprise connected with the banking sector. <i>Demyanov A.</i> <i>Ampere-second.</i> 33.....	79
Estimation of cost of the organization on the basis of the theory of behavioural finance: statement of a problem. <i>Ostrava And.</i> <i>Ampere-second.</i> 36	79
Strategic management of commercial banks in Russia at the present stage of development of branch. <i>Sherenov N.</i> <i>Ampere-second.</i> 41.....	79
Influence of direct foreign investments on economic security of the country. <i>Yushkevich O.S.</i> of page 44	79
Methodical problems of assessment of effective management of a public debt. <i>Romantsova T.V., Stokov A.I.</i> page 46	80
Development of chemical industry of Russia in the 18th century. Production of gunpowder, saltpeter <i>Konotopov M.V., Chernov K.E.</i> are also gray. page 52	80
Work as basis of economic reality <i>Ibragimov U.F.</i> page 56.....	80
Methodical approaches to the concept "quality of work" <i>Kozimyanets K.V.</i> of page 60.....	80
Restructuring of electrodynamics attracts changes in the theory of a structure of elementary particles and in general in the theory of the device micro and a macrom. <i>Mashkov V.V.</i> of page 63	80
Features of development of the modern world market of administrative consulting. <i>Berchenko V.S.</i> of page 66	80
Straight lines and outer effects from fragmentation of production in world economy. <i>Drapkin I.M.</i> of page 70	81
Innovations in the taxation of foreign accounts to the USA and their influence on the Russian stock market <i>Zverev N.O.</i> of page 78	81
Transformation of interrelations of the Russian industry indexes of actions with factors of a world economic environment. <i>Mitrofanov V.I.</i> page 80.....	81
Formation of an automated control system, planning and control for effective management of the higher educational institution <i>Gorelov B.A., Korzhuyeva L.M., Tikhonova A.</i> <i>Ampere-second.</i> 86	81
Management of hazardous production facilities: audit or controlling. <i>Akulova S.V.</i> of page 91	81
Management model: comparison of the Russian and European approaches. <i>Zhdanov.</i> <i>Ampere-second.</i> 95.....	82

Development of administrative decisions in the course of formation of the development strategy of the industrial enterprises. <i>Rajevski S.V., Tsarikayev A.Yu.</i> page 99.....	82
System effects of formation of an educational cluster in the region <i>Valinurova L. S., Kazakova O.B., Kuzminykh N. Ampere-second.</i> 102.....	82
Factorial management of risk models in a security system of aviation activity <i>Dyomin S.S.</i> of page 106.....	82
Main problems and prospects of the state support of social and economic development of municipal unit. <i>Dzhamaludinova M.Yu.</i> page 110.....	82
Factors <i>Kakaliya I.M.</i> influencing development of tourism in Abkhazia page 115.....	82
Analysis of opportunities of innovative development of the sphere of culture. <i>Noskova N. Ampere-second.</i> 118.....	83
Influence of integration processes on economic security of the country. <i>Prikladova A. Ampere-second.</i> 121.....	83
Formation of rating of territorial subjects of the Russian Federation on the level of structural efficiency of activity of regional health care systems on the basis of indistinct and multiple approach. <i>Russians T. N., Tinyakova V.I., Shishkina L. Ampere-second.</i> 124.....	83
Threats of economic security of the region <i>Hadisov M.G.</i> of page 128.....	83
Trading operations of the energy company: principles, strategy, risks. <i>Tsaplina M.G.</i> of page 131.....	83
Analytical modeling of IK-services of NGN networks of <i>Artamonov Ya.S., Maksimenko V.N.</i> of page 136.....	83
Universal formula for calculation of quantity of simple cycles in any count <i>Astakhov M.S., Shirokov I.V., Shutenko A.V.</i> of page 143.....	84
To the analysis of efficiency of multi-stage productions. <i>Talyanov S. Yu.</i> page 146.....	84
Modeling of system of environmental monitoring behind a condition of the selenic status of the population of <i>Burtsev T.I., Notova S.V., Rocky A.V., Zhivayev N.G.</i> of page 149.....	84
Training in Chinese as foreign within joint management of the university of China with SCO member countries. <i>Wang Guoqing</i> of page 153.....	84
Professional interests of young teachers and research of their dynamics. <i>Vatashchak I.S.</i> of page 155.....	84
System analysis and complex assessment of filtrational and capacitor properties of oil layers. <i>Gavrishenko V.S.</i> of page 160.....	84
Use of the technological SUPO-1M complex for minimization of technogenic impact on a lithosphere at construction of wells of different function <i>Zhabrikov S. Yu.</i> page 164.....	84
Use of qualimetrical indicators in stockpile management of macaroni production. <i>Ingovatova O. Ampere-second.</i> 168.....	85
Development of the system of a ballot of the Academic council on mobile platforms. <i>Kurkin A.V.</i> of page 171.....	85
Conditions and means of formation of professional and pedagogical competence of future teacher of technology and business. <i>Mironenko I.V.</i> of page 174.....	85
Use of hybrid intellectual systems for the solution of a problem of information search on the Internet of <i>Prikhodko S.S.</i> of page 177.....	85
Fractal growth of microorganisms on powder and fibrous loading of the biofilter and an intensification of sewage treatment. <i>Pukemo M.M., Simakov Yu.G., Alekseev E.V.</i> of page 181.....	85
Mitotic activity in the culture of cancer cells of A-549 at influence of the pulse Kamena generator and nozod <i>Simakov Yu.G., Mezentseva M.V., Bunin K.G., Basina M.G.</i> of page 186.....	85
Experience of application of visceral manual therapy at treatment of pains in a back. <i>Apriamashvili G. G., Tatarintseva R.Ya., Tikhonova N.N., Ageeva A.V.</i> of page 190.....	85
Influence of biomodification on properties of kollagensoderzhashchy raw materials. <i>Titov E.I., Apraksina S.K., Litvinova E.V.</i> of page 196.....	85
Optimization of calculation of retaining walls on the basis of evolutionary and neural network technologies of <i>Shatokhin S.I.</i> page 200.....	86
Improvement of the production technology of beef of <i>Shkalov I. P.</i> of page 202.....	86
Influence of illegal cash flows on shadow economy <i>Vlasov A. P.S.</i> 207.....	86
Main directions of information confrontation: problem of legal regulation. <i>Aliyev A.R.</i> of page 212.....	86
Modern features of implementation of public prosecutor's supervision in the system of internal troops of the Ministry of Internal Affairs of the Russian Federation of <i>Berezhkov N.F., Tarasov M.Yu.</i> page 214.....	86
Private security of police of the Ministry of Internal Affairs of the Russian Federation in regulation of migration policy (safety) <i>Vasilyev F.P., Konyushok A.V.</i> of page 220.....	87
Features of the valuable and motivational sphere of active representatives of civil society. <i>Glazov L.G.</i> of page 226.....	87
Prospects of development of criminal liability and counteraction to raiding. <i>Zhadan V.N.</i> of page 229.....	87
Theoretical aspects of additional qualification of an organizatorstvo of crime. <i>Zatsepin A.M.</i> of page 233.....	87
Questions of prevention of careless crimes of minors. <i>Zorkina A. Ampere-second.</i> 237.....	87
About some problems and the prospects of scientific judgment of a phenomenon of legal statehood within libertarian and legal and positivistic legal paradigms <i>Karpov V. A.</i> page 241.....	87
Prevention of corruption risks of <i>Nikodimov K.I., Nikodimov I.Yu., Novikova N.G.</i> of page 245.....	88
Some features of application of civil means for stabilization of the relations of the parties of the contract of delivery. <i>Perepechyonov D.V.</i> of page 247.....	88
Application of a penalty in credit legal relationship <i>Ponazhev Yu.O.</i> of page 250.....	88
Administrative responsibility for offenses in the sphere of subsurface use and protection of a subsoil in modern scientific research. <i>Sefibekov I.R.</i> of page 254.....	88
Deprivation of the parental rights as type of abuse of the right <i>Terkulov H. Ampere-second.</i> 258.....	88
Responsibility of legal entities for a condition of ecology as bases of tolerance of society. <i>Chebunina Yu. P.S.</i> 262.....	88
Victimization polls in the USA as a method of assessment of latent crime. <i>Shkurinsky A.M.</i> of page 265.....	89
Impact of state regulation on development of branch of dairy cattle breeding <i>Bykovskaya N.V., Kormilitsina A. Ampere-second.</i> 268.....	89
Cross-disciplinary approach in a research of ornithological figurativeness in the Russian and Chinese poetry of the first third of the XX century <i>Ar Han</i> of page 271.....	89
Dialectics identical and other in two models of the European philosophizing. <i>Tsurkan A. Ampere-second.</i> 274.....	89
Information and consulting service of agrarian and industrial complex as mechanism of influence on sustainable development of rural territories <i>Arefyev A.N.</i> of page 278.....	89

//Innovations and investments. 2015. No. 7. 89

Modern design analysis: 7 principles of <i>Nikonov I.A., Fedotova M. Ampere-second.</i> 2.....	89
About some aspects of application of the scheme of system environmental monitoring in a zone of influence of the petrochemical enterprises of the Khanty-Mansi autonomous district Yugra. <i>Astapenko E.O.</i> of page 8.....	90
Innovative activity of regions and enterprises: research of a conceptual terms framework <i>Mazin A.L., Zakharov V.Ya.</i> page 13.....	90
Research of models of innovative activity on the basis of process of commercialization of innovations <i>Shamin A.E., Frolova O. Ampere-second.</i> 18.....	90
Innovative approaches to the modular organization of professional development of preschool teachers. <i>Petrova S.N.</i> of page 21.....	90
Development of cluster regional economy in the Russian Federation <i>Germanovich A.G.</i> of page 26.....	90
Improvement of tools of the state investment policy for sustainable development <i>Boyakhchyan A. Ampere-second.</i> 29.....	90
Transition to sustainable development: time imperative <i>Volynchikov A. Ampere-second.</i> 32.....	91

Strategic anti-recessionary planning: methods of forecasting of global financial and economic crises. <i>Kalashnikov P.K., Samarin I.V., Fomin A.N.</i> of page 36	91
Features of recognition and accounting of net assets of non-profit autonomous institutions according to the Russian and international standards of <i>Legenkov M.K.</i> page 43	91
The analysis of security of Russia with factors of production and efficiency of their use in the conditions of the competition in the world market. <i>Simonyan S.M.</i> of page 46	91
Informal economic activity in Russia: negative and positive consequences of <i>Tskhadadze N.V.</i> of page 50.....	91
Assessment of an economic condition of catering establishment and ways of a solution of the problem of its bankruptcy. <i>Ionenko P.T.</i> page 55. 92	92
Adaptive technique of intra-corporate training of personnel. <i>Onopriyenko A.V.</i> of page 60	92
Validation and documenting of special assessment of working conditions. <i>Shadlov A.I., Dmitriyenko G. V.</i> of page 65	92
The trend discriminant analysis of labor productivity in the agrarian sector of the Moscow region <i>Ziroyan M.A., Tinyakova V.I., Harcheva I.V.</i> of page 67	92
Cooperatives in realization of economic interests <i>Maryanovsky V. A., Konotopov V.M.</i> of page 72	92
Small and medium-sized enterprises of the industry in economy of the Russian Federation: a role and the place in the corresponding dimensional and branch segments. <i>Vlasov M.M.</i> of page 76.....	92
Features of formation of system of management accounting of expenses of the telecommunication companies of <i>Gibelnev E. Ampere-second.</i> 83	93
Organizational and economic aspects of increase in effective management of regional housing stock. <i>Shchurov B.V., Kozhin V. A.</i> page 88.....	93
Optimal portfolio solutions in the conditions of globalization. <i>Karyagina T.V., Lebedeva M.V., Fetisov V. A.</i> page 91	93
Innovative methods of measuring systems in technical diagnostics of the power equipment <i>Kunina P. S., Paranuk A.A., Bratchenko I.V., Kostin S.P., Chernova Yu.N., Klyumova N.Yu.</i> page 96.....	93
Comparative analysis of material structure and properties of kaolins of fields of South Ural <i>Bayandina M.A., Bayandina T.V.</i> of page 102	93
Identification of efficiency of model and technology of training of future teacher for fasilitiruyushchy communication with hearing-impaired younger school students <i>Butko S.S.</i> of page 105.....	93
Research of correlation of a gross metabolism and training load taking into account its parameters and the surface of a body at troyeborets of the highest sports categories <i>Larin O.S., Gavrilov A.N.</i> of page 109.....	94
Modern psychology and pedagogical conditions, means and methods of the educational environment of higher education institution <i>Gasanova R.R.</i> of page 111	94
The Tsitokinovy status at the syndrome of the angry intestines (SAI). <i>Dustov A., Abdullaev A.Sh.</i> of page 115	94
The choice and classification of the factors influencing for work of persons on duty on the railway stations <i>Kandybina S.A., Kalikina of So-called</i> page 119	94
Kompleksirovanny measuring system of forces of rotational cutting. <i>Katsay. Ampere-second.</i> 126.....	94
Application of adjusting actions in the conditions of recession of a passenger traffic. <i>Kitanina K.V., Kalikina So-called</i> page 130	94
Development of the device for early diagnosis of diseases on the basis of the analysis of composition of saliva by method of mikrokantileverny sensors. <i>Kolesov D.V., Yaminsky I.V., Silina E.V., Stupin V. A.</i> page 135	94
Optimization of introduction of LTE in Russia <i>Mazkhar J.</i> of page 141	95
The concept of application of neural classical and quantum calculations for search of unstructured information on the information telecommunication Internet of <i>Prikhodko S.S.</i> of page 143	95
Detection of phytosterols in beer <i>Rapota M.O., Tyrsin Yu. Ampere-second.</i> 147.....	95
Application of special heads of the higher mathematics in a question of increase in efficiency of use of mobile power means. <i>Shpilyov E.M.</i> of page 150	95
Information investment options in the executable file of the .Intel HEX format by means of language of the Shterenberg S.I. Assembler., <i>Vitkova L. Ampere-second.</i> 154	95
About approaches to development of the constitutional system of the rights and freedoms in the context of modern understanding of the constitutional state <i>Karpov V. A.</i> page 157	95
Property right to an action as subject to protection <i>Zakoshansky M.V.</i> of page 162	95
Tendencies of development of a regulation of the settlement agreement <i>Zeynalov R.I.</i> page 165	96
The administrative and legal bans as means of anti-corruption in the system of law-enforcement bodies <i>Zimin S.I.</i> page 169	96
Legal activity of citizens in criminal trial <i>Istratov A. Ampere-second.</i> 173	96
Children's ombudsman: comparative characteristic of laws of the Republic of Poland, Kingdom of Norway and the Russian Federation. <i>Pavlova T. G.</i> of page 176	96
Regulation of concession agreements in the Russian legislation: experience and problems. <i>Ponomarev R.V.</i> of page 178	96
Role of media in electoral process in Russian regions of <i>Simakov E.V.</i> of page 182.....	96
The problems arising at inheritance under the law <i>Filatov A.Yu.</i> page 186	97
Words with a figurative sense in lexicon of Christianity of <i>Goryushin R.I., Rosikova of Ampere-second.</i> 190.....	97
Motivny structure of a literary oneyrosfera of <i>Pankratov M.N.</i> of page 194	97
Combined atherosclerotic defeats of various vascular pools in population of inhabitants of the European North of Russia. <i>Fedotova E.V., Popov V. A.</i> page 197.....	97

//Innovations and investments. 2015. No. 8. 97

Territorial clusters as basis of development of innovative infrastructure of the region <i>Shamin A.E., Chernov V. A.</i> page 2	97
Modernization as the mechanism of realization of administrative innovations at the enterprises of special construction <i>Vygulyarny V.V.</i> of page 6	97
Statistical analysis and modeling of innovative development of Russia. <i>Kabalina M.Yu.</i> page 9	98
About efficiency of measures of state support of project financing in the Russian Federation <i>Nikonova I. Ampere-second.</i> 14.....	98
Features of assessment of efficiency of projects of public-private partnership in health sector (on the example of the onkoradiologicheskyy center) <i>Sizova E.S.</i> of page 19.....	98
Development of strategy at realization of the mechanism of microfinance <i>Hamidov A. Ampere-second.</i> 28.....	98
Development of the cotton industry of Russia by 1861-1900 <i>Lembersky M.N., Konotopov M.V.</i> of page 32	98
TO a question of definition of initial concepts of marketing management of territories <i>Zakharov I.S., Kasayev B.S., Klimov D.V.</i> of page 40	99
Some questions to a concept of Bogocharov V.S. holding of page 45.....	99
Strategic anti-recessionary planning: methods of forecasting of financial and economic crises in Russia <i>Kalashnikov P.K., Samarin I.V., Fomin A.N.</i> of page 48	99
Debatable problems of prosecution of the persons distributing the discrediting information (false rumors) in the Internet in the territory of the Russian Federation and the People's Republic of China <i>Zveryanskaya L. P.S.</i> 56.....	99

Optimization of system of customs administration as prospects of integration developments of the Eurasian Economic Union of <i>Horns of A.V.</i> of page 59	99
Protection of children in the Democratic Republic of the Congo in the light of international humanitarian law of <i>Serikp A.R.</i> of page 62	99
Features of regulation of concession agreements in foreign countries. <i>Ponomarev R.V.</i> of page 66	100
Current trends of updating of subject structure of the Russian Federation. <i>Kiselyova A.V.</i> of page 71	100
Cooperation of subjects of the tax relations as factor of increase in efficiency of tax planning of <i>Stagniyev S.I., Pozdnyakova T.</i> <i>Ampere-second.</i> 76	100
Import substitution as dynamic process of ensuring economic security of national economy <i>Abbasov A.R.</i> of page 79	100
The main criteria of ensuring food independence and safety in Russia <i>Tskhadadze N.V.</i> of page 83	100
To a question of preparation of talents in higher education institution <i>Nikulin L.F., Odegov Yu.G., Sulimova E.</i> <i>Ampere-second.</i> 88	101
Features of holding procurement procedures in the sphere of the Astashkevich A.I. fuel and energy complex. page 96	101
Identification of the priority directions of development of the regional sphere of housing construction: methodical aspects. <i>Karkavina A. S.</i> page 100	101
The analysis of tourist capacity of the region taking into account risk factor on the example of the Nizhny Novgorod Region <i>Kochkurova E.A., Shimin N.</i> <i>Ampere-second.</i> 106	101
Problems of the academic titulatura in scientific illumination of <i>Korshunov N.L., Chiang Nan</i> of page 110	101
Approaches to studying of gender orientations of children of younger school age. <i>Kurbatova Yu.V.</i> of page 117	101
Application of methods of designing of the future in medical and sports psychology. <i>Mikhalsky A.V.</i> of page 120	101
Social and biological aspect of competitiveness: competition and conflict. <i>Tsurkan A.</i> <i>Ampere-second.</i> 122	102
Pilot study of a method of video and computer correction of a psychophysical condition of the person with use of medical devices <i>Anuashvili A.N.</i> of page 126	102
Features of operation of the power line with bilateral food <i>Great I.V., Yerokhina T. P., Kravtser I.I.</i> page 129	102
Systematicity of modern organizational management: theoretical and applied aspects. <i>Gumerov M.F.</i> page 131	102
Development of tools of the final and element analysis on the basis of component technology <i>Dobromyslov V.V., Alexandrov A.E., Vostrikov A.</i> <i>Ampere-second.</i> 135	102
Features of development of utilitarian methods of ensuring inherent reliability and radiation firmness of packageless chips <i>Eroshkin A.L., Artyukhov V.V., Mashevich P.R., Popo R.</i> <i>Ampere-second.</i> 140	102
Pilot study of rotational cutting in the mobile unit. <i>Katsay.</i> <i>Ampere-second.</i> 144	102
The concept of development of the emergency surgical otorinolaringologicheskyy service of St. Petersburg in the conditions of modernization of health care of <i>Artyushkin S.A., Korneenkov A.A., Kovalyov M.V.</i> of page 148	102
Formation of professional competences of judges-secretaries on basketball. <i>Kutepov M.M.</i> of page 151	103
Major factors of impact on Kunin P. S., Parasuk A.A., Bratchenko I.V., Klimov N.Yu. technical system., Kostin S.P., Chernova Yu.N., Kovalyov Yu.S. of page 154	103
Influence of forest strips and shaft on moisture exchange of soils with ground waters in steppe agrolesolandshafta of Volga Hills of <i>Drives of P.N., Vishnyakova V.V., A.V. Rose trees</i> of page 159	103
The high-quality modified concrete on the basis of mineral additives and supersofteners of various nature. <i>Salamanova M.Sh., Saydumov M.S., Murtazayeva T. C.-A., Hubayev M.C.-M.</i> of page 163	103
The system analysis of an etiology of hysterical neurosis at <i>Tkachenko N.T.</i> women. page 167	103
Influence of speed of blow on damageability and the bearing ability of plates from composites <i>Shestakov A. S., Shestakova V. A.</i> page 173	103
Mathematical apparatus for calculation of efficiency of installation of the triangular caterpillar propeller on the class 1,4 tractor <i>Shpilyov E.M.</i> of page 177	104
Concept of "Responsibility on protection": formation and genesis (bibliographic review of documents of the UN (2009-2011)). <i>Yanosokirsky Yu.</i> <i>Ampere-second.</i> 180	104
Features of application of coercive measures by results of checks of bodies of internal state financial control. <i>Vasilyeva T.</i> <i>Ampere-second.</i> 185	104
Principles of anti-corruption. <i>Dylkov A. S.</i> page 190	104
History of institute of the settlement agreement <i>Zeynalov R.I.</i> page 195	104
The factors influencing regional economy <i>Huchbarov A. U.</i> page 199	104
Holding association and financial stability <i>Artuganov A.</i> <i>Ampere-second.</i> 203	105
Techniques of development of the balanced systems of indicators of <i>Krotov L. S.</i> of page 207	105
Choice of subjects to investment of incomplete housing construction. <i>Gorbunov S.V., Firsov M.V.</i> of page 209	105
Strategic concepts of innovative development of the enterprises at realization of system transformations <i>Basheva A.V., Kolosova T.V., Chernov V. A.</i> page 212	105
Matrix of styles of the management as instrument of strategic management of the human Shklyayev A.E. resources., <i>Nizhegorodtsev R.M.</i> of page 215	105
Teoretiko-metodologicheskyy approaches to the analysis of economic behavior of subjects in the conditions of market economy of <i>Avtonomova S.A., Izmaylova M.</i> <i>Ampere-second.</i> 220	105
The oath (oath) of "officials" in the context of development of institute of legal responsibility of public servants in Russia. <i>Lisnyak A.N.</i> of page 225	105
To a question of adequacy of a profession to labor market in Russia. <i>Makhevskaya E.V.</i> of page 229	106
Methods and indicators of assessment of effectiveness of NPO. <i>Belovo Yu.I.</i> of page 231	106
Professional basic word stock on nuclear power for foreign undergraduates. <i>Elatik A.</i> <i>Ampere-second.</i> 237	106

//Innovations and investments. 2015. No. 9. 106

Accounting of risks at realization of strategy of innovative development. <i>Dyomin S.S., Kabanova N.</i> <i>Ampere-second.</i> 2	106
Analysis of efficiency of functioning of system of government procurement. <i>Bochkova Yu.</i> <i>Ampere-second.</i> 6-8	106
Formation of constructive methods and conditions of innovative development of small business of <i>Matytsin N.V.</i> of page 9	106
Innovative formats of studying of financial management: strategic financial modeling by efficiency of the company on the basis of the integrated matrix tools. <i>Savvidi T.</i> <i>Ampere-second.</i> 13	107
Alternative factorial analysis of model of assessment of efficiency of innovations. <i>Filatov E.A., Polyakov S.</i> <i>Ampere-second.</i> 18	107
The statistical analysis of the factors making the stimulating impact on innovative activity of the organizations of the Moscow region. <i>Zhuravlyova S.N.</i> of page 21	107
Theoretical aspects of marketing instruments of increase in investment activity of functional zones of territories. <i>Zakharov I.S., Kasayev B.S., Klimov D.V.</i> of page 25	107
Payment SEPA mechanisms: new opportunities of development of the market of non-cash payments of Russia. <i>Krynkin M.M.</i> of page 29	107

Restrictions of operability of the transmission mechanism of monetary policy of the Central Bank of the Russian Federation <i>Dinets D. Ampere-second</i> . 34.....	107
Model of creation of a technique of definition of the rent of investment property of municipal units as element of the anti-corruption mechanism <i>Lukin A. Ampere-second</i> . 41.....	107
Investment policy of large corporations within corporate social responsibility <i>Materikin A.V.</i> of page 47.....	108
Option strategy. <i>Mysochnik V. A.</i> page 50.....	108
Principles and features of formation of policy of financial security of innovative activity of banks. <i>Hakiyeva Z.V.</i> of page 54.....	108
About a concept of marketing logistics. <i>Egorov Yu.N.</i> of page 57.....	108
Check of a hypothesis of recurrence of the world oil prices and studying of their interrelation with dynamics of the American dollar. <i>Ivanishchev A.V., Residents of Perm And. Ampere-second</i> . 61.....	108
China in the context of domestic management <i>Kulapov M.N., Nikulin L.F., Ponomarev M. Ampere-second</i> . 66.....	108
Economic inequality and social justice at the present stage in the developed <i>Pospelov E.B.</i> countries of page 70.....	109
Religious factor as aspect of soft power of the Russian policy. <i>Tserpitskaya O.L., Markushina N.Yu., Kovalevskaya N.V., Timchenko N.M.</i> of page 72.....	109
Methodological aspects of research approaches to studying of political opposition in the conditions of democracy <i>Mantsurov S.O.</i> of page 75.....	109
Strategic anti-recessionary planning: analysis of a situation in the world financial market <i>Kalashnikov P.K., Samarin I.V., Fomin A.N.</i> of page 79.....	109
Computer terrorism as new form of computer crime. <i>Stepanov-Egiyants V.G.</i> of page 89.....	109
Teoretiko-metodologichesky approaches to strategic planning of activity of the organizations <i>Bolovintsev Yu. Ampere-second</i> . 92.....	109
Features of formation of communication networks on the basis of intra organizational communications. <i>Vlasyuk G. V., Written A.B., Bestemyanova A.A., Novoseltseva E.V.</i> of page 96.....	109
Theoretical aspects of a research of social changes. <i>Galsanamzhilova O.N.</i> of page 105.....	110
Modeling of sustainable development of regional economy and forecasting of economic dynamics of the region. <i>Yakimenko I.V.</i> of page 108..	110
Systematization of problems of development of recreational territories on the basis of an attraktivnost. <i>D.V. drills</i> of page 113.....	110
Dairy and grocery complex in modern conditions: problems and prospects of modernization of <i>Makarov E.P., Molina Roa Franklin Yoel</i> of page 116.....	110
Analysis of structure of defense industry complex, clustering of the OPK organizations. <i>Binyukov F.S.</i> of page 119.....	110
Theoretical and practical aspects of cluster approach to development of the region, on the example of tourist branch of the Nizhny Novgorod Region. <i>Kochkurova E.A., Zyкова T.V.</i> of page 125.....	111
Assessment of a condition of a regional banking system of the Kemerovo region during 2010-2015 <i>Lovchikov V. P.</i> of page 129.....	111
Models of economic behavior of rural households (on the example of the Kemerovo region) <i>Pavlyuchenko S.V.</i> of page 132.....	111
The system of assessment of activity of executive power of territorial subjects of the Russian Federation on the basis of the Balanced system of indicators. <i>Spatar A.V.</i> of page 137.....	111
Primorsky Krai in investment process of the Far East. <i>Fedorov I.V.</i> of page 141.....	111
Social and economic development of the Moscow region in comparison with regions of the Russian Federation of <i>Volkov E.N.</i> of page 146.....	111
Statistical analysis of creation and reconstruction of objects of primary and secondary real estate markets as factor of growth of a gross regional product of the Moscow region <i>Fomin M. Ampere-second</i> . 152.....	112
Social and network communications in political process: foreign and domestic experience. <i>A.V. pick</i> of page 157.....	112
Research and modeling of ration neural networks and plasticity, <i>Nguyen Dang Tao</i> depending on the temporary course of spayk, <i>Nguyen Cuang Tiyen</i> of page 162.....	112
Problems of radiation safety in the context of the national Health project <i>Adamyan V.L., Zhizhin K.S.</i> of page 171.....	112
Research of kaolins of fields of South Ural for the purpose of receiving mullitokorundovy material of <i>Bayandin M.A., Bayandina T.V.</i> of page 174.....	112
Innovative approach to studying of microcirculator processes at patients with a chronic obstructive pulmonary disease and bronchial asthma. <i>Cooper V. G., Helinskaya I.V.</i> of page 177.....	112
Expert system for increase in survivability of the SM SEMS hexapod. <i>Zinyakov V.Yu.</i> page 182.....	112
Improvement of properties of diesel fuel due to use of dietary supplements of <i>Nagornov S.A., Meshcheryakova Yu.V., Yerokhin I.V.</i> of page 186.....	112
The thermoelectric thermostat for storage and transportation of biomaterials. <i>Mispakhov I.Sh.</i> of page 188.....	112
About features of teaching technical discipline on economics department. <i>Orlyanskaya T.I.</i> page 192.....	112
To a question of a defamation in worldwide network <i>Parygin N.N.</i> of page 195.....	112
The initial stages of puberty of girls in the second childhood taking into account constitutional accessory to practice of physical training of <i>Sazonov L.A., Komissarova E.N.</i> of page 199.....	112
Physical and chemical properties of the peat applied to land reclamation. <i>Sivkov Yu.V.</i> of page 204.....	112
The invasive device for long remote control of a condition of cardiovascular system at patients with a komorbidnost. <i>Silina E.V., Stupin V. A., Zolotareva L. S., Oganov R.G.</i> of page 206.....	112
Matrix method, energy resources and expenses of the capital <i>Sklyarov D. E., Kustov E.F.</i> page 211.....	112
Gas-piston installations for power supply and options of their use by agricultural consumers. <i>Suvorov M.N.</i> of page 215.....	112
The system analysis of pathogenesis of hysterical neurosis at women. <i>Tkachenko N.T.</i> page 219.....	112
The principle of functioning information and analytical the systems of decision-making for continuous support and optimization of production of the knowledge-intensive production <i>Fedotov of Vee. Century, Tyshchenko E.N.</i> of page 225.....	113
The analysis of processes of destruction of polymethyl methacrylate at <i>Torshkhoyev Z.S., Tsechoyev A.H.</i> dynamic and laser influences., <i>Akhriyev A. S., Kunizhev B.I.</i> page 229.....	113
The system of punishments for crimes in the sphere of drug trafficking, psychotropic substances and their analogs. <i>Vitovskaya E.S.</i> of page 234.....	113
Increase in level of professional sense of justice of lawyers as the direction of improvement of legal statehood in Russia. <i>Carps of VA.</i> page 239.....	113
To a question of a legal regime of rooms <i>Basos of E.V.</i> of page 243.....	113
Appeal problems in a judicial proceeding decisions, actions (inaction) of officials of administration of correctional facilities. <i>Buslayeva O.B.</i> of page 247.....	113
The objective and subjective party of murder for motive of blood feud. <i>Tsybulkin N.D.</i> of page 252.....	113
History of formation of the legislative base in the field of corporate social responsibility of <i>Sulimov E. Ampere-second</i> . 256.....	113
Philosophical space of S.L. Frank. <i>Chernus V.K.</i> of page 258.....	114
The categorial status of forms with a morpheme – ken in Turkish. <i>Kadyrova O.M.</i> of page 266.....	114
New industrialization as content of integration of EEU <i>Morozov V.V.</i> of page 271.....	114

Increase in competitiveness of the enterprise due to development of strategy of management of the return streams of production. <i>Tkachenko M.G.</i> of page 274	114
Improvement of a technique of assessment of efficiency of projects of public-private partnership in Russia on the basis of the analysis of experience of Germany. <i>Plotnikova E.S.</i> of page 279.....	114
Features of functioning agroproduktov the stvenny market and its segments in modern conditions. <i>Idrisova E.Sh.</i> of page 286	114

//Innovations and investments. 2015. NO. 10..... 114

Organizational and economic aspect of innovative development of the agrofood sphere of regions of Russia. <i>Bolgov N.V.</i> of page 2	114
Innovative aspects of formation of "National research agricultural university". <i>Sandu I.S., Nechayev V.I.</i> page 5	115
Methodical aspects of assessment of innovative activity of economic systems. <i>Yemelyanova O.V.</i> of page 10	115
Returnable leasing as a basis of implementation of innovative programs in a construction complex. <i>Tropina Zh.N., Ivanchenko M.O.</i> of page 14	115
Methodological approaches to assessment of positions of the countries in the world market of innovations and innovative technologies. <i>Markushenok K. Ampere-second.</i> 17	115
Improvement of policy of innovative development of the enterprises of Russia. <i>Medvedev A. S.</i> page 20.....	115
Innovative technologies of pedagogical education at the present stage. <i>Smirnova Zh.V., Mukhina M.V.</i> of page 22	115
Efficiency of vending business in modern economic conditions. <i>Magomedov G.D., Kakhriyanova D.G., Pokolodina E.V., Romanov N.V.</i> of page 24	115
Social indicators as innovative components of assessment of bank management. <i>Rusanov Yu.Yu.</i> page 27	116
About assessment of effect of diversification of business on the cost of the company. <i>Ekimova K.V., Dokhoyan Z.M.</i> of page 31	116
ABOUT some aspects of increase in effective management of investment activities in the Republic of Dagestan. <i>Isalova M.N.</i> of page 35	116
<i>Aleksandrovskaya Yu.P., Filippova N.K.</i> Analysis of investment projects of modernization of the oil processing enterprises.//Innovations and investments. 2015. NO. 10. page 38-41.....	116
The analysis of investment attractiveness as a fundamental factor for development of the Russian stock market. <i>Edilbayev A. Ampere-second.</i> 42	116
Economic behavior of firm during an era of informatization and its feature. <i>Bagrova N.A., Kasayev B.S.</i> of page 46	117
Model of institutional system of assessment of quality of the higher education. <i>Kolbayev K.B.</i> of page 51	117
Creation of trade strategy with use of the technical analysis in the Russian stock market. <i>Yu.S. snowball</i> of page 56.....	117
Ensuring food independence of Russia, the program of the accelerated import substitution. <i>Mumladze R.G., Mikhalkina E.G., Ivanov N.M.</i> of page 61	117
Problem of formation of the Russian imperial system. Byzantine and zolotoordynsky heritage. <i>Syzdykova Zh.S.</i> of page 64.....	117
Comparative analysis of the indicator of short-term liquidity (ISTL) and standard of H3, feature and problem of introduction. <i>Ubushuyev S.V.</i> of page 68	117
Concept of a noumen philosophy of knowledge of Kant. The comment to the text "About the basis of distinction of all objects in general on phenomena and noumena". <i>Suarez of Romero D.A., Molina Roa F.Y.</i> page 73.....	118
Content of categories "money turnover" and "electronic money turnover". <i>Hmaladze D. Z.</i> page 79.....	118
Prerequisites of perspective development of the historic center of the city of Haiphong. <i>Chernyavskaya E.M., To Tkhi Hen</i> of page 82	118
Raw profile of relationship of Russia and China: economic priorities and social consequences. <i>Ispravnikova N.R.</i> of page 86.....	118
Logic of power integration and its role in the course of formation of sovereign sources and mechanisms of growth in the former Soviet Union. <i>V.V. frosts</i> of page 91.....	118
Financial markets of China: tendencies and features of institutional model of regulation in modern conditions. <i>Fedorova O.Yu.</i> page 94.....	118
Industrial policy in various countries on the example of THE RUSSIAN FEDERATION and THE PEOPLE'S REPUBLIC OF CHINA. <i>To Jia Yush</i> of page 103.....	119
Role of the multinational companies in the Russian market of soft drinks. The importance of multinational corporation in food security. <i>Chernova V.Yu.</i> page 106	119
Main approaches to the organization of monitoring and control of achievement of strategic objectives of the organization. <i>Bolovintsev Yu. Ampere-second.</i> 109	119
Ensuring industrial and fire safety at the enterprises of construction. <i>Adamyan V. of Hp</i> 114.....	119
Criteria of efficiency of personnel policy. <i>Guzhina G.N., Guzhin And. Ampere-second.</i> 117	119
Employment and employment of women and persons with family duties in Russia and foreign countries. <i>Demchenko T.Z.</i> page 120	119
Influence of sociocultural factors on development of family policy in People's Republic of China. <i>Rozhu Wei</i> of page 124	120
Management of partner relationship as element of strategic marketing. <i>Karpenko R. Ampere-second.</i> 128	120
Methodical approaches to formation of subject and activity content of training of future officers to the solution of professional scientific and technical tasks. <i>Kostarev S.V.</i> of page 131.....	120
Practical experience of integration of science, education and business in the Russian Federation on the example of the Rosatom state corporation: tendencies and prospects. <i>Modnikova S. Yu.</i> page 133	120
Effectiveness as an indicator of quality, social and economic efficiency of the medical care provided with use of the motor transport. <i>Moskalyova N.B.</i> of page 138	120
About influence of resource potential on functioning of the power marketing organizations. <i>Kravchenko O. Ampere-second.</i> 150	120
Reserves of increase in production efficiency of meat of broilers in the Irkutsk region. <i>Romanova T.V.</i> of page 155	121
Research of ways of increase in competitiveness of the organizations of the media industry on the basis of business planning. <i>Samsonov M.I.</i> page 161	121
Website of radio station as tool of the analysis of its audience. <i>Biryukova S.M.</i> of page 164.....	121
Innovative approach to the rehabilitation program for children about Elersa-Danlo's syndrome. <i>Romanova M. Ampere-second.</i> 168.....	121
Features of use of a method of statistical linearization for calculation of systems of a podressorivaniye of track laying vehicles. <i>Lyuminarsky S. E., Lyuminarsky I.E.</i> page 172	121
The anthem in aspect of the theory of social marketing. <i>Belkova T.V.</i> of page 177.....	121
Electronic geographical atlases for schools of Kazakhstan. <i>Damekova S.K.</i> page 180.....	121
Program assessment of stability of building constructions. <i>Karpanina E.N.</i> of page 183.....	121
Realization of adaptive digital filters on COTTON VELVET (FPGA) with use of a method of the smallest average squares for application in digital processing of signals. <i>Nguyen Dang Tao, Nguyen Cuang Tiyeen, Chan Van Ngya</i> of page 186.....	121
Impact of technological properties of process on mechanical properties of connections solder lead-free solder. <i>Obenko A. S.</i> page 191	121
Development of a method of increase in oil recovery of high-viscosity oil with application of urobakteriya and composition surfactant. <i>Guseva Yu. Z., Altunina L.K., Scherbakova A.G., Ovsyannikova V.S.</i> of page 196.....	121

Models of high-performance visualization for cross-platform computing problems of biophotonics. <i>Peresunko V. A., Seteykin A.Yu., Krasnikov I.V.</i> of page 201.....	121
ACS of strategic planning: methods of determination of parameters of nonlinear functions in problems of econometrics when developing mathematical models. <i>Samarin I.V., Fomin A.N.</i> of page 206.....	122
Assessment of overall performance of IR division. <i>Santalova M.S.</i> of page 213.....	122
Regulation of a profile of dissolution of the matrix prolonged tablets on the example of a lornoksikam and methyluracil. <i>Dream A.V., Weinstein V. A.</i> page 216.....	122
Hi-tech methods of an electrocardiography. <i>Sunisoa O.V., Rakhmanina M.</i> <i>Ampere-second.</i> 222.....	122
Integrated therapy of somatoformny frustration at women. <i>Tkachenko N.T.</i> page 226.....	122
Effective creation of business process of technological design for the enterprises of retail trade. A technique of technological design taking into account need of development of the Cold supply project in "An album of technology solutions". <i>Shipnyagov A.V.</i> of page 232.....	122
Influence of graphite on diffusive processes at agglomeration of powder products on the basis of the Fe system – Cu – Gr <i>Gasarov B.G., Shishov A.V.</i> of page 235.....	122
Legal uncertainty of the fields of deep burial / downloading of waste and drains. <i>Kadyrov O.R., Kruchinina N.E., Belyaev S.D., Cardano VA.</i> page 239.....	122
Single questions of the theory and practice of carrying out inventory of the rights to results of scientific and technical activity. <i>Masur N.S., Zhamoydik K.M.</i> of page 244.....	122
Some problems of execution of the punishment in the form of corrective works. <i>Novoselova E.V.</i> of page 247.....	122
Constitutional and legal approaches to a question of participation of citizens in the administration of the state. <i>Vladimirov D.</i> <i>Ampere-second.</i> 250.....	122
Formation of institute of the Commissioner for Human Rights in Kuzbass (2001-2015). <i>Wolves of N.</i> <i>Ampere-second.</i> 255.....	123
Estimated category of "impartiality" on the example of removal of the judge in national and international law. <i>Sparrows of VA.</i> page 259.....	123
Psikhologo-lingvistichesky examination in arbitration process: examination of the trademark. <i>Davydov S.V., Koltunova E.</i> <i>Ampere-second.</i> 265.....	123
Modern ways of commission of crimes with use of counterfeit cash cards. <i>Zveryanskaya L. P.S.</i> 269.....	123
To single questions of legal regulation of contracts on rendering services of telephone communication. <i>Kuznetsova O.</i> <i>Ampere-second.</i> 272	123
Main aspects of actuarial estimation of activity of the non-state pension funds. <i>Kuzko O.V.</i> of page 276.....	124
Backbone destabilizatsionny factors in the North Caucasus at the beginning of the 90th of the 20th century of <i>Mamaladze A.</i> <i>Ampere-second.</i> 280.....	124
Legal status of electronic money and cryptocurrencies in the Russian Federation and the world. <i>Manakhov V. A.</i> page 283.....	124
Current state and prospects of development of tax consultation. <i>Shevnina G. V.</i> of page 287.....	124
Application of provisions of the concept of "responsibility on protection" to a situation in Syria. <i>Yasnokirsky Yu.</i> <i>Ampere-second.</i> 290.....	124
Children's television programs as tolerance educational tool. <i>Gartman T.Yu.</i> page 294.....	124
Leksikalizovanny prepositional and case word form in many respects as agent of the causal relations. <i>Konchenko T.V.</i> of page 297.....	125

//Innovations and investments. 2015. No. 11. 125

Innovative technologies and new media in social advertizing. <i>Melekhova A. S., Avtonomova S.</i> <i>Ampere-second.</i> 2.....	125
Innovative infrastructure of higher education institutions of Russia: analysis and prospects of development. <i>Georgian Yu. M.</i> of page 8.....	125
System of indicators of assessment of innovative activity of the enterprise. <i>Yemelyanova O.V.</i> of page 11.....	125
Innovations in education: development, activity, thinking. <i>Nikolaev A.A., Karakhanyan K.G.</i> of page 15.....	125
Problems of development of innovative activity in Russia. <i>Perchuk (Kabalina) M.Yu.</i> page 19.....	126
Factors of innovative development of the professional educational organizations. <i>Baryshev A. S.</i> page 24.....	126
Improvement of mechanisms of internal state financial control in the sphere of purchases of goods, works, services for ensuring the state needs. <i>Barashov E.</i> <i>Ampere-second.</i> 29-31.....	126
Features of finance of charity foundations. <i>Bryzgalova V. A.</i> page 32.....	126
Management of cost and risks of investment projects. <i>Isakova G.K., Isakov I.I.</i> page 37.....	126
To a question of balance of cyclic development of economic system. <i>Egorov A.Yu.</i> page 41.....	126
Features of realization of threats of economic security of national economy in the conditions of crisis of various scale. <i>Abbasov A.R.</i> of page 45.....	127
Process of social and economic reforming in Post-Soviet Russia: communication factor of efficiency. <i>Avtonomova S.A., Kutyrkina L.V.</i> of page 47.....	127
Modernization prerequisites in economy of the Russian Federation. <i>Shishov S.</i> <i>Ampere-second.</i> 51.....	127
To a question of methodology of assessment of customer focus of the company. <i>Starikova A.V., Lapikov A.V.</i> of page 54.....	127
About a problem of measurement of quality of the human capital. <i>Shibichenko G.I., Shvedova S.</i> <i>Ampere-second.</i> 59.....	127
The Ukrainian cultural policy in the context of formation of national identity. <i>Tabunov I.</i> <i>Ampere-second.</i> 62.....	128
Problem of development of the international cooperation in the sphere of information security. <i>Aliyev A.R., Elbayev Yu.A., Sambros N.B.</i> of page 66.....	128
Use of cultural approach for understanding of processes of acceptance and distribution of new goods in various countries. <i>Kochetkova A.</i> <i>Ampere-second.</i> 70.....	128
Functioning of the organizational and economic mechanism of modernization of a dairy and grocery complex of Venezuela: problems and prospects. <i>Molina Roa Franklin Yoel, Makarova E. P.S.</i> 74.....	128
10 problems of functioning of the Russian design organizations in Gulf States. <i>Shipnyagov A.V.</i> of page 78.....	128
Current state and prospects of development of the world market of liquefied natural gas. <i>Fedorova V. A.</i> page 81.....	129
Efficiency of integration of regulation of the financial market. Model of Germany. <i>Fedorova O.Yu.</i> page 86.....	129
Market of gas of the Republic of Kazakhstan: answering calls of globalization and regionalization. <i>Ereminev S.V.</i> of page 91.....	129
Problem of an agreement of criteria at strategic planning of activity of the enterprise. <i>Bolovintsev Yu.</i> <i>Ampere-second.</i> 100.....	129
Role of convergent communications in branding of Plekhanov Russian University of Economics. <i>Kiselyov V.M., Savinkov S.V., Ivanov A.V., Fedorova A.V.</i> of page 103.....	129
Use of convergent digital-communications for increase in efficiency of marketing of territories in FMCG sphere. <i>Terentyev V. A.</i> page 107.....	129
New approaches to corporate social package in the conditions of crisis. <i>Tikhonov D. Yu.</i> page 109.....	130
Target audiences and their influence on advance of the integrated portfolio of brands on the example of the enterprises of the automobile market of Moscow. <i>Lohan S.A., Fedyunin D.V.</i> of page 113.....	130
Model of increase in competitiveness of higher educational institutions on the basis of development of services of physical culture and sport. <i>Semirkhanov B.R.</i> of page 118.....	130
Modern educational services: development of creative strategy of advance of higher education institution. <i>Ivanov A.V.</i> of page 123.....	130

Transition to competence-based model of training of staff of special forces of the Ministry of Internal Affairs of the Russian Federation. <i>Artyomov I.V.</i> of page 130	131
Problem of irrational use of warehouse of the terminal. <i>Nozdracheva E.V.</i> of page 132	131
Crisis of administrative model in management of urban logistics. <i>Savin G. V.</i> of page 134.....	131
Economic aspects of integration of the companies into holding. <i>Safiullina E.I.</i> page 138.....	131
The analysis of problems of management of development of healthcare institution on the basis of long-term planning. <i>Shurygina S.V.</i> of page 142	131
Strategic reference points of development of small and medium business of the Republic of Bashkortostan in modern economy. <i>Valinurova L. S., Iskhakova E.I., Kazakova O.B., Kuzminykh N.</i> <i>Ampere-second.</i> 146.....	131
Increase in reliability of the oil and gas equipment application 3d - the press. <i>Hot V.V.</i> of page 150.....	132
Social and economic perspective in program documents of influential political parties of Russia. <i>Clean M.B.</i> of page 153	132
Assessment of efficiency of activity of executive power of territorial subjects of the Russian Federation on the basis of a technique of limit and critical indicators of development (on the example of DV FO Russian Federation of 2011-2014). <i>Spatar A.V.</i> of page 157	132
Labor rehabilitation of disabled people of Moscow: innovative solutions are necessary. <i>N.I. tulle</i> of page 161.....	132
The prospects of application of spectroscopy of RIDMR to problems of chemical and biological physics. <i>Ponomaryov O.A., Shapkarin I. P.</i> of page 165	132
Modern opportunities of surgical treatment of sharp cholecystitis at patients with high operational anesteziologicheskim risk. <i>Balayan G.Z.</i> page 168.....	132
Epidemiology of road and transport traumatism in the Sakha (Yakutia) Republic. <i>Ivanova A.A., Potapov A.F., Aprosimo L.</i> <i>Ampere-second.</i> 172	132
Role modern multimedia in development of sociocultural competence on classes in a foreign language of higher education institution. <i>Ilchinskaya E. P.S.</i> 175	133
Current state of laparoscopic surgery. <i>Lutsevich O.E., Rozumny A.P., Mikhaylov V.G.</i> of page 178	133
Algorithm of receiving an analytical formula for calculation of quantity of simple cycles in any count. <i>Astakhov M.S., Shirokov I.V., Shutenko A.V.</i> of page 182	133
Forecasting, early diagnostics and rehabilitation of damages of the central nervous system at newborns. <i>Afanasyeva N.V.</i> of page 185.....	133
Use of lamps with the operated dimmruyemy electronic puskoreguliruyushchy devices for increase in energy efficiency of systems of lighting of technical buildings. <i>Borovikov I.G.</i> of page 188.....	133
Problems of providing QoS in the wireless distributed networks of sensors. <i>Bezukladnikov I.I., Gavrilov A.V.</i> of page 194	133
Full-factorial research of use of pod of sunflower in processes of cleaning of the lands polluted by hydrocarbons. <i>Barge hauler of V. A., Burlaka N.V., Ishchenko E. P.S.</i> 198.....	133
Some methods of definition of load of a steel and reinforced concrete beam. <i>Karpanina E.N.</i> of page 201	133
The analysis of national and international standards concerning rationing of level of emissions of toxic gases and smoke of exhaust gases of cars. <i>Kiryenko D.K.</i> page 204.....	133
Domestic programs of training of children of early age in comparative aspect. <i>Kozlova O.V.</i> of page 208	133
The analysis of model of selective repetition in noisy channels. <i>Kushnazarov F.I.</i> page 214	133
Air pollution research around compressor stations with application of neural network modeling. <i>Muravyov K.</i> <i>Ampere-second.</i> 217.....	133
Blanket research from tseolitsoderzhashchy structures on pottery. <i>Pozhidayev D.A., Gulyaev V.T., Nikiforov P.</i> <i>Ampere-second.</i> 223.....	133
Deposits of the relic frozen water on the Moon. <i>Pugacheva S. G., Feoktistova E.</i> <i>Ampere-second.</i> 227	133
Modeling of channels of communication. <i>Filippov B.I., Makarov A.</i> <i>Ampere-second.</i> 234.....	133
Regulation of the technological modes when processing figurine surfaces of preparations. <i>Chetverikov I.A., Yellnikova I.S.</i> of page 239	133
Collective agreements in the countries of Scandinavia: history and present. <i>Shoniya G. V.</i> of page 243	133
Legal maintenance of the concept "tolerance". <i>Bulavina M.A., Zaikina I.V.</i> of page 246.....	134
Consumer protection under the contract of retail purchase and sale of food. <i>Kozlitin G.A., Hamburg. And.</i> page 250.....	134
Improvement of legal bases of public administration in the sphere of counteraction to raiding in the Russian Federation. <i>Gizzatullin A.G.</i> of page 254	134
About the content of the subjective right to confidentiality of know-how. <i>Glevich M.</i> <i>Ampere-second.</i> 258.....	134
Bases of emergence of dual citizenship. <i>Dzhalilova E.E.</i> page 261.....	134
The analysis of involvement of specialists of expert and criminalistic divisions to surveys of places of incidents in the violent crimes committed in the territory of Perm Krai. <i>Kudinov E.V.</i> of page 263.....	135
The comparative analysis of development of sense of justice among young people of Russia and the USA (on the example of experience of activity of the American institutes of civil society in the sphere of the higher education). <i>Lavrinets E.</i> <i>Ampere-second.</i> 266.....	135
Providing proofs in a notarial order. <i>Lakoba A.D.</i> of page 270	135
Legal regulation of activity of the financial markets. <i>Malovichko K.</i> <i>Ampere-second.</i> 274.....	135
The arbitration agreement and applicable law in the international contract. <i>Mukhtarova A.R.</i> of page 277	135
Notice of the conclusion of the shareholders' agreement as mechanism of protection of the rights of the third parties. <i>Trubina M.V.</i> of page 280	135
Cultural event as the instrument of advance of the territory (on the example of the Antonovka festival). <i>Ivanova R.M., Skrobotova O.V., Polyakova I.E., Karasyova G.Yu.</i> page 282	136
Culture of a word order in Russian. <i>Lu Huiping</i> of page 287	136

//Innovations and investments. 2015. No. 12. 136

Definition of the directions of territorial development of the Republic of Bashkortostan in the conditions of <i>Valinurov L. S., Iskhakov E.I.</i> innovative economy., <i>Kazakova O.B., Kotov D.V., Kuzminykh N.</i> <i>Ampere-second.</i> 2.....	136
Role of an innovative component in ensuring economic security. <i>Alexandrov A.I.</i> of page 8	136
Development of network of the centers of collective use of the scientific equipment as effective tool in the solution of priority scientific tasks. <i>Baranov S.I., Vasin A.A., Kravchenkov A.N., Sidortsova O.L., Shlyapin A.D.</i> of page 11.....	136
Model of formation of investment policy of financial institutions. <i>Kazakova A.V., Sharapov M.M., Hodursky D.M.</i> of page 14.....	136
The quantitative theory of money in the Russian realities. <i>Yakimenko I.V., Rykalin A. S.</i> page 16	137
Classification signs and various consumers of educational service as factors of its advance. <i>To Braisaz U.V.</i> of page 21	137
Sphere of the budgetary financing: some problems of ensuring its economic security. <i>Yanishevskaya Ya.</i> <i>Ampere-second.</i> 25.....	137
Risk management in development of the market of franchising services. <i>Latkin A.P., Belenets P.S.</i> page 30.....	137
Basic methodical principles of modeling of social and labor mobility. <i>Korneeva E.I., Korneev M.Yu., Novgorodtseva T.Yu.</i> page 35.....	137
Social and economic bases of utilization of chemical weapon in the Russian Federation. <i>Golubtsov S.</i> <i>Ampere-second.</i> 39.....	137
Industrial balance and sustainable development of economy. <i>Zhukov K.G.</i> of page 41.....	137

World nuclear power: review of current state and prospects of development of branch. <i>Modnikova S. Yu.</i> page 46	138
Role of agro-industrial complex in development of international trade for the republic Côte d'Ivoire. <i>Diyege Patrick Ermann Wye</i> page 50	138
Continuity in family business. <i>Wolves of. Ampere-second.</i> 54	138
Modeling of the operated functioning of the industrial enterprise. <i>Gevak A.N., Martynov L.M.</i> of page 59	138
Use of the balanced system of indicators in reputation management. <i>Logunova O.E.</i> page 61	138
Increase in loyalty of bank clients by means of partnership with a retail. <i>Radchenkov S.M.</i> of page 66	139
System analysis of marketing paradigms. <i>Syaglova Yu.V.</i> of page 70	139
Crisis management by the industrial enterprise. <i>Filatov E.A., Dykusova I.G.</i> of page 74	139
Analysis of level of innovative development of regions of Siberian Federal District. <i>Alekseev S. G.</i> of page 78	139
Geographic information system as innovative approach for optimization of use of water resources in the irrigated agriculture of the Fergana Valley. <i>Nikanorova A.D., Dronin N.M.</i> of page 83	139
Development of investment process in the Far East in 2001-2013. <i>Fedorov I.V.</i> of page 87	139
Instruments of comparison of cumulative cost of possession of alternative options of development of IT infrastructure of bank. <i>Tsvetkov A.V.</i> of page 91	140
Devices and systems of industrial ventilation. <i>Belekhov A.N.</i> of page 95	140
Questions of development of approaches to definition and justification of the initial (maximum) price of the contract at implementation of government procurement. <i>Zavidey S.V.</i> of page 99	140
Problems of formation and realization of industrial policy. <i>To Jia Yush</i> of page 101	140
From charity history. <i>Bryzgalova V. A.</i> page 106	140
Structure and methodology of strategic management. <i>Guzhina G.N., Kuzmina And.</i> <i>Ampere-second.</i> 110	140
National etiquette in business. <i>Makhevskaya E.V.</i> of page 114	140
Model of the regional mechanism of rational use of a personnel resource in the conditions of depressive economy. <i>Zhamaldayev A. - R.Sh.</i> of page 117	140
Influence of factors on development of the agrofood market. <i>Idrisova E.Sh.</i> of page 124	140
Economic aspects of development of the enterprises of the coal industry: teoretiko-methodological approach. <i>Afonina E.V.</i> of page 126	140

//Innovations and investments. 2016. No. 1. 140

Financial, institutional and regional aspects of innovative development of economy of Russia. <i>Shlenov Yu.V., Levin Yu.A., Pavlov A.O.</i> of page 3	140
Features of tax incentives of investment and innovative activities at the regional level. <i>Mandroschenko O.V.</i> of page 5	141
Assessment of industrial capacity of the Republic of Bashkortostan. <i>Akhmetov I.R., Karelin I.Yu.</i> page 10	141
Formation and realization of investment policy of a transport complex. <i>Gabbasov I.M.</i> of page 18	141
Influence of returnable leasing on enterprise activity. <i>Ivanchenko M.O.</i> of page 22	141
Methodology of a research of theoretical questions of insurance of investment risks. <i>Kadyrbayev I.</i> <i>Ampere-second.</i> 26	141
Modern control system of innovative development of the enterprises of fuel and energy complex. <i>Kuzin A.</i> <i>Ampere-second.</i> 30	141
To a question of technological knowledge and technological capabilities. <i>Zenina S.N., Poletayeva L.P., Filimonova N.B.</i> //page 35-38	142
Statistical approach to the analysis of development of business on the basis of methods of the cluster analysis. <i>Churilova E.Yu., Salin V.N.</i> of page 39	142
Assessment of a state and development of a control system of stock value in the system of multimodal messages of the international company. <i>Kryuchenko N.N., Mishukova A.A., Salko D. Yu.</i> page 45	142
Some aspects of a solution of the problem of a concept of the international integration. <i>V.V. frosts</i> of page 51	142
The review of development of nuclear power in regions of the world. <i>Shorokhova E.O.</i> of page 58	142
The organization of effective management of the enterprise on the basis of information technologies. <i>Aloyev T.B., Batova I.A., Beslaneev R.</i> <i>Ampere-second.</i> 62	143
The integrated marketing communications as a way of the solution of problems of advance of additional professional education. <i>To Braisaz U.V.</i> of page 67	143
Features of development of advertizing campaign on the Internet. <i>Magomedov G.D., Kakhrimanova D.G.</i> of page 72	143
Prerequisites to transition of the budgetary educational institutions to the status of autonomous. <i>Esakov S. P.S.</i> 78	143
The special economic zone – a basis of development of production capacity of the region. <i>Rubtsova L.N.</i> of page 83	143
Problems of financial development of the enterprises in the tourism industry. <i>Galimova L.I., Galimov Sh.Sh.</i> of page 86	143
The reasons of financial difficulties of small and medium business in China. <i>Li Baojian</i> of page 91	144
Methods and means of a holoellipsometriya. <i>Shapkarin I. P., Shpachkova A.V.</i> of page 96	144
Optimization of labor costs as instrument of increase in effectiveness of work of workers. <i>Samoylyuk T.</i> <i>Ampere-second.</i> 99	144
Tendency of development of renewables in the world. <i>Halova G. O., Jordan</i> Of this year page 103	144
Legal status of special subjects of exchange activity. <i>Ivanova E.V.</i> of page 108	144
The rating of municipal units on extent of development of territorial public self-managements. <i>Tulokhonov O.S.</i> of page 114	144
Financial and legal responsibility. <i>Yanishhevskaya Ya.</i> <i>Ampere-second.</i> 119	144

//Innovations and investments. 2016. No. 2. 145

Motivation of formation of innovative economy in regions of Russia. <i>Bezpalov V.V., Zharikov V.V., Yershova M.V.</i> of page 2	145
Innovative activity: economical and legal essence, problems of development and regulation. <i>Orlova L.N.</i> of page 7	145
TO a question of modeling of system of the balanced development of investment and innovative activities of the company. <i>Razakov A.</i> <i>Ampere-second.</i> 16	145
Features of scheduling of the innovative project. <i>Kushnir Yu.S.</i> of page 20	145
The organizational and economic mechanism administrative influences in the system of cost project management on creation of innovative products. <i>Marshallkina T.V.</i> of page 26	145
The methodical recommendations of assessment of efficiency of partnership of university science and the industrial companies during creation and commercialization of hi-tech innovations. <i>Osipova E.Yu., Danilov A.I.</i> page 32	146
Improvement of processes of financing and effective functioning of technopark structures. <i>Mukhamedyarov A.M., Divayeva E.A., Habibrakhmanova Yu.R.</i> of page 38	146
Modeling of the modes of the balanced development of investment and innovative activities of the company. <i>Razakov A.A., Razakov M.</i> <i>Ampere-second.</i> 43	146
Optimization of work of operational department of commercial bank. <i>Kabanova Yu.R.</i> of page 49	146
Pricing of mortgage contracts. <i>Chistyakov M.M.</i> of page 53	146
Policy of information security and control of information streams in commercial bank. <i>Yudnikov Yu.N.</i> of page 61	146
Development of the cotton industry of Russia by 1900-1917 <i>Konotopov M.V., Lembersky M.N.</i> of page 69	147

The analysis of methods of bank pricing with attraction of the theory of the Austrian school. <i>Mushengko D.V.</i> of page 76	147
Regional policy of China and free economic zones. <i>Pertsik E.N., Kabakov S.I.</i> of page 84	147
Philosophy of the European bank - the concept of a mission and base of the development strategy. <i>Pashkov R.V.</i> of page 90	147
Work safety. <i>Belekhov A.N.</i> of page 97	147
Gender features of employment in Krasnodar Krai. <i>Vitselyarova K.N., Aksayeva Yu.E., Oganesyanyan V.G.</i> of page 101	147
Crisis of the higher education. Look from within. <i>Makarova G.Yu., Kharitonov Yu.N., Fishermen V. E., Guzhin A.</i> Ampere-second. 106	148
Conceptual bases of improvement of strategic management of the industrial enterprises in the conditions of global crisis. <i>Stetsyukevich A. S.</i> page 110	148
Relocators for consumers of services of available tourism in Russia. <i>Akramov A.</i> Ampere-second. 117	148
Control system of real estate of the higher education institutions of the Russian Federation which are under authority of the Ministry of Education and Science of the Russian Federation at the level of the subordinated organization. <i>Shkurov F.V., Sizov A.P., Sarajevo G.Yu., Shenletir I.E., Levina N.I.</i> page 120	148
Expediency of use of a method of program and target planning in the solution of problems of housing financing (on the example of implementation of the FTP "Dwelling" for 2011-2015). <i>Kadakoyeva G. V.</i> of page 126	148
Problems of the Russian industrial enterprises. <i>Kapitonova Yu.S.</i> of page 130	148
Cluster approach as basis of effective development of the region. <i>S.A. side play, Shilova N.N.</i> of page 134	149
Efficiency of realization of an algorithm of administrative actions of the enterprises of special economic zones. <i>Rubtsova L.N.</i> of page 139	149
Concept and factors of complex development of the region in the conditions of formation of special economic zones. <i>Chernyavskaya Yu.</i> Ampere-second. 143	149
The prospects of social and economic development of the region on the basis of coordination of strategic objectives of regional policy with the purposes of development of transport infrastructure. <i>Kurikov V.M., Sadykov A.F.</i> page 147	149
Improvement of organizational and functional structure of management of consumption of energy resources on railway transport. <i>R.S. sim cards, Sattarov R.S.</i> of page 151	149
Modern problems of crediting of MSP in Russia. <i>Zavalnyuk Yu.V.</i> of page 155	150
Radiation technologies in the XXI century: innovations and development. <i>Makarov I.E., Shapkarin I. P., Shpachkova A.V.</i> of page 160	150
Modeling of conversion of marketing communications in the leasing company. <i>Mikhalkevich I.S.</i> of page 165	150

//Innovations and investments. 2016. No. 3. 150

Development of the innovative crisis response strategy of marketing of the company in modern conditions. <i>Kiselyov S.</i> Ampere-second. 2	150
Innovative components of the theory and terminology of bank management. <i>Rusanov Yu.Yu.</i> page 8	150
About need of implementation of new regional investment projects in the Republic of Bashkortostan with participation of budgetary appropriations of the federal center. <i>E.N. major</i> of page 13	150
The analysis of the main reasons and driving forces of falling of the oil prices during oil crisis of 2014-2016 <i>Ivanishchev A.V., Permyakov A.</i> Ampere-second. 18	150
Uncertainty in business assessment by method of real options. <i>Nuzhdenov A.D.</i> of page 27	151
The system of project financing in the world market and its influence on the Russian economy. <i>Bektenova G.S.</i> of page 32	151
Features of structure of an urbanization of Japan and formation of technopolises. <i>Pertsik E.N., Kabakov S.I.</i> of page 39	151
Universalization as one of measurements of integration of the world markets of natural gas. <i>Eremin S.V.</i> of page 44	151
Features and the prospects of interaction of the states of the Eurasian Economic Union with the countries of the Caspian region in the field of power. <i>Seferov A.K., Illeritsky N.I., Tyrtysheva D.O.</i> of page 51	151
Formation of uniform payment space as natural process of monetary integration. <i>Savinova N.G.</i> of page 57	151
Role and tasks of management of non-profit organizations. <i>Belovo Yu.I.</i> of page 60	152
Business models and strategic management of the knowledge-intensive corporations. <i>Mikhalev S.V., Belov A.A., Handogin M.S.</i> of page 66	152
Development of the integrated corporate structures in the industry – a global challenge of traditional methodology of strategic management. <i>Stetsyukevich A. S.</i> page 72	152
The structural assessment of the supplier based on the balanced indicators with the integrated corporate social responsibility. <i>Teryukhov Ya.I.</i> page 78	152
Relevance of transformation of model of financing of projects of housing construction. <i>Levin Yu.A., Lomachenko S.S.</i> of page 82	152
The directions of development of budgetary tax policy in the Russian Federation. <i>Starikova S.S., Gnatyshina E.I., Kemaykin P.V.</i> of page 85 ..	153
Role of a hi-tech complex in the transformed economy of Russia. <i>Kochnov D.</i> Ampere-second. 90	153
Modernization of the Russian economy in the period of sanctions. <i>Markushenok K.</i> Ampere-second. 93	153
Increase in a tax burden - as a factor, dissuasive on development of small business in Russia. <i>Bachilo T. G., Trubitsina N.V.</i> of page 97	153
Labor rehabilitation of disabled people on the basis of public-private partnership. <i>N.I. tulle, Mayatskaya I.N.</i> of page 105	153
The analysis of non-tariff methods of regulation in electrical power branch. <i>Aksenov A.P., Borisov A.M., Nayanov E.</i> Ampere-second. 109	153
Increase in competitiveness of fitness clubs in the local market on the basis of price and not price methods. <i>Krasnov E.V.</i> of page 113	154
Scientific and technical progress and safety of work. <i>Belekhov A.N.</i> of page 116	154
The asymptotic solution of a task of Nash of sharing of a monetary prize between two players with power functions of usefulness. <i>Aleksandrovich S.V., Sekerzh-Zenkovich S.Ya.</i> page 122	154
Accounting of an investment temporary log in macroeconomic model of reproduction. <i>Gevorkyan E.A., Martirosyan A.E.</i> page 127	154
The optimum choice of strategy of development of the new software on the basis of Gurvits generalized risk criterion. <i>Foshin D.V.</i> of page 130	154
Russia in global chains of value added. <i>Suslin E.D.</i> of page 138	154
Potential ways of increase in efficiency of use of the results of intellectual activity received by the enterprises of defense industry complex. <i>Pankov D.V., Murashova S.V.</i> of page 143	154
Role of cluster diversification in economic development (political and economic aspect). <i>Grankina V.</i> of Hp 147	155
Features of use of instruments of economical production at the hotel enterprises. <i>Kabanov A.A., Zhukova M.</i> Ampere-second. 155	155

//Innovations and investments. 2016. No. 4. 155

Reproduction of fixed capital as decisive factor of innovative development of the enterprise. <i>Sakhigareev I.R.</i> of page 2	155
Actions for increase in efficiency of use of results of intellectual activity. <i>Pankov D.V.</i> of page 6	155
Application of ideology of "an economic startup" on the example of the innovative automobile Crimea project. <i>Denisenko E.V., Malinin V.</i> of Hp 9	155
The directions of innovative development of regions within sustainable development. <i>Ziyatdinov A.M., Ziyatdinova R.M., Matukhin E.L., Kroshechkina I.Yu.</i> page 14	156
Methodological bases of modeling of innovative higher education. <i>Kapyrin P.</i> Ampere-second. 20	156
Improvement of the mechanism of loan financing of investment activities of the metallurgical companies. <i>Postupinsky I.</i> Ampere-second. 24 ..	156

Risk analysis as guarantee of steady growth of investments in the sphere of the real estate. <i>Levin Yu.A., Lebedev N.A., Lomachenko S.S.</i> of page 31	156
Exposure of a discount rate on the MCPM model: analysis, scope and criticism. <i>Zubovich D. Yu., Lukashov N.V.</i> of page 34.....	156
Competitive production systems of the Russian industry. <i>Balashov E.S., Gromova E.</i> <i>Ampere-second.</i> 39.....	156
Technological way: to the background. <i>Hawkers of M.</i> <i>Ampere-second.</i> 43	157
Islamic banks in the countries of the European Union - adaptation potential. <i>Kabsh M.D., Martynenko N.N.</i> of page 45	157
Detailed analysis of a condition of tax system of Azerbaijan. <i>Magerramov A.M., Babayev F.M.</i> of page 51	157
Not price methods of increase in competitiveness of fitness clubs. <i>Krasnov E.V.</i> of page 54	157
Connection of success of the companies with realization of the concept of sustainable development on them. <i>Pavlova E.I.</i> page 57.....	157
Theory of information society and human resource management. <i>Bakshiev S.</i> of <i>Hp</i> 62.....	157
Formation of cluster structure of economy of the region. <i>Bezpalov V.V., Zharikov V. D., Zharikov V.V.</i> of page 67.....	157
Administrative decisions on a conclusion managing a subject from crisis as an innovative way of management. <i>Kiselyov S.</i> <i>Ampere-second.</i> 72	157
Economic aspects of labor employment of disabled people. <i>N.I. tulle</i> of page 79.....	158
About need of use of the new economic mechanism of financial security of implementation of the development strategy of the company. <i>Safonov M.S.</i> of page 83.....	158
Regularities of transformation of marketing paradigms. <i>Syaglova Yu.V.</i> of page 87.....	158
Business development strategy as instrument of management of competitiveness. <i>Guzhina G.N., Nazarshoyev N.M., Guzhin A.A., Ezhkova V.G.</i> of page 90	158
Agriculture as social and economic system. <i>Kharitonov A.V.</i> of page 93.....	158
Research of structural regularities in long-term dynamics of volume of world oil production. <i>Ivanishchev A.V., Residents of Perm And.</i> <i>Ampere-second.</i> 99	158
Value of a share in the mechanism of management in economic societies and associations. <i>Tarkhova O.Yu., Chekunov A. S.</i> page 107.....	159
Some aspects of standard and legal and financial and tax regulation of business activity in the Russian Federation. <i>Shorin V.M.</i> of page 112....	159
Acupuncture and radonoterapiya in postoperative rehabilitation of reproductive function at patients with external forms of genital endometriosis. <i>Cardano M.H., Tembotova I.A., Grigoryan I.M.</i> of page 117.....	159
The place of tourism in development of national economy and feature of a tourist product. <i>Hasenova K.E., Zeynullina A.Zh., Ibrayeva A.K.</i> page 120.....	159
Information assessment of actions of crew for performance of an objective in information and psychological conditions with use of computer technologies. <i>Kolosov S.V.</i> of page 124.....	159
Development of the production technology of food of functional purpose (on the example of preparation of sauces). <i>Namsarayeva Z.M., Hamnayeva N.I., Bogdanova O.V.</i> of page 130	159
Repair structures on the basis of polymeric knitting. <i>Uzayeva A.</i> <i>Ampere-second.</i> 134	159
Assessment of a state and development of indicators of the sphere of information and communication technologies. <i>Klochkova E.N.</i> of page 140	160
Increase in loyalty of the consumer on the basis of use of the principles of economical production. <i>Kabanov A.A., Chudnovsky A.D.</i> of page 146	160
About invariancy of strictly hereditary radicals concerning endomorphisms. <i>Mushrub VA., Sukhorukova I.V., Belyaev A.A., Pavlovsky V.V.</i> of page 150	160
Methodical approach to adoption of the administrative decision on replacement or restoration of the equipment of the enterprises of an oil and gas complex of the Russian Federation. <i>Tomazova O.V.</i> of page 155.....	160

//Innovations and investments. 2016. No. 5. 160

Technological ways and social and economic progress. <i>Konotopov M.V., Novitsky N.A., Lomachenko S.S.</i> of page 2.....	160
Problems of information security in modern society: culturological approach. <i>Vershinina S.V.</i> of page 12.....	160
Technique of assessment of innovative climate of municipal unit of the Republic of Bashkortostan. <i>Valinurova A.I., Kazakova O.B.</i> of page 17	160
Use of financial and economic modeling for definition and calculation of key performance indicators of innovative projects in the mining industry. <i>Mikhaylovsky A.</i> <i>Ampere-second.</i> 23	161
Assessment and analysis of financial stability of investment companies. <i>Kabsh R.D.</i> of page 27.....	161
Formation of methodological base of assessment of efficiency of innovative and investment projects taking into account regional features. <i>Baychorov M.U.</i> page 33	161
Influence of integration processes on investment climate. <i>Bryukhanov Yu.M., Potapova V.Yu.</i> page 36.....	161
Influence of yield on the state securities on macroeconomic, financial performance and capitalization of the market. <i>Yakushin A. P.S.</i> 41	161
Factors of economic incentives of economic growth in the Republic of Tajikistan. <i>Begov D.M.</i> of page 46	161
Iraqi crisis: A position of Iran concerning a military solution by force of the Iraqi crisis of 2003 and the central role of the authorities of Tehran within the existing political situation in the Middle East after the war in Iraq. <i>Salum H.E.</i> page 54	162
Role of the Asian Infrastructure Investment Bank (AIIB) in implementation of the "Economic Belt of the Silk Way" project. <i>Jia Songs.</i> 61	162
Role of derivatives in evolution of strategy of management of assets and liabilities of commercial banks. <i>Guseva I.A., Altsione O.</i> <i>Ampere-second.</i> 67	162
The directions on improvement of system of compensation in the agricultural organizations. <i>Ivanova N.M., Bykovskaya N.V.</i> of page 71.....	162
Possibilities of development of the human capital of the organizations and enterprises of the investment and construction sales tax complex in the conditions of creation of construction clusters. <i>Yanenko E.N.</i> of page 75	162
Increase in efficiency of use of Internet advertizing of the enterprises of restaurant and leisure and entertaining business on social networks as a factor of increase in competitiveness of the enterprises. <i>M.A. frosts, Aristov P.O.</i> of page 80	162
Key indicators and mechanism of increase in economic efficiency of activity of the tourist enterprise. <i>Radionov A. S.</i> page 84	163
Development of small farms in agrarian and industrial complex: results of implementation of the state program in 2015. <i>Mumladze R.G., Vasilyeva I.V.</i> of page 88	163
Stockpile management at the level of economy and branches. <i>Fedorov L. S.</i> of page 93.....	163
The place and role of an enterprise cluster in the uniform social and economic system of the region. <i>Bondarenko V.E.</i> page 98	163
Methods of increase in efficiency of processing of the client database. <i>Mikhalkevich I.S.</i> of page 104	163
Quality control of corset and linen products. <i>Shpachkova A.V., Andreyeva E.G., Chizhova N.V.</i> of page 109.....	163
System of utilization of chemical weapon: economic bases of the theory and practice. <i>Golubtsov S.</i> <i>Ampere-second.</i> 113	163
Cloud computing of "the clever cities". <i>Nightingales V.N., Prokofiev A.V., Chyosov R.G., Stuff of M.</i> <i>Ampere-second.</i> 116	164

Problem of optimization of the choice of the investment project in the IT sphere within the synthetic generalized Gurvits's criterion. <i>Foshin D.V.</i> of page 122	164
Development of the technology of meat products increased food and biological values from camel meat. <i>Uzakov Ya.M., Tayeva A.M., Medeubayeva Zh.M.</i> of page 128.....	164
About some problems of introduction to civil circulation of the rights to results of the research, developmental and technological job got at implementation of government contracts. <i>Zhamoydik K.M.</i> of page 132.....	164
The specific characteristic of pincers and terms of their activation in the conditions of the foothills of Southern Dagestan. <i>Alibekov R.R.</i> of page 135	164
Distinction and similarity of the concepts "Linguocultureme" and "Logoepistema". <i>Tsao Huilins.</i> 138.....	164
Specific features of sight translation as independent type of translation activity. <i>Frash S.S.</i> of page 142.....	164
Russian market of the state securities: problems and prospects of development. <i>Nevsky O.V.</i> of page 146	165
Essence and the maintenance of the price as economic category in the market of pharmaceutical retail trade. <i>Burtseva T.A., Aleksanyan R.O.</i> of page 152	165
Methods of assessment of efficiency and competitiveness of transport routes and sea navigable container lines. <i>Fadeyev E.</i> <i>Ampere-second.</i> 161	165
Problems of increase in efficiency of hotel complexes. <i>Kobyak M.V., Layko M.Yu.</i> of page 171.....	165
O expanded to a centrod of a ring of slanting polynomials with automorphism. <i>Mushrub VA., Maximov D.A., Fadeyeva L.</i> <i>Hp</i> 175	165

//Innovations and investments. 2016. No. 6. 165

Modernization of economy of Russia: on the way to the sixth technological way. <i>Lomachenko S.S., Babloyan T.I.</i> page 2	165
Role of higher education institutions in institutional development of innovative activity. <i>Davletgareeva A.R.</i> of page 5	166
Efficiency of innovative activity in the Russian economy. <i>Nizamutdinov R.I.</i> page 12.....	166
Features of modeling of innovative strategy of the enterprise of power plant engineering with use of properties of a logistic curve. <i>Runova M.I., Chulyukov V. A., Sokolyansky V.V., Knyazeva E.V.</i> of page 16	166
Regulation of a ratio of "expense price" in activity of developers as the driver of development of construction branch. <i>Ivanov M.S.</i> of page 20. 166	166
Project financing on the principles of public-private partnership as the instrument of stimulation of economic growth. <i>Kirakosyan L. S.</i> of page 24	166
Optimization of size of product cost with use of various methods of the operational analysis. <i>Nikitina D.M.</i> of page 28	166
The place and role of mortgage cost in the system of bank crediting. <i>Nadezhkina Ya.V.</i> of page 33	167
The prospects of structural modernization of economy in the light of the created investment and financial disproportions. <i>Firsov D.</i> <i>Ampere-second.</i> 37	167
Features of regulation of bank activity in the USA. <i>Zvonar V.K.</i> page 46.....	167
Iraqi crisis: A combination of internal and external factors of influence in the Iraqi crisis. <i>Salum H.E.</i> page 49	167
Global crisis will begin with China? <i>Semakina A.</i> <i>Ampere-second.</i> 55	167
Organizational structure of modern holding. <i>Zotov V.M.</i> of page 59	167
Motivational and stimulation of personnel for increase in efficiency of activity of the enterprises. <i>Midova V.O., Minasyan E.T., Ponomarev M.</i> <i>Ampere-second.</i> 64	167
Effectiveness of a control system of quality on the basis of the principles of HASSP at the enterprise for release bakery and confectionery. <i>Tsareva G. R.</i> of page 68	168
Current state of management of the Russian enterprises of furniture production. <i>Rzhev Ruble.</i> <i>Ampere-second.</i> 73	168
Import substitution in the sphere of production of medicines and its influence on pricing in retail pharmacy chain. <i>Aleksanyan R.O.</i> of page 80 168	168
The concept of the mechanism of measurement and assessment of indicators of energy efficiency of infrastructure of a transport complex on the basis of synergy interaction of functional subsystems of railway transport. <i>R.S. sim cards</i> of page 91.....	168
Influence of scientific and technical progress on fashion of the XX century. <i>Dear T. G., Kozlova T.V.</i> of page 94.....	168
Development of agriculture as the priority direction in policy and management of import substitution. <i>Nikulin L.F., Toporov A.R., Nazarenko A.A., Sulimov N.Yu.</i> page 101	168
Development of BSC for logistics division integrated into BSC of manufacturing enterprise. <i>Tkachenko M.G.</i> of page 105	169
Statistical analysis and forecasting of development of a branch network of insurance company. <i>Sadovnikova N.A., Yudin I.</i> <i>Ampere-second.</i> 109	169
Methodical provisions according to innovative investment attractiveness of regions. <i>Sandu I.S., Demishkevich G.M., Ryzhenkova N.E., Troshin A. S.</i> page 115.....	169
Perspective technologies of transmission of kinetic energy as a result of new opening in physics. <i>Vannovsky Yu. P.S.</i> 122	169
Problems of development of theoretical bases of creation of computer networks. <i>Mukhamadiyev Yu.O., Mukhamadiyeva N.</i> <i>Ampere-second.</i> 127	169
Development of recommendations about formation of konfektsionny cards on a corset and linen product and to the choice of a look and parameters of stitches and seams for production of corset and linen products from elastic materials. <i>Shpachkova A.V., Andreyeva E.G., Chizhova N.V.</i> of page 131	169
To a question of a smoothing problem Gurvits's criterion and economic application. <i>Labsker L.G.</i> of page 134	170
Relevant tasks of management of processes of productive use of material resources. <i>Babanov V.N., Sokolov M.F., Homiyakov V.N., Shulmin S.</i> <i>Ampere-second.</i> 146	170
The Arctic – a zone of strategic interests of Russia. <i>Bondareva V.S.</i> of page 151	170
About interaction of labor market and education market. <i>Bulls</i> page 155	170
Review of methods of assessment of efficiency of innovative and investment projects. <i>Krylov E.I., Vorobyova L. S.</i> of page 158	170
Creation of composition of a brine for tselnomyshechny meat products. <i>Tayeva A.M.</i> of page 165	170
Financial and psychological barriers of maintaining steady competitiveness. <i>Resident of Veliky Ustyug V.</i> of <i>Hp</i> 168	170
Theoretical aspects of financial engineering and relevance in modern conditions of influence of crisis. <i>Chugunov I.V.</i> of page 173	171
Treasury letter of credit as instrument of treasury support of government contracts. <i>Shishkov R.S.</i> of page 177	171
Information security methods from unauthorized access. <i>Yudin I.</i> <i>Ampere-second.</i> 183	171
Problems of efficiency of implementation of the state program of development of agrarian and industrial complex and way of their decision. <i>Ostapenko G.N.</i> of page 189.....	171
State and prospects of development of satellite communication systems. <i>Abdraimova A. S., Larin A.</i> <i>Ampere-second.</i> 192.....	171
Assessment of overall performance of hotel complex and its key divisions. <i>Kobyak M.V., Layko M.Yu.</i> of page 197.....	171
Algorithmic approach to teaching the theory of counts. <i>Mushrub VA., Maksimenko M.N., Vybornova I.I., Fadeyeva L.</i> <i>Hp</i> 202	172
Practice of use of the mechanism of project financing at implementation of large-scale investment projects. <i>Maryin A.V.</i> of page 209.....	172
Methodological bases of justification of parameters of innovative development. <i>Zaryankina O.M.</i> of page 212	172

//Innovations and investments. 2016. No. 7. 172

About features of transition to new technological way in modern conditions of world production and international division of labor. <i>Levin Yu.A., Nikanorova A.D., Pavlov A.O.</i> of page 2	172
Transformational recession in economy in transition (retrospective analysis). <i>Babloyan T.I., Lomachenko S.S.</i> of page 6	172
Market of the intellectual capital: structure, problems, principles. <i>Mashkina D.I.</i> page 12	173
Development of the mechanism of interaction of structural components of the intellectual capital of the region. <i>Huzina N.Sh.</i> of page 18	173
Corporate values and innovations in operational management. <i>Pantelev P.N.</i> of page 23.....	173
Monitoring of the balanced development of innovative and investment activities of corporations. <i>Kasayev B.S., Razakov A.</i> <i>Ampere-second.</i> 28	173
TO a question of formation of the mechanism of sustainable development of the enterprise on the basis of the balanced system of indicators. <i>Rzhev Ruble. Ampere-second.</i> 34.....	173
Financial aspects of attraction of investments into economy of Russia. <i>Kadyrbayev I.</i> <i>Ampere-second.</i> 41	173
Objective subjectivity of perception of reality. <i>Hawkers of M.</i> <i>Ampere-second.</i> 46.....	174
Big Kondratyevsky waves, cycles Zhyuglyara and "financial bubbles": identification of evolutionary communications. <i>Dinets D.</i> <i>Ampere-second.</i> 48.....	174
Foreign and Russian experience of development of science and technology parks. <i>Markova F.</i> <i>Ampere-second.</i> 54.....	174
Cooperation of Russia and China in development of territories of the advancing development in the Far East. <i>Polayeva G.B., Tikareva A.</i> <i>Ampere-second.</i> 58.....	174
The prospects of development of the industry of liquefied natural gas in Iran. <i>Telegina E.A., Fedorova V. A.</i> page 63	174
Routes of supply of the Turkmen hydrocarbons to the world market. <i>Kulmamirova M.S., Halov O.M., Polayeva J.K.</i> page 70	174
Current state and prospects of development of an oil and gas complex of India. <i>Halova G. O., Reva A.R.</i> of page 76.....	175
About priority of design approach when developing programs of development of high technologies in the industry. <i>Gorchakova E.</i> <i>Ampere-second.</i> 81	175
Justification of administrative decisions on the basis of the marginal analysis. <i>Vlasova V.M.</i> of page 90.....	175
Application of the cycle PDCA in the analysis of implementation of the Decree of the President of the Russian Federation of May 7, 2012 No. 596 "About long-term state economic policy". <i>Kamolov S. G., Merkulov M.V., Shitenkova E.V.</i> of page 95	175
Portrait of youth of the Republic of Bashkortostan: problems and prospects of development. <i>Valinurova L. S., Iskhakova E.I., Kazakova O.B., Kotov D.V., Kuzminykh N.</i> <i>Ampere-second.</i> 104.....	175
Multiplicative effect of implementation of the import substitution program of the coal industry. <i>Zhukova I.A., Lobunets V.S.</i> of page 108.....	175
To a question of paradigm shift of standard regulation in a gas distribution segment. <i>Eremin S.V., Mamukova E.V.</i> of page 112	175
Innovative approach in formation of shapes of the transport systems of the future. <i>Melnikov V. P., Nazarov A.V.</i> of page 120.....	176
Integrated analysis of seven-factorial model of assessment of efficiency of innovations. <i>Filatov E.A., Cheng Yunlongs.</i> 126.....	176
Economic feasibility of introduction of innovative technology of restoration of cranked axes of the agricultural caterpillar machinery by method of a plasma and powder naplavka. <i>Kokhan A.A., Kokhan A.G.</i> of page 130.....	176
Role of actions for management of knowledge in organizational innovations of the IT-company. <i>Makarova A.N.</i> of page 134	176
Service of internal control in public authorities of the city of Moscow. <i>Sapozhnikova E.E.</i> page 141	176
The analysis of production and sales of products of crop production at the agricultural enterprise. <i>Pugacheva L.V., E.S. Cap</i> of page 144	177
The analysis of types of the Absolute personality in I.P. Chetverikov's article. <i>Sizintsev P.V.</i> of page 148	177
Justification of economic security of railway transport on the basis of the intellectual computer systems of operational management of train service. <i>Nikitin A.B.</i> of page 152.....	177
Features of implementation of the charitable salary project between commercial bank and a higher educational institution. <i>Sokolov Yu.I., Dedova I.N., Lavrov I.M., Alexandrova D.</i> <i>Ampere-second.</i> 156.....	177
Physical training as factor of formation of professional competences of future officer. <i>Balangding E.V.</i> of page 162.....	177
Technique of use of modern training means in the course of training of operators of difficult technical systems. <i>Borodin S. G.</i> of page 167	177

//Innovations and investments. 2016. No. 8. 178

The competition for liquidity of assets as as the reason of financial bubbles in reproduction of technological way. <i>Dinets D.</i> <i>Ampere-second.</i> 2 178	178
To a question of monitoring of the balanced development of innovative and investment activities of corporations. <i>Kasayev B.S., Razakov A.</i> <i>Ampere-second.</i> 7	178
Increase in efficiency of small business and introduction of innovative medical services in the conditions of crisis. <i>Ivanov E.V.</i> of page 13.....	178
Algorithm of assessment of investment attractiveness of the industrial enterprises. <i>Tarelkin A.</i> <i>Ampere-second.</i> 22	178
"Make in India" as world experience for Russia of foreign investment attraction. <i>Chernova V.Y.</i> page 28	178
Prospects of development of power industry of the EU. <i>Jordan Of this year</i> page 36	179
Experience of integration associations in formation of the common market of natural gas of the Eurasian Economic Union. <i>Eremin S.V., Dontsova A. V.</i> of page 42	179
Power cooperation of the Caspian states: state and prospects of development. <i>Seferov A.K.</i> page 50.....	179
Formation of the common market of gas of the Eurasian Economic Union: calls and opportunities for PJSC Gazprom. <i>Illeritsky N.I.</i> page 55 ..	179
Modern problems of regulation of the competition in Russia. <i>Karsanova E.E.</i> page 60	179
Problems of steady competitiveness of the companies of the computer industry. <i>Komarova I. P.</i> of page 65	179
TO a question of economic approach to behavior of the person. <i>Baksheev S. of Hp</i> 75	179
Strategy of development of regional air transportation of the Arkhangelsk region. <i>Petrosyan V.S.</i> of page 79.....	180
Formation of the organizational and economic mechanism of capital repairs of apartment houses with obligatory use of energy saving technologies and materials. <i>Ivanov I. O.</i> of page 86	180
Strategies of development of the irrigated agriculture in Central Asia in the conditions of unstable cross-border water security on the example of the Fergana Valley. <i>Nikanorova A.D.</i> of page 92	180
About a role and the place of membrane technologies in the world and Russian market of water treatment and sewage treatment. <i>Denisov A.G.</i> of page 97	180
Assessment of effective management of the industrial enterprise in the conditions of growth of the competitive environment. <i>Rzhev Ruble. Ampere-second.</i> 101	180
Methods of determination of properties of materials for clothing industry. <i>Shpachkova A.V., Andreyeva E.G., Chizhova N.V.</i> of page 105	180
The analysis of influence of investments on indicators of economic development of territorial subjects of the Russian Federation on the example of the Novosibirsk region. <i>Andreyev V.V.</i> of page 110	181
The alternative functional analysis of ten-factorial model of assessment of efficiency of the invested capital. <i>Filatov E.A., Cheng Yunlongs.</i> 114	181
Integrated approach to the person in traditional Indian medicine – Ayurveda: spiritual and social aspects. <i>Avtandilyan E.</i> <i>Ampere-second.</i> 118 181	181

Industrial policy as imperative of multilevel purposeful regulation of economic development of an industrial complex. <i>Zabaluyev Yu.I.</i> page 124	181
Problems and prospects of development of information society: Russian and foreign experience. <i>Klochko E.N.</i> of page 133	181
Questions of information security of National payment service provider of Russia. <i>Krylov G. O., Smoked A.P., Larionov S. of Hp</i> 140	181
Features of the Russian food embargo. <i>Matveeva N.V.</i> of page 148	182
Financial mediation and role of banks in its implementation. <i>Eletina A.I.</i> page 152 EEU in the conditions of action of sanctions and countersanctions. <i>Suslin E.D.</i> of page 154	182
Use of renewables as factor of innovative development of domestic energy industry. <i>Kapitonov I.A., Shulus A.</i> <i>Ampere-second.</i> 157	182
Modern approaches to modeling of process of distribution of innovations in the sphere of payment technologies. <i>Pogosyan A.M.</i> of page 164..	182
Hierarchical model of an effective brand management of higher education institution. <i>Fedorova A.V.</i> of page 170	182
Questions of restoration of industrial capacity of Russia and role of state corporations in this process. <i>Pugacheva L.V., Taradina M.V.</i> of page 176	182
Classical and alternative sources of financing at the organization of project financing of implementation of investment projects. <i>Maryin A.V.</i> of page 182	183
Network model of distance learning in the system of professional development of pedagogical shots. <i>Abzalimov R.R.</i> of page 188	183
Religious and philosophical review of a sketch of I.P. Chetverikov "Critical individualism in the Russian philosophy". <i>Sizintsev P.V.</i> of page 192	183
Training of the officer-teacher as scientific and pedagogical problem. <i>Komarov M.E.</i> page 196.....	183
Development of methods of training of fire preparation in the conditions of use of modern tutorials. <i>Kochergin N.</i> <i>Ampere-second.</i> 200	183

//Innovations and investments. 2016. No. 9. 183

Technologies and finance: First technological way. <i>Dinets D.A., Sokolnikov M.</i> <i>Ampere-second.</i> 2.....	183
Model of stable economic growth upon transition to new technological way. <i>Konotopov M.V., Novitsky N.</i> <i>Ampere-second.</i> 6.....	184
Model of "a threefold spiral" as mechanism of innovative development of agro-industrial clusters of the Russian Federation. <i>Bondarenko N.E., Maximova T. P.</i> of page 14	184
Innovative activity as a basis of effective development of the Russian enterprises in the conditions of the unstable external environment. <i>Smirnov E.</i> <i>Ampere-second.</i> 21	184
Features of the market of the Russian corporate eurobonds. <i>Bagrey I.Yu.</i> page 25	184
Factors of intensity of innovative processes at the different levels of economic system. <i>Havin D.V., S. V. Humpbacks, Kolosov T.V.</i> of page 30	184
Analytical ensuring internal control of efficiency of investment activities. <i>Kolesov E.S.</i> of page 33	184
Organizational and investment funding mechanism for enterprise initiatives. <i>Petukhova Zh.G.</i> of page 41	185
Influence of sanctions on a condition of the Russian food market. <i>Matveeva N.V.</i> of page 48.....	185
The economic analysis within a triangle: innovations, not oil sector and foreign capital. <i>Gasymov A.F.</i> page 51	185
Questions of ensuring energy security of the states. <i>Polayeva G.B., Yambarysheva A.A., Mikhaylova A.D.</i> of page 55.....	185
Services sector in economy of China the beginnings of the 21st century. <i>Qi Weichao</i> of page 60.....	185
Business intelligence in strategic management and the economic analysis. <i>Mitrovic S.</i> of page 63	185
Problems of use of IT outsourcing and possible ways of their decision in Russia. <i>Lisitsyn M.O.</i> of page 68.....	186
Mass media in the system of political management. <i>Sitnikov N.</i> <i>Ampere-second.</i> 74	186
Assessment of innovative activity and scientific capacity of the region. <i>Alekseev S. G.</i> of page 77	186
Conceptual bases of interaction of authorities and enterprise structures in the regional markets. <i>Levin Yu.A., Lebedev N.</i> <i>Ampere-second.</i> 83	186
The analysis of the factors influencing technological development of the enterprises of timber processing complex in the region. <i>Belyakov G.P., Pokonov A.</i> <i>Ampere-second.</i> 88	186
The analysis of the main conditions of ensuring development of new model of the state social policy in the Russian Federation. <i>Michovich P.S.</i> 95	186
Problems and the prospects of creation of territories of the advancing social and economic development in the Far Eastern Federal District. <i>Halova G. O., Kopylova A. S., Savina A.</i> <i>Ampere-second.</i> 101	187
"Dirty money": risks of involvement of banks in doubtful schemes of washing. <i>Kuzmenko E.B.</i> of page 108.....	187
Key aspects of investments into development of the human capital. <i>Makarova A.N.</i> of page 118	187
Development of methodical base of assessment of efficiency of activity of public authorities city authorities of Moscow. <i>Sapozhnikova E.E.</i> page 122	187
Mathematical description of vibration of a shaft of the pump. <i>Tatlyev R.D.</i> of page 127	188
Saykling-protsess in dynamic models of development of the gas-condensate field. <i>Skiba A.K., Zlotov A.V.</i> of page 131	188
Historical and archival research of the biography of the religious philosopher I.P. Chetverikov. <i>Sizintsev P.V.</i> of page 135	188
Hedging of a portfolio of corporate bonds by creation of arbitrazhny model, neutral in relation to credit risk. <i>Podluzhny S.S.</i> of page 170.....	188
Influence of level of aero ionization on intellectual efficiency of students. <i>Popova T.V.</i> of page 175.....	188
Technological ways and problem of utilization of household waste: scientific and historical aspect. <i>Chelnokov V.V., Glushko A.N., Matasov A.V.</i> of page 179	189
System approach in a research of process of creation and functioning of the spatial localized economic systems. <i>Elkina L.G., Kosyanenko N.G.</i> of page 186	189
To a question of development of model of management of the industrial enterprise in the conditions of growth of the competitive environment. <i>Rzhev Ruble.</i> <i>Ampere-second.</i> 192.....	189
Innovative susceptibility of standard organizational structures. <i>Zotov V.M.</i> of page 197	189
Theoretical aspects of the economic mechanism of management. <i>Mumladze R.G., Vasilyeva I.V., Alyoshina T. N.</i> of page 201.....	189
Assessment of innovative activity in economic system. <i>Zaryankina O.M.</i> of page 206	190

//Innovations and investments. 2016. No. 10. 190

Development of innovations in modern information society. <i>V. I. smiths, Klochko E.N.</i> of page 10.....	190
Analysis of development of regional investment and innovative activity. <i>Hasanova K.E., Zeynullina A.Zh., Ibrayeva A.K.</i> page 16	190
Innovative system model of resource provision in the consumer markets of the Russian Federation. A case on commodity group of fish products. <i>Kiselyova T.F., Mozzherina I.V., Shapovalova Yu.N.</i> of page 19.....	190
Instruments of introduction of investment and innovative strategy in activity OF AGRARIAN AND INDUSTRIAL COMPLEX. <i>Grudneva A.</i> <i>Ampere-second.</i> 22	190
Possibilities of use of infrastructure of public sector for stimulation of innovative development in the Russian Federation. <i>Korniienko E.</i> <i>Hp</i> 25	190
The analysis of domestic and foreign experience of application of kraudtekhnologiya in the context of activization of design and investment activities of subjects of small and average business. <i>Georgian Yu. M., Zeynalov A.A., Ilyenkov D.</i> <i>Ampere-second.</i> 29	191

The accelerated development of the modern credit and investment mechanism – leasing – for business development. <i>Petukhova Zh.G.</i> of page 34	191
Problems of improvement of National payment service provider in the Russian Federation. <i>Pugacheva L.V.</i> of page 39.....	191
Bases of synergetic investment. <i>Tyulenev Yu.V.</i> of page 43	191
Multilateral development banks as instruments of redistribution of economic influence in the world. <i>Safonov M.S., Kuznetsov S.V.</i> of page 46.....	191
Methodological bases of complex risk analysis of an economic environment of investment projects. <i>Yaren D.N.</i> of page 51	191
Budget of the Russian Federation as smoothings tool of social inequality. <i>Dubovik M.V.</i> of page 55	192
Technology of management and assessment of pledges in bank. <i>Pashkov R.V., Yudenkov Yu.N.</i> of page 61	192
Factors of development of the stock market of the Russian Federation: statistical assessment. <i>Darda E.S., Ustinov E.</i> <i>Ampere-second.</i> 70.....	192
Main prerequisites for formation of competitive global networks of value creation for the Russian companies. <i>Novikova E.S.</i> of page 75	192
Analysis of key factors of cost of social networks. <i>Pritumannov A.</i> <i>Ampere-second.</i> 80	192
Lenin and cooperation: unrealized opportunities. <i>Maryanovsky V. A.</i> page 85.....	193
Production of potrebitelny values in modern economy – a basis of formation and development of "productive" practical knowledge. <i>Sergienko L.V.</i> of page 90.....	193
Global competitiveness of the Russian oil and gas complex. Analysis, infographics and scenario forecast. <i>Kiselyov V.M., Savinkov S.V.</i> of page 98	193
Municipal bonds as instrument of financing of infrastructure projects: international experience, problems, possibilities of application in developing countries. <i>Goryainova L.V.</i> of page 106.....	193
Current state and prospects of innovative development of the construction industry of the Republic of Kazakhstan. <i>Kazbekov E.E.</i> page 110....	193
Integration of EEU in trends of development of the energy markets. <i>V.V. frosts</i> of page 113	194
Structure of the international population shift in the Russian Federation. <i>Prokhorov P. E., Vasilyeva A.V., Epstein N.D.</i> of page 116.....	194
Integrated assessment demographic safety of economically developed countries. <i>Karmanov M.V., A.N. Sides</i> of page 122	194
Choice of network model of management of bank structures. <i>Buyevich S. Yu.</i> page 126	194
Policy of the Central Bank of Russian Federation in the conditions of crisis. <i>Ankudinova N.</i> <i>Ampere-second.</i> 131	194
Order of preparation and contents of development strategies of the holding companies. <i>Gorkunenko A.</i> <i>Ampere-second.</i> 134.....	194
Methods of assessment of efficiency and quality of franchising services in the system of the Russian business. <i>Novikov V.S.</i> of page 137.....	195
Types of structures of corporate management in banks. <i>Novikov Yu.S.</i> of page 141	195
Role of the foreign trade activity of regional industrial complexes in the conditions of realization of policy of import substitution. <i>Bezpalov V.V., Lochan S.A., Fedyunin D.V.</i> of page 144	195
The territory of the advancing development as a factor of investment attractiveness of the region: features and problems of development. <i>Krishtal I.S.</i> of page 148.....	195
The analysis of the main criteria and indicators of level of technological development of the enterprises of timber processing complex in the region. <i>Pokonov A.</i> <i>Ampere-second.</i> 153	195
Research of intensity of the taxation of profit of the organizations in subjects of the Southern Federal District. <i>Ksenofontov A.A., Ksenofontov A. S., Moskalenko L.</i> <i>Ampere-second.</i> 159	195
Information asymmetry of process of development: instrument of manipulation or reason of supercosts? <i>Gracheva Yu.S.</i> of page 165	196
Dynamism of formation of modern organizational structures of regional agrarian and industrial complexes. <i>A.G. germanohlV</i> of page 168	196
Organizational and economic processes and tendencies in the social sphere in the Russian Federation. <i>Predrag Michovichs.</i> 173	196
Prerequisites to the organization of system of controlling of hazardous production facilities. <i>Akulova S.V.</i> of page 178	196
Main components of strategy of sustainable development of the oil company. <i>Ryabov Z.S.</i> of page 183	196
Assessment of efficiency of application of the state social help on the basis of the social contract. <i>Tatarintsev V.E., Kalashnikov S.V., Hrapylina L. P.S.</i> 189	197
Structure of demographic expansion of the population of the Russian Federation. <i>Smelov P.A., Egorova E.A., Makhova O.</i> <i>Ampere-second.</i> 193	197
The institutional bases of development and carrying out industrial policy in the context of import substitution policy in Russia. <i>Yermolaev S.</i> <i>Ampere-second.</i> 200	197
Analysis of investment attractiveness of territorial subjects of the Russian Federation. <i>Sadovnikova N.A., Moiseykina L.G., Ledeneva I.K.</i> of page 204.....	197
The directions of increase in efficiency of mechanisms of anti-corruption in the state contract system. <i>Gazetov A.N.</i> of page 211	197
The computer analysis of spatial work of the beams from wood reinforced by cross fittings. <i>Blochina N.S., Galkin G.</i> <i>Ampere-second.</i> 216.....	198
Methodology of management of a regional banking system on the basis of the balanced indicators of assessment of its influence on the real sector of economy. <i>Arunyants G. G., Sayadyan Of this year, Mnatsakanyan A.G.</i> of page 219	198
The control system of the direct current motor which is self-adjusted to loading. <i>Orlyanskaya T.I.</i> page 226.....	198
Admissible regional systems - advantages, conditions, diagnostics. <i>Solomatin A.N.</i> of page 229.....	198
Russia on the way of improvement of approaches in the sphere of rational environmental management and the address with waste. <i>Konotopov M.V., Shuttles B. B., Glushko A.N., Korzhevsky S.V.</i> of page 237.....	198
The analysis of dependence of formation of industrial wastes on a gross regional product in the Sakha (Yakutia) Republic. <i>Shpakova R.N.</i> of page 248.....	198
Indicators of assessment of the main components of system of innovative activity of the region. <i>Hubiyeva Zh.K.</i> page 252	199
Definition of elements of creation of the competitive development strategy of modern automobile corporations. <i>Jan Yans.</i> 257.....	199
Comparison of legal bases of creation of tax systems. <i>L. D. smiths</i> of page 261	199
Current trends of development of outbound Chinese tourism and prospect for Russia. <i>Blinova E.A., Manteyfel E.</i> <i>Ampere-second.</i> 267.....	199
Improvement of quality of production as decisive condition of its competitiveness. <i>Guzhin A.A., Ezhkova V.G.</i> of page 270	199
Control system of official development of shots through an individual karyeroostroitelstvo. <i>Guzhina G.N., Nazarshoyev N.M.</i> of page 275	200
G. Teichmuller's personalism in a sketch of associate professor I.P. Chetverikov "Critical individualism in the Russian philosophy". <i>Sizintsev P.V.</i> of page 280	200

//Innovations and investments. 2016. No. 11. 200

Technologies and finance: Fourth and fifth technological ways. <i>Dinets D.A., Sokolnikov M.A., Lomachenko S.S.</i> of page 2.....	200
Perspective forms of innovative integration processes in the Russian economy. <i>Goncharenko L.P., Bryukhanov Yu.M., Fatyanova I.R.</i> of page 9	200
Features of innovative activity of oil branch. <i>Gelashvili V.V.</i> of page 13	200
Audit in the sphere of purchases: essence of an innovation. <i>Degtev G. V., Gladilina I. P., Yashchenko V.V.</i> of page 16	200
Mechanisms of effective integration of knowledge in consulting firms. <i>Kotova A.V.</i> of page 19.....	201

Methodical approach to assessment of economic efficiency of innovative activity at the uranium mining enterprises. <i>Mikheylovsky A. Ampere-second. 24</i>	201
Creation of the modern innovative environment at the enterprises of defense industry complex. <i>Shevchenko D.V. of page 28</i>	201
Transparency of the budgetary process in the Russian Federation. <i>Ankudinova N. Ampere-second. 32</i>	201
Tendencies of development of crediting of corporate clients by the Russian commercial banks. <i>Ashba A.M. of page 34</i>	201
Russian corporations and foreign sources of financing of investment projects: modern features and problems. <i>Surkova N.P., Mudrova S.V., Budrenko E.V. of page 39</i>	202
Conceptual aspects of financing of long-term infrastructure projects in Russia. <i>Goryainova L.V. of page 43</i>	202
Concept of a production system of the industrial enterprise and stages of its development. <i>Vaykok M.A., Vodozhdokova Z. Ampere-second. 48</i>	202
About some moments of formation and development of economic genetics. <i>Sergienko L.V. of page 53</i>	202
The place and role of the functional economic system (FES) in the general hierarchy. <i>Cases And. Ampere-second. 59</i>	202
Agriculture of Russia, India, China: strategic plans and forecasts of development. <i>Deryugina I.V. of page 64</i>	203
Influence of a shale gas revolution on energy security of the USA. <i>Gromov A.I., Shestakova E.S. of page 70</i>	203
Development of power in India. Prospects of cooperation with Russia for the NPP "Kudankulam". <i>Modnikova S. Yu., Reva A.R. of page 76</i>	203
Current state and prospects of development of oil and gas branch of the Republic Brazil. <i>Gromov A.I., Kramskoy M.V. of page 80</i>	203
Public control in the sphere of the government and municipal procurement. <i>Pankova L.N. of page 87</i>	203
Bases of formation and development of instruments of strategic planning of activity of the industrial enterprises. <i>Popova E.V. of page 91</i>	203
Features of the existing approaches of reference of jobs to category of highly productive. <i>Vasilyeva A.V. of page 95</i>	204
Control of mobile payments: information security and financial monitoring. <i>Pashkov R.V., Yudenkov Yu.N. of page 99</i>	204
Model of integrated management of the tourist territory. "Depreciation of public benefits". <i>M.A., Chakhov D. frosts. Ampere-second. 110</i>	204
Model of the organization and assessment of effectiveness of business incubator, as incentive of development of small and average business in the region. <i>Petukhova Zh.G. of page 115</i>	204
Government procurement as subject of the statistical analysis. <i>Sergeyev S. Ampere-second. 121</i>	204
Increase in competitiveness of the enterprises of restaurant and leisure and entertaining business by means of Internet advertizing on social network. <i>Aristov P.O. of page 123</i>	204
Features of assessment of efficiency of the construction organizations. <i>Akimova A. Ampere-second. 128</i>	205
Taxation of profit of the enterprises of power industry as instrument of stimulation of development of branch. <i>Duskabilova Z.T. page 131</i>	205
Tax system of Russia now. <i>L. D. smiths of page 137</i>	205
Methodical questions of formation of strategy of technological development of the enterprises of timber processing complex in the region. <i>Pokonov A. Ampere-second. 143</i>	205
Quality of public services to small business: technique of internal control. <i>Kamayev R.A., Grigorieva V.V. of page 147</i>	205
About definition of priorities of the directions of development of the power marketing organization when forming the strategic program. <i>Kravchenko O. Ampere-second. 152</i>	206
Main directions of ensuring competitiveness of enterprise structures of an agrarian and industrial complex. <i>Presnyakov D.V., Galitsky V.N., Galitsky E.V. of page 158</i>	206
Teoretiko-metodologicheskyy aspects of indicative assessment of economic security of regional economic systems. <i>Saenko S.V. of page 163</i>	206
Role of tonkoigolny punctures in morphological verification and molecular and genetic testing of cancer of lung. <i>Marinov D.T., Margaryan A.G., Nazliyev P.B. of page 168</i>	206
Creation of the shadow sensor for control of geometrical parameters of products. <i>Cherepanov A.N., Tyshchenko I.S., Popova M.A., Vakhnin D.O. of page 173</i>	206
About fundamentals of complete state macroeconomic investment policy. <i>Budagov A. S., Vladimirov S.A., Vlasova V.M., Krylov E.I. page 178</i>	207
Devices and equipment for scientific research: possibility of import substitution. <i>Moiseenko V.E., Vasin A.A., Kostenko A.V., Pozdnyakov Yu.O., Ramazans of X. Ampere-second. 189</i>	207
Scientific and pedagogical work and psychological understanding of the personality at professor I.P. Chetverikov. <i>Sizintsev P.V. of page 195</i>	207
Tactile channels of marketing communications in the economic sphere. <i>Kiselyov V.M., Plyushcheva L.V. of page 199</i>	207
Improvement of the economic mechanism of management of development of agriculture. <i>Mumladze R.G., Vasilyeva I.V., Alyoshina T. N. of page 205</i>	207
Features of development of agricultural production of the Smolensk region. <i>Zaryankina O.M. of page 207</i>	207
Industrial complex of Russia as object of a research and innovative development. <i>Filatov V.V. of page 210</i>	208

//Innovations and investments. 2016. No. 12. 208

Global financial bubble in anticipation of new technological way. <i>Dinets D. Ampere-second. 2</i>	208
Life cycle of the small innovative enterprise. <i>Asadullin M.N., Akhmadeev A.M. of page 6</i>	208
Efficiency of technological innovations of the enterprises in regions of the Russian Federation. <i>Nizhegorodtsev R.M., Roosters of N. Ampere-second. 11</i>	208
The analysis of development of innovative capacity of the region on the example of the Republic of Mari El. <i>Belyayevo M.A., Shulepov V.I. page 16</i>	208
Process of the analysis of assessment of assets and financial risks taking into account the temporary horizon of investment. <i>Salamov S.D. of page 21</i>	208
Braking of investment process in Primorsky Krai. <i>Fedorov I.V. of page 25</i>	209
The investment mechanism in the system of regulation of structural proportions of economy. <i>Evseev O.S. of page 30</i>	209
Problem of identification of a financial bubble in the stock markets. <i>Netunayev E.B. of page 34</i>	209
Analysis of a financial condition of bank institutes. <i>Kirzileeva A. S. page 42</i>	209
Forms of the state representation of monetary system. <i>D.V. wolves of page 48</i>	209
Social economic components of business. <i>Lavrinenkova E.O. of page 53</i>	209
Monopolization of the Russian economy: approaches to a problem and its decision. <i>Kotlyarova N.A., Semenyuk D.I. page 56</i>	210
Cooperation in tax policy within the Eurasian Economic Union. <i>Abdullaeva Zh. Ampere-second. 59</i>	210
Control in the government and municipal procurement in the Russian Federation and in Germany: komparativnyy analysis. <i>Pankova L.N. of page 64</i>	210
Role of a mountain rent in domestic and foreign policy of the states. <i>Volkov I.V. of page 67</i>	210
Modern development of the Russian Northeast and its integration into world economy. <i>Larionov A. Ampere-second. 76</i>	210
The perspective directions of development of agriculture in the Sughd region. <i>Gufranov D.N. of page 79</i>	211
Role of sovereign funds in ensuring steady international competitiveness of Kazakhstan through a concept prism of "five capitals". <i>Kelimbetov K.N. of page 84</i>	211
Tendencies and the prospects of development of solar power in India. <i>Karpov A.A., Reva A.R. of page 88</i>	211

Modern Russian multinational corporations: the analysis of positions in commodity sectors of the market. <i>Ivanova S.V., Nechayev S. Yu.</i> page 93	211
Small economic forms of self-organization of the population as development factor. <i>Egorov V.G.</i> of page 98	211
Modeling of system of support of optimization of logistic chains of deliveries. <i>M.A., Tsyganov I. bug. Ampere-second.</i> 104	211
Development of anti-corruption in the sphere of purchases on the basis of administrative decisions. <i>Gladilina I. P., Antipov Yu.O.</i> of page 109	212
Instruments of ensuring business activity and effectiveness of personnel in the conditions of realization of strategy of changes of the organization. <i>Polovova T.A., Gusev Yu.V.</i> of page 111	212
Control of marketing policy of bank. <i>Pashkov R.V., Yudenkov Yu.N.</i> of page 116	212
Conceptual approaches of ensuring economic security of regions. <i>Demyanenko A.E.</i> page 122	212
Implementation of purchases at small business entities (on the example of the city of Moscow). <i>Isayevich A.I.</i> page 126	212
Innovative development of a chemical complex of Russia – a cluster of pharmaceutical production: system analysis and infographics. <i>Kiselyov V.M., Savinkov S.V.</i> of page 129	213
Balance of interests in tax policy of the oil sector: needs of the state and possibility of subsoil users. <i>Chernyaev M.V., Kirichenko O.S.</i> of page 135	213
The analysis of system of informatization of public administration by health care in the Moscow region. <i>Savinov T.H., Mikheyev M. Ampere-second.</i> 139	213
Specifics of risks of the insurance market of Russia. <i>Kamaldinova T.V.</i> of page 144	213
Modern problems of the organization of economic activity of mass physical culture in the Russian Federation. <i>Sadykov A.Z.</i> of page 150	213
Main directions of development of system of the taxation of the small oil companies of Russia. <i>Sheykin A.G., Smirnov N.V.</i> of page 153	214
Value of rural areas in life of modern Russia. <i>Mumladze R.G., Ivanova N.M., Bykovskaya N.V.</i> of page 157	214
Creation of wireless touch systems with the required cover zone. <i>Cherepanov A.N., Tyshchenko I.S., Popova M.A., Vakhnin D.O.</i> of page 161	214
Methodological approaches to formation of amendments on extent of control at assessment of market value of the equity stakes of the companies. <i>Andrianova Yu.V.</i> of page 166	214
To theoretical fundamentals of methodology of composite representations of multilayered materials. <i>Shapkarin I. P., Shpachkova A.V.</i> of page 172	214
To a question of configuration of territorial and branch commodity distribution structures in agro-industrial complex of the region: logistics tools. <i>Rakhimova B.H., Tasiyeva T.S.</i> of page 175	214
Theoretical aspects of sustainable social and economic development of border territories. <i>Antonyuk V.S., Korniyenko E. Hp</i> 181	215
Innovative safety of economic system. <i>Serebrennikov S.S.</i> of page 184	215
Production of bread as hi-tech industrial production. <i>Drotikov M. Ampere-second.</i> 188	215
Some recommendations of milking of cows on robotic milking machines. <i>Fedoseyeva N.A., Sanova Z.S., Ananyeva E.V.</i> of page 192	215
Innovative forms of education in practice of teaching in higher education institution. <i>Ladogina A.Yu.</i> page 195	215
Advertizing process in the XXI century: simulation instead of the original. <i>Petushkova E.V.</i> of page 199	215
The analysis of some aspects of activity of IR services of the companies and vocational requirements to her experts at an exit of the companies to the IPO. <i>Kutyorkina L.V., Kutyanskaya K.I., Samoylenko I.S.</i> of page 202	215
Model of development of an industrial complex of Russia on the basis of regulation of the market of innovations of branch economic system. <i>Filatov V.V.</i> of page 208	216
Aspects of the doctrine about the personality in I.P. Chetverikov's sketch "Critical individualism in the Russian philosophy". <i>Sizintsev P.V.</i> of page 212	216

//Innovations and investments. 2017. No. 1. 216

System defects of world finance and a contradiction of national interests in anticipation of new technological way. <i>Konotopov M.V., Dinets D. Ampere-second.</i> 2	216
Integration of traditional media into an Internet environment as the tool of innovations in media advertizing. <i>Ryabova E.V., Mikhaylyuk A.V.</i> of page 10	216
Growth of innovation and competitiveness of the industrial enterprises – a key problem of the Russian economy of the 21st century of <i>Nosov S.S., Lyubimtsev O.Yu.</i> page 14	216
Subject approaches as innovative scheme of assessment of reputational bank risk. <i>Rusanov Yu.Yu.</i> page 20	217
Subfederal and municipal bonds as the instrument of financing of infrastructure projects in Russia. <i>Guseva I.A., Nevsky O.V.</i> of page 24	217
Features of a control system of investment processes in construction. <i>Sulimova E.A., Shalyganova E.S.</i> of page 29	217
Methodical recommendations about carrying out SWOT-of the analysis of activity of bank. <i>Pashkov R.V., Yudenkov Yu.N.</i> of page 32	217
Structure of consumption and quality of life in the conditions of economic recession. <i>Pankova L.N.</i> of page 37	217
Growth drivers in architecture of a framework of national economy. <i>Polovova T.A., Gusev Yu.V.</i> of page 40	217
Participation of the Russian Federation in integration associations as way of diversification of globalization risks. <i>Yunusov I.A., Yunusov L. Ampere-second.</i> 46	218
Role and the place of sovereign funds in economic policy of Kazakhstan. <i>Kelimbetov K.N.</i> of page 52	218
"The Uzbek model" of transition to market economy in the conditions of globalization. <i>Abdullaev S. Ampere-second.</i> 57	218
Evolutionary cycles of development in the world market of oil. <i>Ivanishchev A.V., Residents of Perm And. Ampere-second.</i> 61	218
India as participant of the world energy market: tendencies and prospects. <i>Karpov A. Ampere-second.</i> 69	218
Assessment of results of the current activity of NPO. <i>Belovo Yu.I.</i> of page 74	219
Measurement of motivation of personnel as factor of strategic development of the industrial enterprises. <i>Suanov V.M.</i> of page 80	219
Management of formation of competitiveness of labor capacity of the organization on the basis of development of its personnel strategy taking into account changes in external and internal environment. <i>Sysoyeva E.V.</i> of page 85	219
6 sigma - the concept of optimization of business processes. <i>Marusova E.V.</i> of page 91	219
The analysis of efficiency died directed to observance of food embargo. <i>Matveeva N.V.</i> of page 94	219
Strategic directions of development of dairy cattle breeding. <i>Mumladze R.G., Ivanova N.M.</i> of page 97	220
Indicator of clean stable funding (NSFR) as the instrument of management of bank liquidity within introduction of the Basel-III standards. <i>Ubushuyev S.V.</i> of page 101	220
Prospects of formation of the Caspian gas-chemical cluster. <i>Illeritsky N.I., Seferov A.K., Halov O.M.</i> of page 106	220
Directions of assessment of competitive advantages of the Russian mining and chemical companies. <i>Gendon A. of hp</i> 110	220
Analysis of change of a role of RES in world production and consumption of energy. <i>Halova G. O., Jordan Of this year, Polayeva G.B.</i> of page 113	220
Phenomenological model of problem field of decision-making in organizational management. <i>Gumerov M.F.</i> page 119	220
Environmental approach to a research of architectural and planning maintenance of the basic spatial elements of Baku (inhabited massifs, areas, highways, city seaside boulevard and so forth). <i>Gasanla K. Ampere-second.</i> 125	221

Synthesis of powder of a diborid she is lame by a karbidoborny method with use of nanofibrous carbon. <i>Chushenkov V.I., Krutsky Yu.L., Kvashina T.S.</i> of page 129	221
Problems and prospects of integration at the former Soviet Union <i>Morozov V.V.</i> of page 134	221
Assessment of costs of the capital of the special design company in transactions of mortgage securitization of the Russian originator. <i>Shautin S.V.</i> of page 141	221
Competition of banks and factors of growth of the market of the IPO and M&A Russia. <i>Bratov A.B.</i> of page 146 of Feature of categorial and functional expression of verbal plurality in Russian. <i>Shkunnikov V. A.</i> page 151.....	221
Art and culture as resources of formation of tourist appeal of the territory. <i>Petushkova E.V., Ladogina A.Yu.</i> page 155	221
Personal aspects in I.P. Chetverikov's sketch "Critical individualism in the Russian philosophy". <i>Sizintsev P.V.</i> of page 158.....	222

//Innovations and investments. 2017. No. 2. 222

Innovations and investments: problems of spheres of influence. <i>Abakumova K.N.</i> of page 2	222
Corporate management as factor of competitiveness of the innovative enterprise. <i>Touch I.V.</i> of page 4	222
Problems and the prospects of innovative development of the tourist enterprises in Russia. <i>Kormishova A.V.</i> of page 7.....	222
Technique of management of the cost of the investment and construction project on the basis of transactional costs. <i>Vladimirova I.L., Zemskov P.I.</i> page 11	222
Formation of the innovative and investment markets in territorial subjects of the Russian Federation. <i>Pilipenko P. P.</i> of page 17.....	222
Problems and tendencies of circulation of bills. <i>Isaeva S.S.</i> of page 20.....	223
The industry analysis of interrelation of investment process and cyclic fluctuations of economy, on the example of economy of the USA. <i>Heatvotic M.M.</i> of page 25	223
Assessment of use of the budgetary investments in disclosure of investment potential of domestic economy. <i>Firsov D. Ampere-second.</i> 31	223
Model of hierarchical levels of the oil prices. <i>Ivanishchev A.V., Residents of Perm And. Ampere-second.</i> 39.....	223
The analysis of the developed statistical methodology of a research of macroeconomic system. <i>Kiselyova N. P.S.</i> 44	224
Advantages of monetary system of the USSR over capitalist. <i>Ragimov R. Ampere-second.</i> 48	224
Bank supervision in fight against financial bubbles: built-in contradictions and global effect of redistribution. <i>Dinets D. Ampere-second.</i> 53	224
The prospects of trade cooperation between the countries of the former Soviet Union and People's Republic of China (calculations on the basis of gravitational model of interaction). <i>Yakovlev A. Ampere-second.</i> 57.....	224
Capital market functioning mechanism. <i>Hussein I.Ya.</i> page 61	224
Structural shifts in world economy. <i>Ionenko P.T.</i> page 66	224
Cluster as instrument of state regulation of industrial policy and economic development: some aspects of experience of Norway. <i>Kovalyova T. K.</i> of page 69	225
Features of transnationalization of the companies of South Korea. <i>Efremov V.S., Vladimirova I.G.</i> of page 72.....	225
Reform of the market of the Chinese power industry and adaptation to the current economic and ecological situation in the world. <i>Polyakova M. R.</i> of page 79.....	225
Consequences of globalization of economy for Russia. <i>Sitnikov N. Ampere-second.</i> 85	225
Modern geoeconomic processes in the Arctic region and the interests of Russia. <i>Yakovlev D.I.</i> page 87	225
Current state and the prospects of growth of the world market of aviation fuel for civil air transportation. <i>Sviridov N.O., Halov O.M.</i> of page 92	226
Tendencies of modern development of mechanisms of public-private partnership. <i>Kobyshev K.I., Kobysheva M.S., Ivanov M.V.</i> of page 96.....	226
System of the public regional government: essence, structure, basic elements. <i>Borshchevskaya O.S.</i> of page 102	226
State regulation of natural and exclusive systems and competitive relations: formation stages, characteristic features, development vectors. <i>Maslennikov E.A., Shulus A.A., Kapitonov I. Ampere-second.</i> 109	226
The choice of high-level indicators for management of SaaS-business cost. <i>Marchenko A.N.</i> of page 115	226
The reasons constraining forward development of the Russian economy. <i>Novichkov V.I.</i> page 121	227
Features of management of human resources in practice of the Russian corporations. <i>Ahmed N.H.K.</i> page 130.....	227
Influence of not interest income on stability of bank. <i>Bratov A.B.</i> of page 133.....	227
Technique of complex assessment of efficiency of activity of the medical organization in a year. <i>Kurnakina N.V.</i> of page 137	227
The market of transport services at development of the Central Arctic. <i>Nedbalsky V.V.</i> of page 141	227
The directions of development of a banking system in the conditions of improvement of economic policy of regions. <i>E.S. is fanned</i> by page 145	228
Classification of the factors forming website cost. <i>Yepifanov E.S.</i> of page 149	228
The asymptotic solution of a task of Nash of sharing of a monetary prize between two players having significantly various financial states. <i>Aleksandrovich S.V.</i> of page 156	228
Chromatics and coloring in the system of vocational training of designers. <i>Shapkarin I. P., Shpachkova A.V.</i> of page 160.....	228
Foreign experience of safety and reliability of electrical power systems on the example of Great Britain and Germany and expediency of its application in Russia. <i>Petyukov S. E.</i> page 165.....	228
Elements of creation of communications with the consumer through social networks. <i>Kirpicheva M.A., Magomedov G.M.</i> of page 172	228
Current state and ways of development of contact supervision of the Bank of Russia of activity of credit institutions. <i>Shogenova F.O.</i> of page 176	229
Experience of the European banks in fight against legalization of illegal income. <i>Kuzmenko E.B.</i> of page 179	229
Risk-management and methods of management of risks. <i>Guzhin A.A., Ezhkova V.G.</i> of page 185.....	229
Features bank innovation and innovative activity of credit institutions. <i>Guzhina G.N., Nazarshoyev N.M.</i> of page 190	229
Gold as an element of world currency system in a section of the developed countries and the countries with emerging market and developing countries. <i>Borisov A.N.</i> of page 196	229
Approach to a problem of ensuring coherence of the distributed data in multiagentny system. <i>Quickly P.V.</i> of page 206	229
Influence of social demographic factors on probability of smoking for residents of Russia. <i>Kurovsky S.V., Volodin A. Ampere-second.</i> 209	230
Retrospective of production of milk and automation of milking of cows in the conditions of the Kaluga region. <i>Fedoseyeva N.A., Sanova Z.S., Ananyeva E.V.</i> of page 215	230
The absolute idea of the personality in article of the religious philosopher I.P. Chetverikov. <i>Sizintsev P.V.</i> of page 219.....	230
Concept of creation of imitating model of distribution and acceptance of payment services. <i>Pogosyan A.M.</i> of page 223.....	230

//Innovations and investments. 2017. No. 3. 230

Influence of a banking system on origin and development of the first technological way. <i>Dinets D. Ampere-second.</i> 2	230
TRANSPORT in new technological way (the equipment, technology, economy). <i>Zaytsev A.A., Morozova E.I.</i> page 6	231
Strategy of innovative development of regions of Russia: cluster approach. <i>Nosov S.S., V. I. Beginners, Novichkov A.V.</i> of page 12	231
Innovative policy as way of maintenance of competitiveness and development. <i>Abakumova K.N.</i> of page 18.....	231

Marketing innovations in an oil and gas otasl. Buzinova T. N. of page 22	231
Institutional aspects of stimulation of innovative processes in the stock market of Russia. <i>Proskuryakov I.M.</i> of page 25	231
Integration of bank institutes of Russia into global financial space of the 21st century. <i>Yershov V.F.</i> of page 30	232
About opportunities of realization of key elements of regional innovative system. <i>Litvinenko I. Hp</i> 36.....	232
The directions of interaction of insurance companies and commercial banks in modern conditions. <i>Markova O.M.</i> of page 43	232
Features of acceptance on customer support when carrying out audit of financial statements of group of companies. <i>Quick And. Ampere-second.</i> 47	232
Partial reservation as one of the main reasons of inflation and need division of deposit and credit and investment activities of banks. <i>Sukiyeva M.M.</i> of page 52.....	233
Global market of derivatives: exchange and off-exchange financial derivative instruments. <i>Shebzukhova D.M.</i> of page 57	233
Features of assessment of solvency of corporate clients in commercial banks. <i>Yunusova E.I., Bikchantayeva D.K.</i> page 64	233
Enterprise work and point of application of its productive force. <i>Bazhenova V.V.</i> of page 68	233
The complex analysis of activity of the target company by means of Due Diligence. <i>Grigoryan V.S., Blinova U.Yu.</i> page 73	233
Modern functional content of result of production activity. <i>Kim A.G., Balalayev And. Ampere-second.</i> 76	234
Features of the Russian and foreign experience of development of industrial territories with preservation of production function. <i>Sharakin V.S.</i> of page 80	234
The directions of development of the world market of metallurgy in the conditions of transformation of institutes of international trade. <i>Belyaev M.D., Ivanov I.N., Belyaev A.M.</i> of page 87	234
Participation of Kazakhstan in power integration of EEU. <i>Safinov K.B., Kulmamirova M.S.</i> of page 90.....	234
Innovative and investment projects in the sphere of the international cooperation of Russia with Germany and Syria. <i>Ibrahim M.N., Reby A.P., Hanaliyev G.I.</i> page 96	234
The perspective directions of development of contract system of the Russian Federation according to world trends. <i>Akims of N. Ampere-second.</i> 101	235
Management of purchases and improvement of quality of the purchased goods, works, services. <i>Kolesnik V.V.</i> of page 106	235
Theoretical aspects of formation of modern model of management. <i>Nikulin L.F., Sulimova E.A., Potapov R.</i> Ampere-second. 109.....	235
The distributed general memory as a way of the organization of interaction in multiagentny systems. <i>Quickly P.V.</i> of page 113.....	235
The systems of telemechanics for gas industry. <i>Kazankov Ya. Ampere-second.</i> 118.....	235
Heat exchange in pipes with periodic reduction of section. <i>Kelbaliyev R.F., Nasibova U. Ampere-second.</i> 122	236
Features of design of the metal-cutting equipment for increase in its competitiveness. <i>Yagopolsky A.G., Nikolaeva N.S., Pletnev V. A.</i> page 126	236
Precision characteristics of results of measurements. <i>Mironov E.G., Pautov V.I., Shleymovich E.M.</i> of page 131	236
Research of functional dependence of stability of coverings on skin to a repeated bend from the absorbed radiation dose. <i>Shapkarin I. P., Shpachkova A.V.</i> of page 135	236
The analysis of activity of social and economic systems on the basis of an index method. <i>Kamaletdinov A.Sh., Ksenofontov A.A., Ksenofontov A. S.</i> page 139.....	236
Experience of introduction of methods of gamification in educational process: example of a task. <i>Trifonov P.V., Andrianova M.</i> Ampere-second. 145	237
Modeling of development of the enterprises of vending trade on the basis of system and dynamic approach. <i>Azaryan E.M., Bobkov D.I.</i> of page 149	237
High-frequency trade: identification problems. <i>Iskyandyarov R.R.</i> of page 154	237
Mechanism of management of purchasing activity of school as model of the mechanism of management of purchasing activity of the Moscow Department of Education. <i>Lykov A. P.S.</i> 159	237
Economic efficiency of nature protection actions of the cities located in the conditions of midland intermountain hollows and sharp and continental climate. <i>Shcherbatyuk A. P.S.</i> 161.....	237
Features of estimation of cost of the bank which is engaged in investment activities. <i>Bratov A.B.</i> of page 167	238
Features of development of the regional real estate market of the Republic of Buryatia. <i>Grigorieva L.O.</i> of page 172.....	238

//Innovations and investments. 2017. No. 4. 238

Stimulation of creation of industrial complex – a cluster. <i>Kurbanov D.M.</i> of page 2	238
Interrelation of strategichzesky programs of development of regions with innovative activity of higher education institutions in the Russian Federation. <i>A.A. forelock, Kryuchkov V.N.</i> of page 7.....	238
The factors interfering innovative development of economy of Russia. <i>Demidov I. Ampere-second.</i> 14.....	238
Types of strategy and approaches to assessment of efficiency of strategy of the integrated corporate structures. <i>Guseynov D. E.</i> page 18	239
Technique of assessment of startups at the initial stages of formation. <i>Beyzerov N. Ampere-second.</i> 22	239
Merges and absorption as development strategy of the organization. <i>Menshikov E.V.</i> of page 26	239
Possibilities of financing of investment projects in power industry with use of various models of public-private partnership. <i>Petyukov S. E.</i> page 31	239
Experience of development of bodies of currency control and currency regulation of the Russian Federation as a prerequisite to integration of the financial and foreign exchange markets of EEU. <i>Strukov V.M.</i> of page 35	239
IPO of the unprofitable companies as instrument of absorption of liquidity fictitious capital. <i>Dinets D. Ampere-second.</i> 42	240
Studying of functional interrelation of factors of financial and economic stability by means of creation of analytical model. <i>Kryachko V.S.</i> of page 46.....	240
Calculation of operational risk within introduction of the Basel-II standards. <i>Ubushuyev S.V.</i> of page 50	240
Development of mechanisms of realization of tools of industrial policy in the conditions of the changing business environment. <i>Zabaluyev Yu.I.</i> page 55	240
Labor market of the Russian Federation at the present stage of development. <i>Saltykov V.I.</i> page 61.....	240
Central Asian vector in foreign policy of Beijing and some problems of modern Russian-Chinese interaction in the region. <i>Demidov E.V.</i> of page 65	240
The comparative analysis of branch and cluster approaches in world economy. <i>Seferov A.K.</i> page 70.....	241
Problem of decrease in centralization of the management in management science labor productivity. <i>Bazhenova V.V.</i> of page 74	241
Theoretical bases of the organization and carrying out marketing of personnel at the modern enterprises. <i>Zhuravleva T.A., Semyonova E.M.</i> of page 78	241
Process approach as instrument of quality management of educational activity. <i>Lisichkina Yu.S.</i> of page 82	241
Modern concepts of management of design activity. <i>Petrov M.N.</i> of page 87.....	241
"Poverty of philosophy" of the Russian management. <i>Kulapov M.N., Dorogov N.I., Karasyov P.A., Zemlyakov D.N.</i> of page 92	242

Preventing to corruption manifestations at implementation of the government and municipal procurement. <i>Kurandina Yu.O.</i> of page 98.....	242
Methodological ensuring management of process of centralization of purchases. <i>Kurdakov A.V.</i> of page 101	242
Monitoring of the government and municipal procurement: regional trends. <i>Pankova L.N.</i> of page 104.....	242
Problem of prevalence of smoking among the Russian youth: socioeconomic prospect of the analysis. <i>Kurovsky S.V., Volodin A.</i> <i>Ampere-second.</i> 108.....	242
Analytical expression of a form of thermomechanical curves of stretching of polymeric films. <i>Shapkarin I. P., Shpachkova A.V.</i> of page 115...	243
Economic justification of efficiency of actions for increase in competitiveness of services of the enterprises of restaurant and leisure and entertaining business by means of Internet advertizing. <i>M.A. frosts, Aristov P.O.</i> of page 118.....	243
The main directions of social responsibility in development of the Russian business. <i>Bogachyova I.V.</i> of page 123	243
Questions of the theory and practice of management and capital repairs of apartment houses. <i>Ivanov I. O.</i> of page 127	243
Advantages of accumulative life insurance over banking products. <i>Mikhaylova K.</i> <i>Ampere-second.</i> 133.....	243
Essence and the importance of processes of import substitution for development of the national industry. <i>Pavlovsk N.</i> <i>Ampere-second.</i> 136	244
Features of accounting of operations of corporate treasury in the leasing companies. <i>Shirokova M.</i> <i>Ampere-second.</i> 139.....	244
Administrative decisions in the sphere of purchases as a factor of effective purchasing activity of the organization. <i>Suloyeva A.</i> <i>Ampere-second.</i> 142	244
State and tendencies of development of the market of milk. <i>Mumladze R.G., Vasilyeva I.V., Ananyeva E.V.</i> of page 147	244
Financial capital and civilization deadlock. <i>Egorov V.G.</i> of page 151	244
Improvement of system of venture financing of the IT companies interacting with commercial banks in the Russian Federation. <i>Rudakova O.S., Markova O.M.</i> of page 159	244
Use of Blockchain-technology in logistics and management of chains of deliveries. <i>Korniyenko P.A., Kasayev B.S.</i> of page 164	245
Mathematical modeling for assessment of efficiency of the company in the sphere of power industry. <i>Matveev M.V., Ivanova N.V.</i> of page 170.....	245
Creation of the new enterprises as instrument of development of territories of the Russian Federation. <i>Ksenofontov A.A., Busygin V.O.</i> of page 175	245
The current state of mortgage lending in the Republic of Buryatia. <i>Grigorieva L.O., Kapustina E.I., Korytova E.V.</i> of page 179.....	245
Development and formation of venture business and its role in stimulation of innovative activity in Spain. <i>Vasilyeva T. N., Vasilyeva I.V.</i> of page 184.....	245

//Innovations and investments. 2017. No. 5. 246

Venture capital as basis of development of innovative business. <i>L.O. disack</i> of page 2.....	246
Definition and assessment of indicators of efficiency of development of territories. <i>Ivanov N.</i> <i>Ampere-second.</i> 7	246
Management of innovative development of regions of Russia: main problems and directions of their decision. <i>Pechatkin V.V., Kobzeva A.Yu.</i> of page 13	246
Specifics of use of "Internet of things" technology in construction. <i>Kolchin V.N.</i> of page 19	246
Methods of assessment of competitiveness of export and competitiveness of production of goods. <i>Kylbayev E.S.</i> of page 23	246
Mathematical modeling as the tool for the analysis of business processes. <i>Markina E.</i> <i>Ampere-second.</i> 29.....	246
The prospects of commercialization of the results of scientific and technical activity received at performance of government contracts in the field of use of data of remote sensing of Earth. <i>Murakayev I.M., Hurmatulin V.V., Tsybulevsky S. E.</i> of page 32	247
Formation and realization of innovative capacity of the organization. <i>Gazitdinov A.M.</i> of page 38.....	247
Principle of continuity of activity: features of reflection in the audit report. Problems of practice and theory. <i>Bulgakova A.E.</i> page 42.....	247
Problems of development of franchizing in modern Russia. <i>Novikov V.S.</i> of page 46.....	247
The pricing model on mineral fertilizers focused on realization of tasks of import substitution and growth of production of domestic agricultural producers. <i>Pavlovsk N.</i> <i>Ampere-second.</i> 50	247
Continuity of traditions of the Greek business in modern economy of the Rostov region. <i>Sushchenko V. A.</i> page 54	247
The prospects of development of small business in Russia. <i>Sitnikov N.</i> <i>Ampere-second.</i> 58.....	248
Application of conceptual methods on the example of the analysis of compliance of the principles which are legislatively established in the Russian Federation to the principles of theoretical model of market economy. <i>Kuchkarov Z.A., Kuziva T. D., Derbentsev D.D., Kuznetsova E.B.</i> of page 63	248
Intrinsic qualities of agricultural cooperation. <i>Inshakov A.</i> <i>Ampere-second.</i> 68	248
To a question of evolution of the financial capital. <i>Dinets D.</i> <i>Ampere-second.</i> 73	248
Concept and classification of tax benefits. <i>Rovneyko R.V.</i> of page 77	248
State policy in the field of support of export of the software in Russia. <i>Bulachev G. P.S.</i> 81.....	248
Management of activity of venture funds in Spain. <i>Vasilyeva T. N., Vasilyeva I.V.</i> of page 85	249
Feature of participation of Africa in world trade of 1990-2015 <i>Diabate V.</i> of page 91	249
Practice of interaction of bureaucracy and business in China, India, Brazil and Russia. <i>Iskhakov R.R.</i> of page 97.....	249
Research of foreign experience of classification of the nomenclature and forecasting of need for spare parts. <i>Gryzlov A.A., Kasayev B.S.</i> of page 99	249
Actions of the expert in the sphere of purchases of goods, works and services at emergence of problem situations. <i>Dyogtev G. V., Gladilina I. P., Yashchenko V.V.</i> of page 106.....	249
Features of strategy of the integrated growth (on the example of PJSC Lukoil). <i>Gorkunenko A.</i> <i>Ampere-second.</i> 111	249
Management of purchases for providing needs of education (on the example of the city of Moscow). <i>Kovchegova S. Yu.</i> page 115	250
The analysis of a subject of development of management of the small commercial organizations at a stage of their formation. <i>Myasoyedov P. S.</i> of page 119	250
Realization of the principles of corporate management in credit institutions. <i>Novikov Yu.S.</i> of page 125	250
Classification of models of management in the sphere of government procurement. <i>Spiridonov A.V.</i> of page 129.....	250
Current problems and risks in management of the projects of development of industrial territories with preservation of production function in Russia. <i>Sharakin V.S.</i> of page 133	250
Some aspects of regulation of the salary in the system of social partnership. <i>Myrgorod E.E.</i> of page 140	250
Automation and innovations in a corporate management system: modern aspect. <i>Guseynov Sh.E.</i> page 146.....	251
Seysmicheskiiye given on the shelf in east part of the Mediterranean Sea. <i>Dzhamus Ali Daud, Abramov V.Yu.</i> page 150.....	251
Models of the international financial statements in formation of professional competences of students. <i>Mushrub VA., Maksimenko M.N., Sukhorukova I.V., Fomin G. P.S.</i> 154	251
Development of a method of improvement of forecasting of flu on the basis of tvitera-data. <i>Nguyen Wang Thui, Nguyen Tkhi Mai Chiang, Jacob Oniyebuchi</i> of page 159	251
The inventions of scientists and engineers directed to the solution of practical tasks. <i>Ivanov L.</i> <i>Ampere-second.</i> 164	251
Deficit-free budget of municipal unit on the basis of expansion of opportunities of the local taxation. <i>Belobokov A.Ya.</i> page 168.....	251

The development strategy of the enterprises of the industry of construction materials in the Moscow region. <i>Kuznetsova E. Ampere-second.</i>	180
Essence and value of a cluster in creation of points of growth of regional and national economy. <i>Sultans of Page. Ampere-second.</i>	182
Problems of development and realization of strategy in the construction organizations of Russia. <i>Fedorishcheva T. Ampere-second.</i>	185
Design of a tourist package of services of extreme and sports tourism. <i>Yurchenko A.L., Yermeyeva L.F.</i>	page 188
Formation of the effective financial relations of regional clusters of agrarian and industrial complex. <i>A.G. germanohIV</i>	of page 193
Design of agency models for creation of the artificial stock markets. <i>Podvaznikov D. Ampere-second.</i>	198
Modern approaches to assessment of competitiveness of the enterprises in space-rocket branch. <i>Trifonov P.V., Borodulin D.S.</i>	of page 203
Multiagency technologies in production planning: features and advantages of use. <i>Nikitin N.S.</i>	of page 206
The review of the software market of recommendatory systems for credit institutions. <i>Rukhtin I.A., Filippov S. Ampere-second.</i>	211
Ofshorization of economy as threat of national security of Russia. <i>Kolosova E.E.</i>	page 213

//Innovations and investments. 2017. No. 6. 253

Theoretical prerequisites of management of processes of an urbanization. <i>Pertsik E.N., Kabakov S.I.</i>	of page 2
Financing of innovative projects at the industrial enterprises. <i>Kokorev A. S.</i>	page 6
The analysis of the State program "Economic development and innovative economy" regarding compliance of model of strategic planning and management by means of conceptual methods. <i>Kuchkarov Z.A., Kuziva T. D., Derbentsev D.D., Kuznetsova E.B.</i>	of page 9
The factors influencing innovative activity of the Russian business: identification and neutralization. <i>Abdikeev N.M., Tyutyukina E.B., Governors A.M.</i>	of page 15
Economic condition of the Russian banking sector during the crisis periods. <i>Bobreshova T.S.</i>	of page 21
Risk management at the organization of the high-speed movement in Russia. <i>Nikitin A.B., Zhuravlev N. Ampere-second.</i>	27
Theoretical bases of liquidity and solvency of commercial bank. <i>Queen K. V.</i>	of page 32
Analysis of financing of advertizing of the state sports programs of the city of Moscow (formation of the budget). <i>Malsagov M.I.</i>	page 38
Risk management system of the company. <i>Tretyakova Yu.D.</i>	of page 41
Theoretical justifications of influence of factors of uncertainty of the stock market on investment activity of the companies. <i>Ushakova E.S.</i>	of page 44
Theoretical and empirical researches of strategy momentum. <i>Alikuliyeva I.F.</i>	page 51
History of competitive purchases of goods, works and services in Russia at the expense of budgetary funds. <i>Agafonov A.A., Vasilyeva I.S.</i>	of page 58
About some moments of evolution of process of production from the point of view of a modern sotsiogenetika. <i>Sergienko L.V.</i>	of page 61
Fictitious capital as product of the financial capital and independent phenomenon of modern capitalism. <i>Dinets D. Ampere-second.</i>	65
Modern problems of development of the theory of the international competition. <i>Karsanova E.E.</i>	page 71
Development of the Free trade zone of EEU – Vietnam and factor of China. <i>Yakovlev A.A., Glinkina S.P., Turayeva M.O.</i>	of page 78
Export of the higher education as potential factor of development of world economy. <i>Kosevich A.V.</i>	of page 83
Outbound tourism from China. <i>Qi Weichaos.</i>	87
State regulation and support of renewable power in India: features, advantages, shortcomings. <i>Karpov A. Ampere-second.</i>	91
The principle of professionalism as a basis of prevention of risks at implementation of purchases of <i>Gladilin I. P., Tyusina Hp</i>	of page 96
Work with VIP clients of bank. <i>Yudakov Yu.N., Pashkov R.V.</i>	of page 98
Demand for skills in the Russian labor market. <i>Semyonova D. Ampere-second.</i>	108
Development of a program complex for carrying out the financial analysis of the enterprise. <i>Alekberov E.M.</i>	of page 115
Calculation of risk of introduction of the automated system of training in labor protection and industrial safety. <i>Bashirova Yu.G.</i>	of page 119
The control systems of parameters used on the main gas pipelines. <i>Kazankov Ya. Ampere-second.</i>	124
Technique of assessment of efficiency of use of resource potential of the library and information environment of the university. <i>Peschannikova E.N.</i>	of page 130
Development of recommendatory system for the loan officer of the bank organization. <i>Rukhtin I.A., Filippov S. Ampere-second.</i>	134
Research of the software products used in the analysis of a financial condition of the enterprise. <i>Fokina A.O., Guryanova A.Yu.</i>	of page 138
Factors of consumer behavior in the market of medical goods and services online. <i>Kotkova E.D.</i>	of page 144
Assessment of the centralized system of planning of government procurement in the city of Moscow. <i>Menshikov A.M.</i>	of page 151
Modeling and visualization of organizational and economic processes of the enterprises of the space-rocket industry. <i>Kuznetsova E.A., Murakayev I.M., Tsybulevsky S. E.</i>	page 155
Technologies of monitoring of government procurement in Central Federal District. <i>Pankova L.N.</i>	of page 161
The organization of purchases in the Moscow region. <i>Trofimovskaya A.V., Pronin D.S., Markina N.V.</i>	of page 165
Formation of system of the indicators characterizing economic, social and budgetary efficiency of realization of tourist capacity of the region. <i>Fedorchukova S. G., Fedorchukova D.V.</i>	of page 167
Properties of the Absolute Personality and person in article I.P. Chetverikov. <i>Sizintsev P.V.</i>	of page 170

//Innovations and investments. 2017. No. 7. 260

Technology of design of strategic decisions for intensive economic development. <i>Ignatyev S.V.</i>	of page 2
Factors of influence on innovative activity of the enterprises in Russia. <i>Denisova O.N.</i>	of page 8
Merges and absorption in the context of innovative development of the international companies. <i>Krylov D.M.</i>	of page 12
Instruments of management of interaction of innovative infrastructure in the region. <i>Samkov M.A., Belyakova G.Ya.</i>	page 17
Specifics of participation of the private capital in implementation of the state innovative and investment projects. <i>Kostenko A.T.</i>	page 22
Contracts of life cycle as a condition of development of business activity in Russia. <i>Zharekhin A. Ampere-second.</i>	25
Intellectual property items in banking business. <i>Mironov N.S.</i>	of page 29
Interests of participants of the financial market and stimulation of credit activity. <i>Ushanov A.E.</i>	page 32
Innovative design crediting in schemes of management credit and reputation bank risks. <i>Rusanov Yu.Yu., Natocheeva N.N., Belyanchikova T.V., Bektenova G.S.</i>	of page 38
The concept of a cash flow, external growth and redistribution of a rent in the transactional sector. <i>Dinets D. Ampere-second.</i>	42
Conceptual approach to assessment of competitiveness of multinational corporation in global economy. <i>Nechayev S. Yu.</i>	page 47
Activation of research activity of students as basis of formation of personnel capacity of the university. <i>Kuznetsov A.V., Goryacheva V.R.</i>	of page 52
Accounting system and analysis of costs of quality as modern method of achievement of the goals of the company. <i>Reznik E. Ampere-second.</i>	62
Optimization of the mechanism of corporate management in the state holdings on the example of Garnizon holding. <i>Kamayev R.A., Kudryashov V.Yu.</i>	page 66

Family farms in the agrarian sector of the Russian Federation: specifics of functioning, factors of stability and efficiency in modern conditions. Maximova T. P., Bondarenko N.E. page 70	262
State and the prospects of development of tourist branch of Khabarovsk Krai in the context of cooperation with the countries of Northeast Asia. Egorov P. P. of page 75	262
Management of branch of commercial bank. Pashkov R.V., Yudenkov Yu.N. of page 79	262
Ekologo-ekonomichesky aspects of the analysis of resource-intensive technologies. Fisherman of V. A., Grib A.D. of page 91	262
The analysis of statistics of revocation of licenses on banking operations of credit institutions for 2015-2016. Rukhtin I.A., Filippov S. Ampere-second. 96	262
Use of modular buildings in construction. Lukov A.V. of page 100	263
Temperature condition of a wall at whirl of liquid in a vertical pipe. Kelbaliyev R.F., Mamedova D. P. of page 119	263
Management of the air mode of clean premises of the enterprises of production of microelectronics. Morozov A.A., Belova E.M. of page 123 ..	263
The doctrine about the personality in philosophical tradition in I.P. Chetverikov's articles. Sizintsev P.V. of page 127	263
Possibilities of increase in competitiveness of the Russian enterprises in the markets of synthetic rubber of the EU. Smirnova S.M. of page 131	263
DSM in IoT: The strengthened consistency model on an exit. Quickly P.V. of page 134	263

//Innovations and investments. 2017. No. 8. 264

Innovative technologies in the system of social service and their economic potential as one of steps of development of corporate social responsibility. Materikin A.V. of page 2	264
Formation of the favorable innovative environment as instrument of system support of innovations in territorial subjects of the Russian Federation. Adzhiyev A. Ampere-second. 7	264
Socially responsible investment in the agenda of sustainable development. Abramovich S. Yu., Strizhov S. Ampere-second. 13	264
Topical issues of development of alternative financing. Dorokhin N.E. page 18	264
Forecasting of indicators of efficiency of financial and economic activity in subjects of small and medium business. Podobedov N.V. of page 23	264
Audit of leasing operations. Tsartsayeva A.V. of page 27	264
Use of multiagency systems in business. Nikitin N.S. of page 30	265
Banking sector of France as fundamentals of new economy. Tyurina O. Ampere-second. 33	265
Activity of the Islamic Development Banks. Pashkov R.V. of page 38	265
The system of social protection in the Bolivarian Republic of Venezuela at the present stage. Zolotova E.V., Byasharova A.R. of page 44	265
Requirements about providing the intercountry reporting according to the recommendations of OECD within the project on prevention of washing out of tax base and leaving from the taxation (Base Erosion and Profit Shifting – BEPS). Practice of implementation in the countries of the Eurasian Economic Union. Roybu A.V. of page 49	265
Problems and the prospects of the Euroasian economic integration in the sphere of banking services. Habekirov M. Ampere-second. 53	265
Classification of the principles of system of effective management of energy consumption of the industrial enterprise. Koksharov V. A. page 57	266
Main reasons for an ofshorization of economy of Russia. Kolosova E.E. page 63	266
The main aspects of implementation of projects of public-private partnership in Russia. Lokshin N.V. of page 68	266
Motivation as a way of increase in effective management of personnel in the enterprises of branch of power. Simikyan N. Ampere-second. 72 ..	266
Control system of subsidiaries in the state holdings. Kamayev R.A., Kudryashov V.Yu. page 78	266
Directions of regulation of legal status of agricultural cooperatives. Inshakov A. Ampere-second. 81	266
The current problems arising at the initial stage of formation of small and medium business in Russia. Artyomova M.M. of page 85	267
Influence of key predictors of cross-border environmental management in the Azovo-Chernomorsky pool: scenario forecast. Dhoni D.S. of page 88	267
Analysis of schemes of movement to the territory of the Russian Federation of sanctions goods. Matveeva N.V. of page 95	267
Formation of cost of an educational part of a basic asset of a household through loan sources. Gartsuyeva E.V. of page 98	267
Commercial banks with the state participation and specifics of their active operations. Tsyrenova D.Ts. page 102	267
Influence of restructuring of territorial health care systems on mortality of working-age population in regions of Russia. Belovo E. P.S. 108	267
Research of approaches to definition of a tax burden on economy of the Russian Federation. Katkova V.S. of page 113	267
Registration and analytical information on income and expenses in the construction organization. Yankovskaya D.G., Karimova D.T. page 118	268
O to a centode of expansions Shouting. Mushrub VA., Ivankova G. V., Mochalina E.P., Sobolev V.N. of page 123	268
Physical and chemical research of nepheline syenites of Kyrgyzstan (on the example of the Sandyksky field). Sadyraliyeva U.Zh., Nogayeva K.A., Orozova G.T. page 130	268
About a shaping method in architecture and design based on multinuclear proyektivografichesky systems. Ivashchenko A.V., Kondratyeva T. M. of page 132	268
Low construction: current trends of the market and assessment of investment attractiveness. Levin Yu. Ampere-second. 137	268
Fiziko - chemical and mathematical model of kinetics of shchelochic-silicic reaction in concrete. Gusev B.V., Fayvusovich A. S. page 141	269
Features of structure of a cement stone and concrete. Korolev E.V. of page 150	269
Reasons of atmospheric corrosion of a metalwork and methods of protection. Sokolova Yu. Ampere-second. 157	269
Reliability of gas-distributing systems in city construction. Vein of VA., Gusarova E.A., Gulyukin M.D. of page 161	269
Directions of improvement of financing of infrastructure projects with use of the state securities of territorial subjects of the Russian Federation. Nevsky O.V. of page 166	269
Influence of management of financial resources on results of educational activity of school. Murzayeva O.V. of page 173	269
Modeling of process of pricing of the Russian corporate eurobonds. Bagrey I.Yu. page 176	269

//Innovations and investments. 2015. No. 1.

Innovative development of power industry of Russia and its role in ensuring energy security of the country (on the example of development of nuclear power) Kozlov V.V., Zakharov A.K. page 2

In article the current state of power engineering, nuclear power and their role in ensuring power independence of Russia are analyzed. According to authors, creation of the large hi-tech integrated companies at vigorous innovative activity of the state is capable to bring the Russian economy to higher level of development. For maintenance of the leading role of Russia in a construction of nuclear power plants abroad, according to the author, it is necessary to optimize the cost and terms of construction of facilities, to improve projects, to increase scales and quality of training of experts, to win against corruption.

Keywords: improvement of structure of management, national security, power independence, import substitution, structural transformation, the large integrated structures.

Development of innovative potential of the higher education in modern social and economic conditions *Kapyrin P. Ampere-second. 7*

In article the questions connected with development of innovative potential and competitiveness of graduates of higher educational institutions are considered. In modern social and economic conditions, fast reforming of system of the higher education of Russia directed to improvement of quality, competence and competitiveness of graduates training of specialists ready to develop methods and control facilities innovative activity, capable to reconsider traditional approaches in management, to find innovative, more effective methods of management of higher educational institutions is. The essence of innovative strategy of a higher educational institution which has to advance demand for scientific and educational activity reveals. It is shown that the lack of understanding of need of development of innovative strategy or lack of opportunities for its realization is one of the reasons of insolvency of separate higher educational institutions. The education system becomes the sphere of strategic interests ensuring safety of the state and sustainable economic development of national system of managing.

Keywords: management, economy, innovations in educational activity, innovative education, innovative development, management of innovations, competitiveness.

The developing strategy of continuous methodical training of the teacher of a foreign language in the conditions of modernization of system of the higher pedagogical education. *Malyov A.V. of page 10*

In this article in line with the developing strategy of continuous methodical preparation the ideas of internal psychological mechanisms of personal development of the teacher of a foreign language expressed in categories of self-updating, self-determination, self-knowledge, a personal maturity are staticized. Psychological aspects of a concept of the personality, development are sorted. Integrative result of the developing influence of system of continuous methodical preparation is achievement of this or that level of development of the professional and methodical identity of future teacher of a foreign language who is characterized by a certain volume of methodical experience and, respectively, a certain level of formation of professional and methodical competence of the bachelor, master and also listener of programs of professional development and professional retraining. The described levels of development of the professional and methodical identity of the teacher of a foreign language can be the basis for basic schemes of the organization of process of methodical training of the teacher of a foreign language at the different levels of system of continuous pedagogical education.

Keywords: teaching foreign languages, methodical preparation, continuous pedagogical education, the developing strategy, levels, the professional and methodical personality

The existing models of project financing and their distinctive characteristics. *Anokhina S. Ampere-second. 14*

In article the essence of project financing and also a perspective of allocation of uniform and capacious definition of this concept is considered. The list of the main participants of financing of investment projects on the basis of project financing and what function each of them performs in financing of the project is submitted. Special attention in article is paid to four main models of project financing: venture, cooperation, production and cooperation and also concession model. All types of concessions known to the author, one of the considered model of project financing, their abbreviation used in foreign practice and its detailed interpretation in the English and Russian languages are presented and in detail analysed. In article basic concessions which are a basis for other types of the concessions applied within concession model are allocated. In detail is considered under what conditions it is more expedient to apply each of types of concession at project financing of the investment project, the involvement of the state into this process, and also other key moments characteristic of all considered models of project financing.

Keywords: project financing, investment drafts, participants of financing of investment projects, models of project financing.

Features of project management at reconstruction of a subject to cult appointment on the example of Trinity Church (village of Medyny). *Zonov E.O., Manokhin P. E. page 17*

Article is devoted to consideration of features of reconstruction of objects cult, in particular, religious, appointments. Theoretical and methodological features of the similar projects directed as to restoration of historical properties of a subject to reconstruction, and the features connected with change of initial purpose of an object are considered. It is in detail stated practical theoretical provisions in the course of implementation of the project on reconstruction of Trinity Church in the village of Medyny. Concerning the reconstructed object the detailed analysis of history of creation is carried out, changes of the building are analysed during historical process. In article the real condition of Trinity Church is considered, illustrative material, necessary photos of an object of reconstruction with comments is given, the cost of works on reconstruction is considered and proved. The condition of important elements of the building is analysed and considered, conclusions are drawn on a possibility of further use on any appointment and the need for reconstruction. In a final part of article key stages of reconstruction of Trinity Church with the indication of cost of works are described.

Keywords: reconstruction, church, features of construction of churches, features of reconstruction of temples

Kokorevsky farmstead – the unique hotel enterprise of pre-revolutionary Moscow. *Degtyarev S.O. of page 20*

Object of research is history of the Kokorevsky farmstead - the first multipurpose hotel business center in pre-revolutionary Moscow in which such various functions as granting hotel rooms, warehouse, leasing of offices, art workshops and so forth were for the first time joint. Special attention is paid also to V.A. Kokorev's identity – the large businessman and the patron standing behind creation of a unique institution. Is considered what value the hotel project in life of the famous financier and industrialist had.

Methodological basis in a research of the real perspective were the fundamental principles of historicism and objectivity, the comparative analysis. Unpublished archival sources, pre-revolutionary periodicals, sources of an epistolary genre were involved.

The scientific novelty of a research consists in attempt to make a complete picture of history of development of one of the largest hotel business complexes of pre-revolutionary Moscow - the Kokorevsky farmstead. The author comes to a conclusion that the hotel complex was interesting to the businessman V.A. Kokorev as an experiment of creation of business space in the city, also Kokorevsky farmstead became the visible embodiment of the intimate national ideas of its founder.

Keywords: hotel business, pre-revolutionary Moscow, Kokorevsky farmstead, V.A. Kokorev, rooming house, merchants, system of a payoff, patron, Russian style

Corporate social responsibility of the large companies as instrument of financial security of social service of the population. *Karsakovich K. Ampere-second. 24*

In article the research of foreign experiment on formation and development of the corporate social responsibility (CSR) is conducted. Three models of social responsibility are considered: Japanese, American and European. Their special differences, factors and tools are marked out. The main five

criteria by which differentiation of models is carried out are defined, namely: financial system, internal structure; industrial relations; education system and trainings; intercorporate relations. Offers concerning increase in overall performance of state mechanism of financial security in the sphere of social service of the population are proved. It is offered to use widely at the state level such tool as KSO, to stimulate its development through changes of the legislative base. Separate elements of the KSO European model have to be the basis for improvement of such laws. Improvement of partnership between the government, business and stakeholders of a certain region for the purpose of attraction of additional financial means on social service of the population is referred to such elements.

Keywords: corporate social responsibility, corporations, tool, mechanism, financial security, social service of the population.

Quality of a loan portfolio of natural persons, assessment, interrelations and forecast. Domnikov A.Yu., Korikov I.S. of page 29

In article the current state of a loan portfolio of natural persons in the Russian Federation is analysed. The technique of assessment of quality of the loan portfolio of bank, the prospect of development being extremely important factor allowing to apply in time all necessary measures for decrease in financial losses is given in article. The dependence of an indicator of quality of loan debt on dynamics of the general loan debt and level of interest rates for the credits is also defined. It is defined from the key indicators characterizing quality of the loan portfolio of commercial bank. Postoroyena multiple regression of dependence of an indicator of quality of loan debt on dynamics of the general loan debt and level of interest rates for the credits. In work it is described the developed way of forecasting of dynamics of an indicator of quality of loan debt. Key indicators of quality of the retail credit portfolio are defined and the main ways of improvement of quality of the loan portfolio are offered. The dependence between toughening of terms for crediting, namely reduction of the credit offer, increase in interest rates and quality of debt servicing is defined.

Keywords: credit risk, arrears, loan portfolio, crediting, consumer loan, loan, regression

Hydrogeochemical conditions of development of oil fields of a southwest part of the Verkhnekamsky oil-bearing region. Leontyeva E.N. of page 31

In this article geological, hydrogeological and hydrogeochemical conditions of oil fields of the southwest of the Verkhnekamsky oil-bearing region are studied. The main hydrogeochemical processes proceeding in productive layers at oil production which can influence development of fields are considered. Influence of flooding on change of the chemical composition of reservoir waters and possible formation of mineral rainfall is analysed. Regularities of formation of mineral salts in productive layers, the most characteristic of fields of a southwest part of the Verkhnekamsky oil-bearing region were studied. The role of sulfatredutsiruyushchy bacteria in processes of salt formation when developing oil fields is considered. Also results of physical and chemical modeling of hydrogeochemical processes are given in productive layers for the Mishkinsky oil field (Udmurt Republic) which can be applied when forecasting change of the chemical composition of reservoir waters and salt sedimentations in the course of oil production when using in the system of maintenance of reservoir pressure of a fresh surface water.

Keywords: hydrogeochemical conditions, physical and chemical modeling, Verkhnekamsky oil-bearing region, salt sedimentation, reservoir waters.

Use of the fundamental analysis in management of a portfolio of securities. Mazayev N.Yu. page 34

The understanding of the basic principles of creation of portfolios becomes more and more relevant for the managing directors and investors working at the foreign markets. Departments of Sales and Trading of large investment banks showed profitability in 2014 much worse than expectations, referring to very weak volatility in the market. Volatility in the American and European markets very low that does such approach as portfolio management of the most acceptable during this period of time as the basic economic and mathematical laws allow to open positions with the minimum level of risk and the greatest probability of profitability. In this article the basic fundamental principles used in construction and management of a portfolio on the example of the American stock market are considered. Comparison between portfolio management and other approaches to management of assets is made. The basic principles of Top Down analysis are presented and the analysis stage of sectors is most in detail considered. Main types of risks at construction are analysed a spread of positions and also practical examples of construction a spread of positions with use of stocks of the companies from the different sectors of the American market allowing to isolate different types of risk are given. The understanding of the basic principles of construction and management of a portfolio will allow is understood to the investor that even at low volatility it is possible to build portfolios with profitability above the market (index).

Keywords: portfolio management, macroeconomic, Top Down analysis, volatility, risk, spread position.

About influence of monetary policy of the Central Bank of the Russian Federation on inflation and ruble exchange rate. Polyakov E.N. of page 38

Authors of article studied influence of monetary policy of the Central Bank of the Russian Federation on inflation during the period from 2002 to 2014. 2 channels of toughening of monetary policy of the Central Bank of the Russian Federation are studied: increase in interest rates and reduction of the monetary offer. The analysis was carried out with use of models of 2 types: ADL and VAR. As a result of modeling was the hypothesis that growth of interest rates attracts growth of consumer inflation is confirmed. Such dependence is characteristic of the majority of emerging markets and in scientific literature price puzzle is called. Also authors came to a conclusion that increase in growth rates of money supply attracts decrease in growth rates of consumer prices. During the analysis of the transmission mechanism of monetary policy it was established that both growth of interest rates, and growth of the monetary offer attracts depreciation of the ruble, as is the main reason for growth of consumer inflation. Such dependence between interest rates and a course is also characteristic of developing countries and in scientific literature exchange rate puzzle is called. Thus, monetary policy toughening which in the last 3 years carries out by the Central Bank not only does not achieve the declared objectives, but also results in opposite results. The conclusions drawn in article completely correspond to scientific research of the last years concerning influence of shocks of monetary policy on the main macroeconomic variables.

Keywords: monetary policy, inflation, interest rates, exchange rate, Central Bank

Methods of assessment of credit risk. Rozanova N. Ampere-second. 49

Article is devoted to problems of determination of credit risk which in the conditions of financial crisis is especially relevant. Relevant are problems of validity of making decision on issuance of credit. The solution of this task is impossible without use of system of assessment and risk management. In the provided article it is shown that practice management of credit risk in banks concerns various questions: application of the appropriate mode of granting credits; maintenance of appropriate control mode credits, their assessment and control; and ensuring appropriate control of credit risk. That the risk management became the productive tool, in bank there has to be an effective risk management system.

This article considers rather topical issue to which attention is paid both from scientists, and from the state, convicting process risk of management in acts. Now process of management of credit risks is considered by the Basel committee which the risk of management and to definition of components of credit risk which have to be estimated makes recommendations about process. Modern approach to management of credit risk has to consider all aspects of credit risk, since quantitative modeling finishing with practical methods of management.

In the present article approach of the Basel committee to definition of process of management of credit risks will be considered. The making estimates of credit risk are shown and the order of definition of these components is described. In article process of determination of risk of a default of the

company and calculation of its probability is described and also the principles of calculation of other components of credit risk are shown: not expected and expected losses, losses in case of a default and risk at a default.

The second part of this article is occupied by consideration of individual techniques of consideration of risk, such as CreditMetrics, CreditRisk+, Credit Portfolio View.

The purpose of this article is consideration of recommendations of the Basel committee and consideration of method of calculation of the indicators established by committee.

Keywords: Credit risk; Basel II; probability of a default; the expected and not expected losses; techniques of consideration of risk.

Paradox of productivity of IT projects and IT effect of Knots of A.V. of page 53

At the moment introduction of the information technologies (IT) in many respects predetermines the internal productivity of the organizations. Heads of various organizations ask even more often a question at assessment of efficiency of IT of systems: whether IT projects at business automation pay off. Since emergence of information technologies disputes on measurement of economic effect at introduction of IT of systems and the nature of productivity of IT of systems do not cease.

In this article the paradox of productivity of information systems will be opened and it will be shown why long time conclusions about not payback of introduction of IT systems at the enterprise why today at mathematical calculations of return on investment of introduction of IT pluses are not visible *were drawn*. The structure of the IT effect arising at the different levels of management of the enterprise is considered.

In the second part of article on the basis of an indicator of ROI components of payback of the IT systems of investments enclosed in introduction are considered and recommendations about application of an indicator of ROI are made.

Keywords: information technologies, productivity, IT effect, return of investments

Prerequisites of activation of use of enterprise potential of the population of Russia. Tuayeva T. Ampere-second. 56

Considerable advancing of the human capital over the GDP size per capita is told about growth of institutional disproportions between the intellectual and enterprise capital and its practical embodiment, speaks about the steady need for development of infrastructure of the support of small business allowing to make active the latent human capital which represents an example of unproductive costs of excess education now, but when developing the corresponding social and economic methods and mechanisms it can be considered as the main reserve of growth of economy of Russia. Despite existence of a number enough large federal and regional programs of maintenance of enterprise activity, including and small business, it is possible to state existence of an institutional gap between inclined as practice shows, to self-employment the population and streams of investments from the federal center intended for stimulation of infrastructure mediated by local authorities; as a result extensive investments in infrastructure do not render the expected effect, being insufficiently focused on the decision really important for functioning of small business.

Keywords: small business, infrastructure, enterprise activity, unemployment, crisis, manpower reserves, investments, capital, labor productivity, economic strategy.

Adaptation of foreign experience of credit and information and consulting support developed and developing countries to the Russian conditions. Queen E. Ampere-second. 59

In article the possibility of adaptation of foreign experience of credit and information and consulting support to Russian to conditions on the example of developed (the USA, Japan, Germany, Great Britain) and the developing countries of (Brazil) is considered.

The analysis of forms and tools is carried out, common features are revealed and recommendations are formulated, considering features of effective credit support in foreign countries. So, the author offers: to be guided by experience of SBA in the USA for creation in Russia of the special governmental body dealing with issues of development and support of MSP; to create independent structure for assessment of efficiency of implementation of state programs of support of the considered sector; to organize the uniform center of registration of MSP on the example of Brazil, etc.

The conclusion about need of development of small and medium-sized enterprises as most important sector of economy and their close interaction with the large enterprises for an example of the developed countries in which MSP – a basis of business and employment of the population *is drawn*.

Keywords: small and medium-sized enterprises, foreign experience, credit and information and consulting support, credit organizations.

About problems of the orphanages evacuated from Leningrad and the organization in them teaching and educational process (on materials of the Khanty-Mansi national district in days of the Great Patriotic War). Bukreneva K.G. of page 63

Main objective of article is introduction to scientific turnover of new archival materials about work of the orphanages evacuated from besieged Leningrad on the territory of the Khanty-Mansi national district (further - HMNO). The offered publication in a certain measure will promote reconstruction of history of rescue of the Soviet children in days of the Great Patriotic War, their education and training after evacuation to the deep back. The publication is continuation of a research which results were published in the articles "Living Conditions of Life of Pupils of Orphanages in the Khanty — the Mansi National District in Days of the Great Patriotic War (1941-1945)", "Questions of Providing Children with Food and Material Supplies of Orphanages in Decisions of District Executive Committee of the Khanty-Mansi National District in 1942", "Measures for Providing with Food and Material Supplies of Orphanages in 1943 of District Executive Committee of the Khanty-Mansi National District (on Archival Materials)" and other materials of the author earlier.

Keywords: The Great Patriotic War, the Siege of Leningrad, the evacuated children, orphanages, teaching and educational process, district executive committee of Council of deputies of workers of the Khanty-Mansi national district.

The analysis of problems in the field of pricing in rationing payment service providers within the SEPA project of Krynkina M.M. of page 70

The main objective of the SEPA project consists in increase in efficiency of implementation of internal and cross-border payments in the countries of Europe. One of the most essential obstacles to creation of the integrated market is the high cost of transactions with use of cash cards. In quadrilateral model of payment service provider the cost of implementation of card payments depends more on the size of the multilateral interbank commission (MIF). This article is devoted to a question of establishment of the multilateral interbank commission in the countries of Europe at implementation of internal and cross-border card payments and its regulations within SEPA. The economic essence of MIF is considered, the arising outer effects of state regulation of the commission are described. The analysis of change of the European legislation concerning the multilateral interbank commission is carried out and also assessment of influence of the measures of its regulation proposed now by the European Commission at the supranational level is carried out. It is supposed that the European experience in area of pricing in the market of cash cards can be used at improvement of the Russian legislation within development of National payment service provider.

Keywords: SEPA project, bilateral market, multilateral interbank commission, trade concession.

Institutional bases of management of enterprise structures in Russia and abroad Payevskaya S. of Hp 74

This article is devoted to questions of management of various enterprise structures. In article the analysis of systems of public administration by business acting in the different countries is carried out. The conclusion about what an important component of the developed market system is, not only large, but also both small, and average business is drawn. The levels of development of small and average business in the different countries including in Russia are compared. Experience of many countries, in this research proves that the most effectively state policy of support and development of small and average business can be carried out through specialized governmental body. The comparative analysis of already operating specialized governmental bodies is provided. The short characteristic of some types of support of small and average business which without demanding big capital investments is given, found wide circulation in many countries and can be quite applied in our country, including. And in the conclusion two main levels of priority of management of enterprise structures are allocated.

Keywords: enterprise structure, small and average business, public administration, system of support of development of business.

Multinational corporations on commodity market of daily consumption of Russia. Chernova V.Yu. page 78

Action of multinational corporation in the conditions of the modern market led to the fact that practically in all segments of the consumer goods, the Russian producers lost the positions. A bright example of capture of the mass markets are actions of the Coca-Cola and PepsiCo company in a segment of soft drinks. In order that expansion of multinational corporation did not infringe on the national interests of Russia, it is necessary to find a formula which would combine the necessary proportion of liberalization and protectionism, and also other mechanisms the governing relations between multinational corporation, the state and the Russian companies. Multinational corporations aggressively enter the Russian market since the beginning of the 90th. Today there is no segment of FMCG left in which the leading positions would not be taken by multinational corporations. Ways of an entrance on the market happen different, but the standard strategy of active capture of the market is most often used. At first the advertizing company is started, production through networks of distributors and network supermarkets on all regions of Russia in parallel extends. At the following stage own representations in million-strong cities open. And at last, the plants where are started local production are under construction or bought.

Keywords: Multinational corporation, market of high-speed consumer goods, market of soft drinks, Coca-Cola and PepsiCo.

Role and tasks information konsultatsionnoy services in improvement of quality of life of country people of Mumladze R.G., Arefyev A.N. of page 82

In article the main questions of improvement of quality of life of country people and a public role in this process of information and consulting service are considered. And also about interrelation of country people and implementation of priority national projects. And tracking of all these processes from outside X, aspiration to create the production cells capable with the minimum costs to carry out the reliable system of supply of the population of villages and villages with production qualitative, fresh and according to rational norms of food, will allow to overcome the most negative factor for the village – reduction of number of villages.

Keywords: quality of life, country people, information and consulting service, life expectancy, farmstead, village, commodity cell of production, rural areas, personal plots, quality of production, population food.

Technique of the analysis of the designed planning districts of the large city for identification of the best strategy of spatial filling of depressive (buffer) zones. Stukalov G. V. of page 85

Article covers modern problems of development of master plans of the cities on the example of the city of Ufa. The essence of planning division of the territory of the city into the "designed" areas and depressive ("buffer") areas is disclosed. The card of division of the city of Ufa into the areas (planned at different times according to planning documentation), developed by the author on the basis of studying of master plans of Ufa in the previous publication is made. The technique of assessment of the "designed" planning areas on several not economic indicators is developed and also the "best" planning areas on these indicators are revealed. The assumption is given that in the place of a joint two various according to the characteristics and the planning areas which developed during various historical periods (that is, in a "buffer" zone), for planning and typological filling of this subjected reconstruction of a zone, it is necessary to use functional, planning and social characteristics of that adjacent "planned" area at which they are closer to "norm" proceeding from comparison and the analysis of the offered indicators.

Keywords: the master plan, historically developed area, the designed area, a buffer zone.

Adaptive management of the cluster enterprises of Baymukhamedov G.S. of page 90

It is noted that modern development of economy of the Republic of Kazakhstan is connected with creation of clusters in various branches of production. Requirements to creation of control systems of the enterprises in the conditions of cluster development of economy are formulated.

Modern definition of the concept "factor" is given. Using this definition, the concept of a global external factor and a private external factor is entered. Short characteristics of fields of activity of global external factors are provided, coverages of private external factors *are shown*.

The problem of creation of the mechanisms allowing to carry out continuous adaptation of a control system of the cluster enterprises to action of factors of the environment *is considered*. The main objectives which have to be formulated will be executed within formation of the mechanism of organizational changes of system of adaptive management of the cluster enterprise. The model of system of adaptive management of the enterprises is offered. At the heart of model of management of the cluster enterprises it is offered to use the modular principle of construction.

Keywords: cluster enterprises, adaptation, control system, model, factors, economy.

Control system of the industrial enterprises on the basis of the preventive and compensation Kibizov Z.B. mechanism of page 93

In article approach to formation of control systems of the industrial enterprises on the basis of the preventive and compensation mechanism is considered. Theoretical bases of the preventive and compensation mechanism are studied, a number of concepts and formulas is specified. Block diagrams of the mechanism of compensations in a control system of the industrial enterprise are submitted, the maintenance of some types of compensations is opened. Compensation actions and actions, a complex of the administrative methods, technologies and tools having preventive (anticipatory) character, allowing to provide compliance of indicators of a condition of the enterprise to the required values in the form of criteria, norms, planned values, settlement sizes, etc. which have to and can provide minimization of deviations of the actual indicators from planned parameters.

The purpose of formation and use of the preventive and compensation mechanism consists in identification of deviations of indicators of functioning and development of the enterprise of the industry from preset values and their minimization with use of the existing means and opportunities.

Keywords: preventive and compensation mechanism, enterprise of the industry, control system, monitoring

Restructuring of debt as a way of recovery procedures in crisis management of Kozyaev O.V. of page 97

Rapid development of the market relations in domestic economy which began to be formed actively at the end of the 20th century was brought by not only variety of forms of manifestation of business activity, but also the negative phenomena which are closely connected with the concept "insolvency" or "bankruptcy". Events of the last years had dual character: these are the encouraging prospects of complete development of economy against structural crisis of the second half of the year 2014. This article considers main units of financial and economic problems of modern Russia. One of key positions of an imbalance is shown in unpredictability of policy of the state owing to what many organizations appear on the verge of bankruptcy. Modern realities assume application of a number of crisis response measures, one of which is the procedure of restructuring of debt. The author considers essence of process of restructuring of debt, the basic principles of behavior of creditors and the enterprise debtor at implementation of this procedure, investigates relevant legislative measures of settlement of processes of restructuring of debts and also makes an attempt of drawing up an algorithm of process of restructuring of debt. Also special attention is paid to consideration of the alternative procedure of settlement of disputes with participation of the intermediary, possible options of creation of long-term financial model of the company are given.

Keywords: crisis management, restructuring of debt, mediation, coordinating committee of creditors, moratorium on repayment of debts

Classification of types of sustainable development of enterprise structures. Dedegkayev V.H., Mayramukova V.K. page 100

Classification of types of sustainable development of the enterprise structures by the main signs including training of personnel, a way of influence on prospects of the enterprise, the place of emergence and manifestation, the functional maintenance, the nature of influence of factors, conditionality degree, intensity degree, time duration, innovation degree, efficiency level, dynamism degree is given in this article.

Influence of the importance of a human factor in economy, professional competence and personal qualities of workers. Allocate strategic sustainable development and expeditious sustainable development.

Classification allows to systematize taking note of a set of exogenous and endogenous factors in dynamics and their identification for the subsequent pointed influence, a possibility of application of indicators, the most significant for the enterprise that will allow to prove a conclusion of the subject of business to higher level of sustainable development *in the mode* of the advancing influence.

Keywords: business, classification, sustainable development, enterprise structure, factors, functions

Reengineering of a factor "trust" in sports activity. Moshchenko N.S. of page 103

The purpose of the present article – to try to consider reinzhiniringovy a factor "trust" in sports activity. Reengineering first of all is connected with carrying out system of procedures for diagnostics and the analysis of current state of credibility of the market relations. All this activity is also called the return reengineering which is carried out by service of economic security of the sports organization. Reengineering is the culture of management of changes in the system of sports activity. Trust – the fundamental principle of business. Reengineering first of all is connected with carrying out system of procedures for diagnostics and the analysis of current state of credibility of the market relations. All this activity is also called the return reengineering which is carried out by service of economic security of the sports organization. Strategy on gaining trust in economy (unlike a nedoveriya, deception assumes long and serious efforts of subjects of the economic relations).

Keywords: Trust in economy, reengineering, business success, profitability, legitimacy, scale, security, economic security.

Insurance of cash cards as methods of insurance of bank risks. Busurin A. Ampere-second. 106

The research of a control system of bank risks is presented in article. It is noted that tendencies of growth of needs of clients for financial services, expansion of a range of financial services and solvent demand for financial products and services, growth of requirements to quality of services. At general application of insurance of cash cards the bank can increase the volume of payments according to cards and reduce the costs for customer service as electronic payments will actively develop. Besides, banks will have an opportunity to provide to the clients wider list of services in one package, thereby attracting them to use still some additional service. The conclusion is drawn that applying insurance of cash cards upon unauthorized write-off of money of the owner from them, the bank minimizes the risks in this direction which are transformed further to risks of an incurring of losses and also operates such factor of risks as loss of business reputation. Besides, tendencies in state regulation speak about relevance of socially oriented models of business which are directed to protection of interests of clients. Therefore insurance of cash cards is modern and has to become an obligatory type of insurance in the Russian Federation.

Keywords: bank, risk, insurance, management, protection of interests, client, insurance of cash cards.

Features of development of enterprise networks in the Russian Federation Dzantiyeva F.S. of page 108

In article results of a research of features of development of enterprise networks are presented to the Russian Federation. The analysis of some indicators of business is carried out, a number of problems which complicate a research of enterprise networks in Russia is revealed. The number of enterprise networks in Russia and also the relations of respondents about preferences is defined at the organization of enterprise networks. Network forms of interaction of enterprise structures, ways of the organization of mutually advantageous interaction among themselves conditionally isolated set of the subjects of business connected by the certain relations, interests and the purposes functioning by the agreed rules.

Economic benefit of the participant of enterprise network which is shown in three forms: fuller satisfaction of market demand, profit markup, decrease in prime cost. Within network it is possible to consolidate means for carrying out marketing, implementation of research and development, updating of technologies, production and production, etc. that allows to satisfy more fully preferences of consumers, to expand the presence in the markets, to increase total revenue.

Keywords: enterprise network, form of the organization, analysis, business activity, indicators, respondents

Features of consolidation of assets in the conditions of natural and exclusive branches (on the example of an electrical power complex of the North Caucasus) Amvrosov V. A., Kushkhabiyev I. Ampere-second. 113

In this article authors analyze the problems connected with process of consolidation of the companies natural and exclusive types conditions the modern market relations. The main characteristic features of natural monopolies and belonging of the JSC IDGC of the North Caucasus electric grid company to them are reflected. B to modern economy the infrastructure natural and exclusive companies have fundamental character at development of all branches. The characteristic of the electric grid companies of the North Caucasus and a prerequisite for holding a procedure of consolidation of electronetwork assets around JSC IDGC of the North Caucasus is presented in article. It is revealed that there is a number of the problems connected with process of consolidation and interfering it. The conclusion is drawn that despite all difficulties, implementation system stage-by-stage process of consolidation will favorably be reflected on a condition of branch and economy in general. And the stage-by-stage balanced procedure will bring benefit to all subjects of economy in the long term.

Keywords: natural monopolies, consolidation, electrical power complex, electronetwork assets, Rosseti, North Caucasus, territorial network organizations.

The factors constraining development of social business in RSO-Alania. Khetagurova Yu.I. page 116

In article are considered development of social business and the factors influencing it. Interaction with the state and municipal authorities in the sphere of social business is not limited to the fiscal sphere. Enough special funds of development – the partner organizations which are created for the purpose of social and economic development of territories by municipalities, business and non-profit organizations were widely adopted. Such tripartite coalitions allow to solve problems of local level effectively. Moreover, implementation of tripartite agreements forms stable partner relations and builds the communication networks making the base of further cooperation.

Consolidation of relationship of the state, business and society within a paradigm of social business will give a new impulse to formation of institutes of civil society. Orientation to the complex solution of acute social issues, the network principle of distribution, ability to active integration into the existing projects do social business by a powerful source of citizens' initiatives.

Keywords: small and average business, social business, social responsibility of business, support of social businessmen, infrastructure of social business.

Model of management of providing fuel and lubricants of divisions of internal troops of the Ministry of Internal Affairs of the Russian Federation in terminal points of a logistic chain. Tskhovrebov A.Z., Clown A. V., Tsimberov D.M. of page 119

One of stages of the solution of a task of management of distribution of fuel and lubricants by the Ministry of Internal Affairs of the Russian Federation, (combustible) in places of direct application of internal troops is reflected in article (further troops). Time interval for which it is necessary to carry out providing terminal points of a logistic chain with fuel is set. The criterion of providing influencing the level of security and ability to performance of fighting tasks is defined. The system parameters influencing intensity and quality of providing with fuel are determined.

In work the new approaches allowing to connect levels of management most of which fully and strictly reflect problem aspects of providing fuel and lubricants in model of military-economic system of providing fuel and lubricants are offered the model volumes of reserves of fuel and lubricants of small divisions and the opportunity allowing to estimate them among themselves on replenishment of stocks is developed.

The research of the offered model, shows that it can provide considerable efficiency of providing fuel and lubricants of terminal points of logistic chains. For increase in accuracy of processing of operational data it is necessary to create new or to adapt sushchestvuyushcheyu a technique decisive problems of distribution.

Keywords: material support, logistic chain, internal troops of the Ministry of Internal Affairs of the Russian Federation, control system of internal troops, system parameters.

SAAS-CISTEMA for specialized medical institutions. Ryspayeva M.K., Niftaliyev S. E., Ryspayev K.S. of page 122

Having studied existence of specialized medical institutions in the city of Kostanay, 43 medical centers of different orientation are counted: stomatology, optics, psychological centers, etc. These institutions keep account of patients in the manual mode, it affects time and a financial condition of institutions and also sanitary hygiene. But big minus in rendering services is the lack of further feedback with patients. For the solution of these and other problems the SaaS-system is developed for specialized medical institutions. Therefore after rendering services the medical institution keeps in contact with the client through SaaS-system by means of the SMS notification about reception, email-mailings about actions, discounts and other advertisement. Level of penetration of IT into modern clinics will increase, but probable assessment will make no more than 30%; for new clinics it is necessary to expect higher level of automation – to 50%. Thus, the system on management of relationship with clients described in article is necessary for the market on rendering medical services. As the population, in the person of the patient improvement of quality of the rendered services and maintenance of feedback thereof the model of relationship "The patient – Medical institution" became outdated demand. And the best way of the solution of problems is development and deployment of SaaS-system for specialized medical institutions.

Keywords: SaaS-system, electronic medical record, SMS notification, email-mailing, specialized medical institution, model of relationship, private office of the patient.

Research of nature of interrelation of the world price of oil and ruble exchange rate to dollar. Aleksandrovich S.V. of page 125

The interrelation of temporary ranks of the price of Brent crude oil and dollar exchange rate to ruble from the beginning of 2006 to the middle of 2011 is investigated. It is shown that on each of 11 half-year of the specified period the interrelation between the studied temporary ranks is described by model of pair linear regression. Assessment of parameters of model on selective values of levels of the studied temporary ranks and also check of the importance of estimates and model in general were carried out with use of the Excel and Statistica programs. Almost at all studied periods there is a linear statistical dependence of dollar exchange rate to ruble from the world price for oil. Slopes of regression are negative, that is the high price of oil in the world market, the is on average lower dollar exchange rate to ruble. During aggravation of a world economic crisis, at decrease in the world price of oil to values about 40 USD for barrel, abnormally strong dependence of dollar exchange rate on the oil price was observed. Numerical characteristics of linear statistical dependences of dollar exchange rate on the oil price are defined. On the basis of the received results the way of short-term forecasting of dollar exchange rate is offered.

Keywords: Temporary ranks, the oil price, dollar exchange rate to ruble, linear regression, short-term forecasting.

The principles of realization of intersubject communications in training of the higher mathematics and physics in technical college Arutyunyan R.V. of page 132

In this article, it was noted that the leading methodological principle of training of the higher mathematics and physics in technical colleges is the principle of profiling providing intersubject integration of physical and mathematical technical knowledge.

Around this principle it is necessary to group and systematize other didactic principles.

High-quality profile physical and mathematical preparation has to become a basis of professional competence of future bachelors - operators, to create ability to self-improvement, to be guided by new technologies, to be the key to professional mobility.

Unfortunately, unresolved are questions of search of unity of the principles and methods of training of physics and the higher mathematics, identification of common features and differences between them.

Thus, the purpose of this article is development of the system of the intersubject didactic principles of teaching the higher mathematics and physics, for students of technical colleges in the conditions of integrative approaches to training. Prospects of further researches consist in specification of the separate intersubject didactic principles training, replenishment of system the new principles which would consider specifics of training of bachelors – operators.

This system has to provide integration of physical and mathematical and technical knowledge when training in disciplines of "Physicist" and "Higher mathematics".

Keywords: training of physical and mathematical disciplines, intersubject didactic principles, integration of knowledge, competence.

Development of model of adoption of administrative decisions in the market of housing and communal services. Bazhenova E.V. of page 135

Adoption of effective administrative decisions - a necessary condition of successful business. In article the factors of behavior of consumers influencing the choice of services in housing sector are considered and the model of adoption of administrative decisions adapted for this sector of economy is developed. Market researches in the market of housing and communal services in general and in relation to activity of concrete management companies of the large city are not always conducted in full and carry, as a rule, very reduced character that leads to underestimation of potential of the market of housing and communal services and, as a result, weak accounting of real needs of consumers. As methodological basis of model of adoption of administrative decisions in the market of housing and communal services on the basis of the revealed factors of consumer behavior E.A. Tikhonov's development adapted to branch received on the basis of function-oriented methodology of the structural analysis and designing – SADT is offered to use.

Keywords: administrative solutions, housing and communal services, factors of consumer behavior, a determinant of system of values, a complex of marketing of housing and communal services, methods of management of loyalty of consumers, function-oriented methodology of the structural analysis and designing, factors of consumer behavior, expert estimates, ranks of importance of determinants, consumer the choice, the market of housing and communal services, the person making the decision, a social and economic portrait of the consumer, a psychological portrait of the consumer.

About one method of the solution of a task of Cauchy with polynomial coefficients and some applications in tasks of management of the investment portfolio *Kovalenko E.V., Asekov A.Z.* page 140

Work is devoted to studying of Var-risk of the operated portfolio which assets are set by the system of the stochastic differential equations. Trends of the mentioned system are assumed dependent on the solution of other stochastic system which models behavior of macroeconomic factors. Such model of assets of the operated portfolio of securities was offered and was actively studied by the famous American experts in financial mathematics A. Beletsky and S. Pliska. These authors constructed in an explicit form the solution of a task on optimum control of such portfolio, and the maximized functionality was the expression reflecting behavior of an instant interest rate at great values of time and containing the composed, having character of a penal payment for great importance of dispersion of the specified interest rate. Such obvious decision is very useful at the solution of practical tasks of management of a portfolio, however it would be desirable to have an opportunity to track evolution of the current characteristics of a portfolio at final value of time characterizing risk. Such parameter is well-known to economists Var-risk size.

In this work analytical expressions for this size are constructed. Formulas for characteristic functions of integrated functionalities from diffusive processes and also expression of the solution of a task of Cauchy for the parabolic equation of a special view with polynomial coefficients are the cornerstone of constructions. Management of a portfolio is based of a condition of a maximum of riskochuvstvitelny functionality of an interest rate at big times. Obvious formulas for values of the current parameters of risk of the operated portfolio are received.

Keywords: investment portfolio, optimization, management of a portfolio of structure, riskochuvstvitelny functionality.

Ways of solution of the problem of the small rivers on the example of the Montreal contract. *Krasnov V.G., Kalinina M.V.* of page 143

Safety of the small rivers - a task conventional and extremely important. The small rivers have important industrial and economic value, being the regulator of the water mode of landscapes, besides, they play the main role in maintenance of an equilibrium state and moisture redistribution. The questions connected with protection of the small rivers are discussed as on local, regional, and on interstate levels. In this article we offer justification of approaches to the solution of this problem. The option of actions offered as a result is based on the analysis of the productive international agreement, namely, "The Montreal protocol" which successful performance of conditions prevented destruction of an ozone layer as it was succeeded to forbid production and consumption of 100 types of the chemicals destroying it. When using experience of introduction of the Montreal protocol the plan for preservation of the small rivers can be developed.

Can be the directions of the decision: specification is more whole, concoction of tasks, identification and elimination of the reasons, correcting of legislative bases.

Keywords: small rivers, safety of the small rivers, "The Montreal protocol", the water protection zones.

Design and "lifestyle-media brand" of children's magazines of *Makarenko E.Yu.* page 146

The relevance of a question of quality of information products for children, including in the sphere of design, does not raise doubts. The purpose of our research – studying of design of modern children's magazines and addition of some criteria which are important, but are not considered yet. The perspective of article is based on inattention of the media companies to a regulation of design of children's magazines. Main conclusions: in design of children's magazines psychological features of audience are important; design of children's magazines (empirical material: "Smeshariki" (ridiculous + balls), "Wheelbarrows", "Magicians of WINX") there does not correspond OST 29.127-2002 and the SanPiN 2.4.7.960-00 which observance provides health of children; it is important to create some criteria and requirements which do not exist yet (design of photos, advertizing and media content on the Internet (on the basis of children's magazines: online version, page, website, etc.); the design and brand created according to children's psychology do the children's magazine by a peculiar phenomenon of media reality, "lifestyle-media brand" which defines "way of life" of the young admirers.

Keywords: design, children's magazines, "lifestyle-media brand", requirements.

The forecast of service life and change of parameters of industrial light-emitting diodes at an operating time by means of a photometric method. *Nikiforov S. G.* of page 152

Article is devoted to intermediate results of a long-term experiment on studying of the degradatsionny phenomena in the semiconductor radiating crystals on the basis of AlInGaN and light-emitting diodes on their basis. Results of researches of change of the main characteristics of light-emitting diodes of blue color of a luminescence with the specified crystals and also white, constructed on system a blue crystal - a phosphor with an operating time are presented up to 50000 h. Researches are conducted in ARKHILAYT laboratory with use of own measurement techniques and the forecast of potential extent of change of parameters of the radiating structures on the certified photometric and spectrometer equipment constructed especially for such researches. At the heart of the specified photometric method the unique way of measurement of redistribution of density of a light stream according to the spatial chart of radiation through various periods is applied. It allows not only to form degradatsionny characteristics of a light stream, luminous intensity, but also to judge quality of the epitaxial heterostructure which is the cornerstone of a crystal of a concrete light-emitting diode. In work application of a method to studying of parameters of industrial light-emitting diodes, forecasting of service life and assessment of their quality by production or on entrance control of the consumer is shown.

Keywords: photometric method, light-emitting diode, forecast of degradation of parameters, redistribution of a light stream, light efficiency, radiation range.

Phenomenological mathematical model of influence of the oil prices of the key macroeconomic parameters of the Russian economy as an element of system of strategic planning for the choice of rational ways of management of the social and economic system of the country. *Kalashnikov P.K., Orlov A.I., Samarin I.V., Fomin A.N.* of page 157

Mathematical models of the key generalized macroeconomic parameters of the modern Russian economy – the gross domestic product (GDP), a deflator of GDP, a consumer price index, average annual US dollar exchange rate, constructed on the analysis of correlation communication between dollar GDP of the Russian Federation and the average annual price of the Russian oil of the Urals brand in the world market are considered. It is shown that these macroeconomic parameters substantially are defined by the oil prices that allows to consider them as substantially dependent from each other. In addition to the specified mathematical models also the models focused on ruble standard of price are created. Values of coefficients of elasticity of the specified parameters in relation to the oil prices are established. Fair dollar exchange rate depending on the average annual prices of the Russian oil is determined. Conclusions are drawn on urgent need of innovative and technological development of all sectors of national economy for decrease in dependence on oil export.

Keywords: a gross internal product, a deflator of GDP, the loudspeaker, a consumer price index, dollar exchange rate, mathematical model, a technique, oil, the generalized indicator, parameter, a trend, economy, elasticity.

Use of the procedure of the formation of an admissible set of alternatives (FASA) at implementation of the criminal analysis of information in the system of Department of Internal Affairs *Novikov V.V., Novikova O.Yu.* page 164

In the present article authors considered problems of adoption of administrative decisions in the conditions of uncertainty by operational divisions of departments of internal villages of system of the Ministry of Internal Affairs of the Russian Federation.

As practice shows, the illegibility of the information provided by experts and received from witnesses, the victims, etc. is one of the main problems which the staff of Department of Internal Affairs at the solution of problems of tactical character faces. In this regard the most important component support of formation and the choice of decisions in decision-making process use of the mathematical tools which are based on the theory of indistinct sets is.

In article application of the procedure of the formation of an admissible set of alternatives (FASA) developed by authors and based on processing of indistinct expert information and an indistinct logical conclusion in problems of adoption of the tactical decisions aimed at providing operational investigative divisions with information necessary for disclosure and investigation of concrete crimes is offered.

Keywords: the tactical criminal analysis of information, information support of activity of staff of bodies of internal affairs, decision-making process, indistinct sets, the person the making decision.

Information security and its criminal legal protection in the Russian Federation. *Stepanov-Egiyants V.G.* of page 171

Information factor plays a significant role in state and creative process, in representation and upholding of interests of the state. A specific place in this range of the public relations is held by problems of legal support of information security. Article is devoted to current problems of modern criminal law and specification of the concept "information security" from the point of view of its criminal legal protection of the Russian Federation. In article it is specified that the condition of information security can be reached on the basis of use of the mechanism of legal regulation including on the basis of use of system of criminal legal protection. The author of work defines that the information security in

a criminal and legal context, being an object of criminal legal protection, forms the public relations which promote full ensuring the rights, freedoms and legitimate interests of the person, citizen of society and state on the basis of creation of effective system of criminal and legal counteraction to various forms of criminal encroachments in the information environment.

Keywords: information security, social relations, crime, criminal legal protection, criminal code.

International legal responsibility of subjects of international law for causing damage to the environment as a result of armed conflict Hodzhiyev A.R. of page 176

In article the question of international legal responsibility of the subject of international law for damage to the environment as a result of armed conflict is considered. Follows from contents of article that the complexity of a situation is represented to those that the state acts as the responsible or guilty subject. When determining international legal responsibility, various factors have to be taken into consideration. Higher degree of international legal responsibility has to be established when the damage was a consequence of the considered and purposeful policy and illegal intention that takes place at the majority of the international crimes in comparison with situations when, for example, the offender allows criminal negligence

Keywords: Legal responsibility; international legal responsibility; environmental protection; armed conflict; ecological crimes

Legal aspects of audit of efficiency of the budgetary expenses as stages of assessment of quality of the made expenses of budgetary funds. Agamyan A. Ampere-second. 178

This article is devoted to assessment of quality of the budgetary expenses which is carried out by means of audit. In work it is told about the concept "audit of efficiency of the budgetary expenses", as about one of the most perspective ways of its check, the system of criteria of efficiency of the budgetary expenses, conditions necessary for its achievement. Attention is paid to criteria for evaluation of efficiency of use of budgetary funds. In particular it is told about need of development of uniform criteria for evaluation of efficiency and their legal fixing. The reasons causing especially sharp need of increase in efficiency of use of budgetary funds now are noted. Also the issue of development of the special program of increase in efficiency of the budgetary expenses and also those tasks which need to be solved on the way of realization of this purpose is touched. The author argues on the reasons of minor nature of audit against the background of other forms of financial control in the Russian Federation, necessary conditions for change of this situation and the prospects of audit as forms of financial control at the present stage.

Keywords: budgetary funds, efficiency of use of budgetary funds, audit of efficiency of the budgetary expenses, necessary conditions for achievement of efficiency of the budgetary expenses, criteria for evaluation of efficiency of use of budgetary funds, the place of audit among forms of financial control in the Russian Federation, the prospects of audit at the present stage.

Estimated legal concepts (categories) in practice of the International Court of Justice. Sparrows of VA. page 181

Estimated categories in the Russian legal system were a subject of rather close attention of scientists. So the conscientiousness, rationality, harmony, other concepts were studied both with general-theoretical, and from the branch points of view, in particular, in relation to civil law.

The Russian civilians emphasize complexity of use of the precepts of law containing the specified categories, special attention is paid to a problem of a judicial discretion at the solution of appropriate questions.

At the same time in modern international legal literature the problem of use of estimated categories was not exposed *to a complex research*, moreover, in English-speaking literature there is no settled legal term for the concept corresponding Russian "estimated category".

The specifics of a method of international law (method of coordination of sovereign wills) do not demonstrate absence in it similar norms, and a tendency of formulation of obligations in modern frame, and not only, international treaties, emphasize need of a research of this phenomenon at the international legal level.

Practice of the International Court of Justice of the UN contains a large amount of so-called "estimated categories" which were formulated in the middle - the second half of the 20th century. In article the short review of their application is undertaken.

Keywords: method of international law, International Court of Justice, justice, rationality, harmony, estimated categories, precedents of the International Court of Justice, territorial disputes, judicial discretion.

Tendencies of legalization of drugs at the international level. Erofeyev I.V. of page 184

As object of research in the present article the legal relationship arising in the course of regulation of drug trafficking at the international level act. Taking into account that the last researches and also the reporting of the international control bodies show that the number of the persons using drugs is not reduced, and opposite, the tendency to their increase in modern science is traced it is possible to hear even more often desires to reforming of the international drug policy, decriminalization and even legalization of trafficking in narcotics. The matters will be presented for discussion of the Special session of the United Nations General Assembly in 2016. The author gives an assessment to the main theses in favor of legalization of drugs. Especially interesting are represented an argument in favor of legalization of drugs that it is possible to equate drugs to alcohol, and also an argument that in the democratic state each person has the right for the order own organism at discretion, including the right to do themselves harm.

Keywords: drugs, drug trafficking, decriminalization, legalization of drugs.

Qualification of unfinished crime as prerequisite of additional qualification. Zatsepin A.M. of page 186

The analysis qualification of unfinished crime is presented in article. The author noted that independent qualification of unfinished crimes does not happen. According to us, "qualification of unfinished crime" – only the term, on the one hand, uniting qualification of preparation for crime and attempts at crime; on the other hand, allowing to consider separately the general questions of qualification of the last. Not to do without it not to repeat in relation to each type of unfinished crime. Following the results of the conducted research the conclusion is drawn that in the criminal legislation there are no criteria of difference of the ended crime from unfinished. Only the fact that preparation for crime and attempt at crime are recognized as unfinished crime is provided in the p. 2 of Art. 29 of the Criminal Code of the Russian Federation. The law makes an impression that unfinished crime will take place with not all signs of the ended crime. This conclusion is confirmed with the point of view of T. G Zhukova who directly says: "Proceeding from logical interpretation of the law, it is possible to draw the only conclusion that crime is recognized as unfinished if perfect-faced act does not contain all signs of corpus delicti" and E.V. Blagov who notes that "not establishment of the corresponding sign of act means, first of all, not existence of unfinished crime, but lack of crime".

Keywords: qualification, unfinished crime, preparation for crime, attempt at crime, the criminal legislation, the ended crime.

To a question of standardization of documentation of political audit: an analytical note on improvement of work at the campaign headquarters. Borisov. Ampere-second. 188

Today political audit of an election campaign becomes its integral part. Advance of audit in the Russian political life demands, in particular, standardization of kinds of activity of the campaign headquarters. The only auditor document is the analytical note. From the point of view of linguistics, increase in communicative value of this document requires its unification. Unification of an analytical note provides its representation in electronic form that promotes formation of analytical base which existence significantly reduces time, human and financial expenditure by political audit of an election campaign and increases the scientific value of audit.

In conclusion, we believe that unification of such form as an analytical note is intended to increase the communicative value of this document as, first, it will allow to avoid substitution of the text containing the argument narrative or descriptive character, turning an analytical note into the report; secondly, will allow to transfer an analytical note to a form of an electronic document and to create the relevant electronic base by means of which it is possible how to reduce possible costs for political audit, and to use an analytical note in the scientific purposes.

Key concepts: political audit, analytical note, campaign headquarters, efficiency assessment, kinds of activity of the campaign headquarters, improvement of work of the campaign headquarters.

Clinical and pathogenetic features of a course of flu A H1N1 at pregnant women *Kalimatov D.M., Shatunov E.P., Imiyev T.B. of page 191*

The research devoted to increase in efficiency of conducting pregnancy and childbirth at women with flu A H1N1 of average and heavy severity on the basis of accounting of indicators of endothelial dysfunction is executed. 186 pregnant women with the diagnosis flu of A H1N1 of average and heavy severity are examined. It is established that levels vascular endothelial nitric oxide a factor of growth of vessels decrease at increase of severity of high-pathogenic flu of A H1N1 at pregnant women by 3 times, on the contrary, levels endothelin-1 and an endothelial receptor of a protein With were positively connected with severity of clinical displays of a disease and frequency of complications of pregnancy. It is shown that definition of concentration of these markers at patients with flu allows to control the course of pregnancy, in due time to begin treatment-and-prophylactic actions, on the basis of these data the algorithm of maintaining pregnant women with H1N1 flu A is developed and approved. Treatment of pregnant women according to the offered algorithm promoted reduction of frequency of the complications of a gestation connected with flu.

Keywords: flu, acute respiratory viral infections, markers of endothelial dysfunction, pregnancy complication

The concepts "the banality is evil" in the context of thinking problem of political philosophy of Hanna Arendt *Moscow Ampere-second. page 194*

In this article thinking role in the concept "the banality is evil" is investigated. The feature of understanding of thinking in works of Arendt is considered, the reasons for which she considered thinking more reliable moral restriction of banality of the evil, than conscience understand. Using the novel by D. Littell of "Blagovolitel'nitsa" the idea is proved in article that thinking is morally neutral phenomenon and cannot act as restriction in commission of the banal evil. Not only the creative, but also destructive role of thinking which Arendt does not sort is considered. Thus, an attempt is made not only to reconstruct the concept "the banality is evil" and its semantic context, but also to check as far as this concept can "use" concrete material, interpreting its theoretical bases. The relevance not only a further research of the concept "the banality is evil" in the context of thinking problem, but also relevance of this ethical perspective is shown in article in relation to the present.

Keywords: H. Arendt, banality of the evil, ethics, thinking

Formation of system of local government in Russia during democratization of the state system (1985-1993). *Emaletdinova G.E., Sarayev K.N. of page 198*

At the moment the Russian system of local government continues the methodical development in the direction of further functioning of optimization. However the basic principles of this system were underlain at the end of the 20th century during democratization of Russia. In the course of Reorganization, the relation to a problem of local government cardinally changed. The existing command management system interfered with economic development of municipal units. In this regard, from the beginning of reforms, transformations affected also self-government institutions. However changes proceeded not uniformly. A part of regions of Russia were leaders in the choice of ways of transformation of local government. In this list there was the Republic of Bashkortostan, etc. In general achievements were serious, the part of regions could show the necessary level of independent regulation of daily problems. The plans and bills developed by them formed the basis of reform of local government across all territory of Russia. Adoption of the Constitution of the Russian Federation of 1993 became the final result of democratization of the state system. There all main achievements on creation of self-government institutions were fixed. Processes of this chronological period also became object of studying of article.

Keywords: system of local government, democratization, mayor, local budget, city council

Formation and development of legal status of indigenous ethnic groups of the North in the Yamalo-Nenets Autonomous Area in the period of XVI - the beginning of the 20th century of *Sergutin E.O. of page 202*

In article the author carries out the analysis of formation and development of legal status of indigenous ethnic groups of the North in the Yamalo-Nenets Autonomous Area and also the main periods of development of legal status of indigenous ethnic groups of the North are defined. formation and development of legal status of indigenous ethnic groups of the North in the Yamalo-Nenets Autonomous Area includes five periods, namely: the first period "The Russian colonization", the second period "Reforming of a control system of regions of the North in the 19th century", the third period – 1920 – e years, the fourth period – the 1930th g – the 1970th g, the fifth period – the Reorganization period.

Keywords: legal status, indigenous ethnic groups of the North of YaNAO, the Charter about management of foreigners, natives, M.M. Speransky's reform.

Psychological support of management of variable forms of informal education of children and adults in children's and youth sports school *Malgin V.E. page 206*

The relevance of a research consists in search and psychological justification of the new perspective forms of informal education directed to formation at children, teenagers, youth and members of their families of steady need for the physical activity focused on maintaining mental health, active lifestyle and development of physical culture as prevention of deviant behavior and asocial manifestations. The novelty of a research consists in development and approbation and a psychological research of model of informal education on the basis of the children's and youth sports school covering all participants of educational process and various age groups: from preschool children, to adults, parents, grandfathers and grandmothers. The precedent of creation of such educational model does not exist now. It also makes objective scientific and practical novelty.

Being guided by conceptual provisions of informal education, the essence of an experiment consists in creation of conditions for development of educational space of establishment of additional education of children of sports orientation by means of enrichment by the alternative cultural and activity activity presented by a variety of forms of informal education and directed to satisfaction of various sports and improving and cultural and educational needs of children and teenagers, youth, parents with children, elderly people.

Keywords: model of informal education, the cultivated sports, the educational environment, variable approach, specific and psychological features and requirements.

State and the prospects of development of branch of dairy livestock production in the Russian Federation. *Trofimov N.E. page 211*

In article the prospects of development of dairy livestock production in the Russian Federation are defined, the structure of a livestock of KRS on all categories of farms is presented, an assessment of production efficiency of milk in the Russian Federation is given. Taking into account existence of a livestock of cows and the developed tendency of its annual reduction, achievement of the planned outputs is possible only at the expense of higher rates of increase in dairy efficiency of cows on condition of stabilization of a uterine livestock.

Keywords: Dairy livestock production, efficiency of cows, gross production of milk, realization of milk, marketability of milk

Program of increase in level of innovative activity of the subject of modern Russian business Bezrukov T.L., Vyaznikova O.E. page 215

Developments of a branch business sector are reflected in article, the task of ensuring innovative activity of the subject of the Russian business and development of the program of its increase taking into account a condition of the external environment in the market of production and distribution of the electric power is set and solved.

As a research object in the real work JSC RusHydro as the subject of business, the person in need in activation of his innovative activity for the purpose of increase in market competitiveness and economic efficiency is considered. Tendencies of development of enterprise structure *are studied*, the analysis of indicators of profitability of the enterprises of branch, the general expenses on innovative activity is carried out, the program realization of the new directions of increase in efficiency of business and stimulation of innovative activity in this branch is planned.

Keywords: business, development tendency, market competitiveness, profitability, economic efficiency, innovative activity.

Theoretical bases and essence of strategic management of livestock production of branch. Guzhina G.N., Kuzmina And. Ampere-second. 219

Strategic management is a necessary condition of further development of breeding dairy cattle breeding and increase in its competitiveness. By means of the strategic analysis the development strategy is defined and the corresponding mechanism of management is formed. Creation of the effective mechanism of management is, along with development of strategy, the most important result of strategic management.

Keywords: strategic management, agricultural enterprise, strategic potential, competition, agricultural producers.

Institutional ensuring innovative activity during the crisis period. Safonov M.S. of page 222

Reproduction within many economic systems became steadily intensive, based in each cycle on use of new achievements of science and technology. Process of expanded reproduction began to be identified with innovative type of development, and this reproduction began to be called as innovative. The state has to play a role of the regulator of innovative development as by direct participation in scientific research, and by creating favorable conditions for the subsequent introduction of innovations and their transformation into real innovations. The last was given a priority today, but this process is non-uniform.

In article organizational factors and conditions of their realization for ensuring innovative activity in crisis conditions of national economy *are considered*.

Ways and the main directions of financing of innovations by modern domestic institutes of development are offered.

Keywords: innovations, institutes of development, innovative system, innovative elevators

Theoretical interpretations of the concept "organizational culture". Smirnova E.G., Afonsky S.A., Vrublevsky A. S. page 228

For the modern Russian enterprises which are carrying out activity in the conditions of unstable changeable as social and economic and political components of external marketing environment, the choice of model of economic development which is able to provide efficiency of their activity in the long term is extremely important. The model based on accounting of all parameters of social and economic processes and full volume of characteristics of economic entities, so-called model of system management can be recognized as optimum. In article reveal the concept "organizational culture" from a position of various scientific theories of the Russian and foreign scientists.

Keywords: organizational culture, advertizing, corporate culture, model of system management, concept parameters.

//Innovations and investments. 2015. No. 2.

Methods of assessment of efficiency of the foreign trade activity of the region in the conditions of innovative economy of Glekov V.V. of page 2

In article methods of assessment of efficiency of the foreign trade activity of the domestic enterprises in the conditions of rapid changes in world economy are investigated. The detailed economic analysis of the foreign trade activity at various subject levels is carried out: macro - and microlevel. Criteria for target selection of groups of growth for efficiency of foreign economic activity are investigated.

Keywords: foreign trade activity, methods of assessment of the foreign trade activity, foreign economic relations, innovative development, economy, efficiency.

Features of development of innovative investment activities in the agrarian sector of economy: mechanism of public-private partnership. Sandu I.S., Ryzhenkova N.E., Troshin A. S., Barsukova N.V. of page 6

In article the methodological approaches on the basis of the mechanism of public-private partnership used at implementation of innovative investment activities in agrarian and industrial complex, feature of development of innovative activity in agro-industrial production are considered. At the same time special attention is paid to innovative infrastructure, including creation of model of the regional center of a transfer of agrotechnologies which consolidates in itself functions on advance of innovations is offered. Authors considered basic provisions, the basic purposes and functions of the offered venture fund in the agrarian sector of the Belgorod region.

Keywords: innovative investment activities in agrarian and industrial complex, features of development of innovative activity, public-private partnership, innovative infrastructure, venture fund.

Modeling of admissible growth of the output in the conditions of innovative development. Kinyakin S.N. of page 9

In article features of modeling of admissible growth of the output in the conditions of innovative development are considered.

On the basis of economic model the admissible growth rate of production decides on distribution of production capacity to release serial and development of new production.

For effective achievement of the goals of the company it is necessary to observe proportions between production and innovative activity. Non-compliance with this ratio can lead to a nonequilibrium condition and decrease in financial stability of the enterprise. In this regard determination of admissible growth rates of production during a transition period of development in criterion of financial stability acquires relevance.

Activation of innovative activity leads to a nonequilibrium condition and decrease in financial stability therefore it is necessary to make decisions according to the arisen condition of the enterprise.

In the course of modeling of admissible growth of the output conditions which will distort data of calculation can change. In this case the modernization allowing to specify and correct a formula is made.

Keywords: economic growth, economic proportionality, balance of production capacity.

Application of strategy of innovative marketing in consulting business. Lesnikov G.M., Karpova S.V. of page 11

Article is devoted to consideration of the main strategy of innovative marketing, the mechanism of emergence of such strategy is described, definitions of the concepts "innovations", "innovative marketing" are given. Process of formation of consulting business in Russia is described, necessary definitions and actual the data are given, distinctive features of activity of the commercial and non-profit consulting organizations are outlined. Features applications of innovative strategy in consulting business taking into account features as strategy, as well as the most consulting activity are analysed. The author considered, analysed and systematized most the most popular methods of application of innovative marketing in consulting. Methods of innovative marketing in consulting are structured and systematized taking into account differences of work of consulting firms in commercial and noncommercial fields of activity. The circle of problems of use of innovative strategy in this business is outlined, ways of their decision are designated and considered.

Keywords: innovations, innovative marketing, consulting services, consulting, strategy of innovative marketing, marketing of services.

Features of development of provision on budgeting at trade enterprise. Klentsova M.O. of page 14

In article features of an algorithm of development of the internal document of trade organization in the form of the provision on budgeting are considered. Such features consist in the following: in general provisions it is necessary to define accurately the procedure of modification and their justification; when determining subjects to budgeting for the trading companies functional budgets are important; it is recommended before the adoption of the provision on the budget and financial model, at first to approve formats of budgets; at introduction of budgeting for each participant of process of budgeting it is recommended to create the detailed instruction; in the course of budgeting the efficiency of information with an acceptable accuracy is important for top management of the trading company.

The algorithm of development of provision on budgeting which includes eight stages is also considered, namely: development of general provisions, statement is more whole than the system of budgeting, definition of participants of process of budgeting, definition of subjects to budgeting, formation of formats of budgets, organizational and time regulations of budgeting, the budgeting periods, responsibility for implementation of the provision on budgeting.

Keywords: provision on budgeting, budget, trade enterprise, management, business process, algorithm.

Essence and role of the transfer price in intra-corporate transactions. Marushchak D.V. of page 17

Formation and development of competitive business in domestic economy relies on such large integrated formations as corporations. Market conditions make demands for effective management in these economic entities which is impossible without presence at the management of timely and reliable information for adoption of optimal administrative solutions. In these conditions in corporations there is a need for the instrument of management accounting allowing to provide performance of the strategic objectives set by the central administration. Such tool is transfer pricing. Therefore the relevance of a subject of transfer pricing is defined by need of consideration of questions of the analysis of the transfer prices, identifications of the effect gained as a result of their application and accounting of the factors exerting impact on these processes. In article history of formation of transfer pricing is consecrated. Two alternative approaches to transfer pricing are allocated: the tax approach and approach considering the transfer price as an element of the intra-corporate relations. Various approaches of authors to determination of the transfer price are analysed. Criteria by which the essence of transfer pricing reveals are considered. The purposes of application of transfer pricing are allocated.

Keywords: transfer pricing, transfer price, market price, intra-corporate transactions, multinational corporations, center of responsibility, Organization for Economic Cooperation and Development.

The basic principles of formation and development of innovative potential of the industry in modern conditions Ruzavin I.V. of page 20

Article is devoted to a research of the basic principles of formation and development of innovative potential of the industry in modern conditions. Formation of effective national innovative system as complete set of the interacting organizations and social institutes which are carrying out transformation of scientific knowledge into new types of competitive production for realization of strategic national priorities of development of the country has to become the main stage of transition from Russia, export and raw to innovative model of economic growth. The statistical data characterizing innovative development of Russia including in comparison with foreign countries are provided.

The reasons of low innovative activity of the industrial enterprises and factors contributing to their development are analyzed. Need of creation of missing mechanisms of innovative development which would allow to use already available scientific developments is proved.

Keywords: innovative potential, innovative activity, strategy, state support.

Development of cotton production in Russia in the 19th century (the prereform period) Lembersky M.N., Konotopov M.V. of page 25

This article continues and sums up the results of the historical review of the development of the cotton industry in Russia based on collected statistical and monographic data from the beginning of the 18th century and before legal cancellation of the serfdom in the Russian Empire in 1861. Such indicators as the output, quantity of institutions and workers, level of expenses and profitability of production, a ratio of import and domestic production, etc. are considered and analyzed. These indicators are given in dynamics on three main subsectors of cotton production: hlopkopryadilny, hlopkotkachesky and tinctorial and stuffed production. The comparative analysis of growth rates on three subsectors is made, and statistical data speak taking into account knowledge of historical realities of the considered period. In this article much attention is paid to an explanation of distinctions of growth rates of hlopkotkachesky and tinctorial and stuffed productions.

Keywords: economy history, history of Russia, history of national economy, textile industry, cotton industry, economic statistics, hlopkopryadilny production, hlopkotkachesky production, tinctorial and stuffed production

Heritage of brothers Krestovnikov: Significant aspects of innovative policy of owners of the Kazan stearin soap factory, in the 60-70th of the 19th century Fang-Jeong G.Yu. page 29

Object of research is the innovative policy of manufacturers Krestovnikov at the Kazan stearin soap factory belonging to them in new social and economic realities, in the 60-70th of the 19th century. After cancellation of the serfdom on February 19, 1861, many large enterprises, for example, the Ural steel works which were actively using forced labor appeared on the verge of closing. At the same time, the Kazan stearin soap factory of brothers Krestovnikov which was "the latest capitalist factory" continued the further successful development. In article the general scientific principles of knowledge are used: historicism and objectivity which assume studying of various, versatile historical sources allowing to track dynamics of the

studied processes and the phenomena. An integrated approach when studying sources is used: generalization, comparison and the critical analysis of the available conclusions. Special methods of historical researches, including, the synchronistic method allowing to reveal the general signs for uniform processes, etc. are applied. The main conclusions of the conducted research are: the Kazan stearin soap factory was "the latest capitalist factory", one of the few which were available in Kazan and in the Kazan province, in 1861; the specified enterprise was the advanced, innovative production which development happened in close connection with achievements of chemical science; already in the mid-sixties of the 19th century close cooperation with scientists-chemists of the Imperial Kazan university arose.

Keywords: Krestovnikova's brothers, stearin soap factory

Constitutional political crisis in the Russian Federation in 1992-1993. Historiographic review. Yurchenkov E. Yu. page 34

Events of the beginning of the 90th years of the 20th century became critical in the history of Russia. Radical political and economic reforms were undertaken, the USSR ceased to exist, the system of the government in the Russian Federation changed. The constitutional crisis of 1992-1993 played an important role in development of Russia of this time. It was a direct consequence of evolution of political system and exerted impact on all aspects of life of the Russian society of this time.

As a result of the last constitutional crisis of fall of 1993 evolution of system of Councils in the Russian Federation was interrupted, the new political regime was set. The events developed in Russia in September – October, 1993, are one of the most tragic and difficult pages of modern Russian history.

The scale of the incident did not receive still due assessment. In the presence of a wide range of sources of events of this period.

Keywords: constitutional crisis, Congress of People's Deputies, political and economic reforms, constitutional reform, legislative, executive and judicial authority, Supreme Council of the Russian Federation, Russian President, B.N. Yeltsin's government – E.T. Gaidar, Decree "About Stage-by-stage Constitutional Reform in the Russian Federation".

Efficiency of international treaties of the Russian Federation on avoidance of the double taxation Alekseev A. S. page 38

Influence of the taxation of the external economic operations on national economy is analysed. Functions of national tax systems are considered. Losses of the state budget from payment of dividends to the foreign organizations are presented. The main tax risks connected with evasion from payment of tax payments by the Russian taxpayers when using agreements on avoidance of the double taxation are considered. Need of revision of contracts on avoidance of the double taxation between the Russian Federation and the countries providing the preferential modes of the taxation is proved. Definite purpose of revision of contracts on avoidance of the double taxation: harmonization of rates of the taxation in Russia and in the countries of agreements due to transfer of the center of gravity of tax incentives in the Russian jurisdiction. Questions of introduction to agreements on avoidance of the double taxation of norm of unfair use of such agreements are considered. Definite purposes of the conclusion of international treaties on avoidance of the double taxation. The measures of economic and legal character in the Russian Federation directed to improvement of system of the taxation in the sphere of foreign economic activity are considered.

Keywords: the double taxation, foreign economic activity, the agreement about avoidance of the double taxation.

The analysis of foreign experience of realization of public-private partnership in the sphere of medical services of Sizov E.S. of page 42

Also the level of development of society depends on the level of a condition of health care in general. Problems of high-quality rendering medical services are key for the majority of the countries and require constant attention from authorities. Article raises topical issues of prospects of functioning of health care in the conditions of the mixed form of financing of activity of medical institutions. The world health care endures considerable changes in process of aging of the population and steady increase in the list of diseases. Similar changes are characteristic also of Russia where for health care it is allocated significantly the smaller sums in comparison with the countries developed economically. The foreign experience of use of the mechanism of public-private partnership in health sector considered in article is of interest as to research, and practical activities. Article contains situation with the purpose of the organization of the discussions and collective discussion offered by the author, measures for forming of effective mechanisms of interaction between society, business and the state which use can increase efficiency of social and economic system.

Keywords: public-private partnership, health care, medical services, concession, construction, investment, foreign experience, infrastructure

Development of forms and types of outsourcing in the international business. Tretyakova A. Ampere-second. 45

In article the concept "outsourcing" which is meant as transfer of all or parts of functions of the company of the third-party organization reveals. There are various approaches to classification of forms and types of outsourcing depending on the chosen criterion. The author developed the classification of the main forms and types of outsourcing allowing to obtain the fullest information on its main characteristics.

Besides, the main tendencies of distribution of outsourcing in world economy were analysed. So, according to results of researches, more than a half of the companies use outsourcing for support of applications and infrastructure. Also the call-centers and services of office press *gain ground*.

Choosing the certain type of outsourcing which is not contradicting the strategy of the company it is possible not only to influence risk management, but also to expand its activity, to increase competitiveness and to reduce the level of costs.

For this reason heads should be guided by outsourcing as the special model of business allowing to carry out in short terms its reorganization depending on changes of an internal and external business environment.

Keywords: outsourcing, key functions, third-party organization, decrease in costs, business process, IT market, external resources, services, competition strengthening.

Interaction with foreign countries as a way of increase in food security of EEU of Moustaches of A.A., Gross Etc. page 48

Ensuring food security is an important problem for participants of the Eurasian Economic Union. Considering a significant amount of the land, labor and other resources available at the State Parties of association, import of some agricultural goods can be replaced with goods of own production. However many types of food products cannot be made in the territory of the EEU countries owing to climatic, geographical and other reasons. They should continue to be imported from foreign countries that causes need of the most efficient development of the foreign trade relations with them. At the moment more than 80% of a foreign trade turnover of EEU are the share of foreign countries. In article the prospects of deepening of cooperation (in particular the conclusions of agreements on free trade) with foreign countries for increase in food security of the union are characterized. And also advantages and shortcomings of a case of the conclusion of these agreements with these or those countries are designated.

Keywords: integration, EEU, food security, food independence, agriculture.

Development and current state of the petrochemical industry of China. Halova G. O., Smirnova V. A., Sycheva A.M. of page 51

In article development of the petrochemical industry of the People's Republic of China is analyzed. The stages of formation and processes happening in petrochemical branch of China for several decades are shown. Attraction of foreign investments, both in economy of China, and in petrochemical branch in particular, became an incentive for fast innovative development of national economy, reorganization of structure of management contributed to the further development of an economic complex of the country and petrochemical sector. In work the current state of the petrochemical sector of China is analyzed, problems which the branch faces are revealed. The policy of the leadership of the People's Republic of China in the field of stimulation of innovative development of the petrochemical sector of China is shown. The role of the state corporations in the petrochemical sector of China is shown in article. It is emphasized that local protectionism still remains strong and in petrochemistry high entrance barriers to foreign firms work. In 2010 drivers of development of the petrochemical enterprises in the People's Republic of China changed. Now any international company wishing to work in China faces more selective assessment from the Chinese authorities. The international companies which do not provide access to raw materials and technologies – do not get support of the Government of the People's Republic of China.

In article it is noted that China for already 10 years is the world's third producer of petrochemical production. In 15 years, according to the Chinese experts, the enterprises of the country will become even more competitive and will provide over 40% of world production.

Keywords: investments; innovations; Research and development; China; petrochemistry; technologies.

To a question of management of basic researches. Lebedev Yu.V. of page 55

Article is devoted to topical issues of improvement of methods of management of scientific research in all their variety from basic scientific research, before applied works and introduction of their results in production. The author sees the solution of the problems considered in article in use of the system approach allowing not only to unite methodologically a functional variety of different types of scientific activity but also practically to use this variety in methods of management of scientific research.

Keywords: *basic researches, a functional variety, system, management, functional dualism, the subject - the object relations, assessment of effectiveness of scientific and technical activity.*

Public associations as factor of socialization of youth. Maksyutova Z.G., Peronkova E.B. of page 60

In article public associations as a factor of socialization of modern youth are analyzed. Stages of formation of public associations, formation of the legislative base of their functioning are considered, the attempt of classification of youth associations by spheres of their activity on the example of YaNAO is made.

In the Russian society which is in conditions of radical sociocultural transformations the problem of activity of the youth organizations, identifications and uses of their opportunities in spiritual formation of the younger generation becomes especially relevant.

In the course of socialization public associations open real opportunities for all-round development of the personality and formation of social activity of the younger generation, despite certain problems in their formation as institute of civil society. Youth public associations arise and are formed as reflection of objective and subjective developments of young people in search of the identity in the modern mosaic world and comprise, spiritual and educational opportunities unclaimed by society.

Keywords: *youth, socialization, youth public associations, socialization factor, institute of socialization.*

Mechanism of management of public and private structures Payevskaya S. of Hp 63

In this article questions of state regulation are considered by the system of public-private partnership. The existing mechanisms of public administration by state-private structures on the example of various countries are analyzed. Namely, experience of regulation of public-private partnership in Spain. The attention to the Spanish experience is explained by more than 35-year history of development of concession forms of public-private partnership and also the federal structure of this state. Also British control system of public-private partnership is considered. On the example of the special state-private company "Partnerships UK". The example of development of a control system and regulation of public-private partnership in the countries of Central and Eastern Europe is given. Are the cornerstone of this system adoption of the special legislation on public-private partnership, first of all that, as for concessions and also formation of the appropriate public authorities on management and regulation of public-private partnership with emphasis on concession. On the basis of the carried-out analysis the conclusion about what of the given systems can be adapted in the Russian Federation is drawn. Also the institutional environment of interaction of the state and business in the Russian Federation is considered.

Keywords: *public-private partnership, control system of state-private structures, regulation and control.*

Methodological aspects of a research of motivational management at the enterprise. V.N. toy pistol of page 66

The main feature of management upon transition to market is growth of a role of the personality in management. The situation which developed in our country now bears both great opportunities, and big threats for each personality in respect of stability of its existence. That is now there is extremely high degree of uncertainty of lives of each person. Therefore, it is necessary to develop new approaches to management. In this work the techniques allowing to conduct researches of a condition of motivation of professional work at the enterprises and in the organizations of various branches are considered. The comparative analysis of techniques of a research of motivation is carried out, their advantages and shortcomings and also possibilities of a research are defined.

To correlate the interests of employees as persons and the interests of the organization, having created at the same time effectively working group of the people capable flexibly to react to the changing conditions external the environment – the main objective facing the modern manager. For this reason problems of formation of effective motivational system of the organization come to the forefront both in a practical context of management, and in theoretical.

Keywords: motivation, management of motivation, motivational management, motivation of work, motivation of work, motivation research technique, satisfaction with work, satisfaction with work.

Phenomenological mathematical model of interrelation of the oil prices with sizes of indicators of the standards of living of the population as an element of system of strategic planning for the choice of rational ways of management of the social and economic system of the country Kalashnikov P.K., Orlov A.I., Samarin I.V., Fomin A.N. of page 68

On the basis of results of the previous researches including mathematical models of the key generalized macroeconomic parameters of the modern Russian economy – the gross domestic product (GDP), a deflator of GDP, a consumer price index, average annual US dollar exchange rate and also monetary units M0, M1, Sq.m and the main resources of system of public administration – the federal and consolidated budgets, mathematical models of the key generalized parameters of the standard of living of the Russian citizens – average monthly income, salary, the pensions constructed on the basis of the analysis of correlation communication between dollar GDP of the Russian Federation and the average annual price of the Russian Urals oil in the world market are considered. It is shown that these macroeconomic parameters substantially are defined by the oil prices, and in an oil equivalent they are rather stable. Also the loudspeaker of relative indicators of the standard of living, replacement coefficient type is installed. In addition to the specified mathematical models also the models focused on ruble standard of price are created.

Keywords: a gross internal product, dynamics, income, salary, dollar exchange rate, mathematical model, a technique, oil, pension, the generalized indicator, parameter, a trend, the standard of living, economy, elasticity.

Social consequences of NTP and its influence on employment Filippov A.V. of page 73

Article is devoted to social consequences of scientific and technical progress and its influence on employment of the population of the country. Within the analysis of influence of NTP by the author of article effects of such innovations as were analysed: worldwide computer network; computer technologies; other new types of the equipment. The author of article touched such issues as: "qualification polarization"; psychological deviations of the person; "person-the car-the person" system; the main aspects connected with influence of NTP and new technologies on employment of the population are considered; the robotization threat directly influencing not only on quality and quantity of the made material / non-material benefits, but also direct influence on free jobs is considered. On the basis of the carried-out analysis conclusions concerning final effect and dynamics of the effect influencing economic growth through spiritual life of society and also a biological and psychological part of the life of the person are drawn regularities of change of employment of the population from scientific innovations are removed.

Keywords: innovations; NTP; employment; introduction of the equipment; introduction of technologies; economic growth.

Chaos of "overcast" as management basis Nikulin L.F., Busalov D. Yu., Sulimova E. Ampere-second. 77

An attempt to understand in the circumstances, connected with simultaneous interaction in management of businesses of a number of the moments is made: globalizations, chaos, self-organization, superturbulence of subject domain because of crossing of a set of the vectors and tendencies reflecting among other, lag of a domestic paradigm of management from requirements of transition to the sixth technological way.

In article the noticeable prevalence in management of so-called civilization aspects is considered (western, Chinese, Muslim, etc.) in this connection, it is offered to mean inefficiency of consideration of national peculiarities of management (instead of the Euroasian civilization). Therefore the position of scaling of methodology of chaos and an order is accepted by a format there is nobody business process and the corresponding management.

Considering that versions of modern management 2.0 and the more so 3.0, reflecting transition to new way, for the Russian Federation are in many respects not achievable in the near future. Authors consider specifics of a problem and define the vectors allowing to create domestic management on the basis of the perspective versions consistent with global situations of prospect.

Keywords: chaos, way, "perpendicular", globalization, "cloud", "an intermediate order", "derelicts".

Training role in the field of power in ensuring economic security of Russia Kozlov V.V., Zakharov A.K. page 84

In article are analyzed the current state of training for a power complex of Russia. According to authors, modern engineering education is closely connected with problems of formation and development of the innovative activity based on unity of science, education, business and the power. In the next years demand for experts in the field of innovative technologies will annually increase on 20? 30 percent. Higher education institutions, in connection with reforming of an education system and demographic problems, can not cope with ensuring this requirement. The gap between quality of training of experts in higher education institutions and requirements to it of modern production can increase even more. In this regard the crucial importance gets cooperation of education and business.

Keywords: innovative activity, quality and the number of training of specialists in higher education institutions, strategic partners of the technical universities, university innovative complexes.

Methods of management of the commodity range of Guzhin G.N., Kozhayev Yu. P.S. 88

The efficiency of assortment policy of the enterprise is estimated by such important indicator as extent of updating of the commodity range. The decision on change of the product range, often is accepted intuitively that sometimes appears insufficiently for creation of an optimum product line. In article techniques, use which can help the enterprises, at making decision on the most rational commodity range that will allow to support sales volumes at the necessary level are estimated.

Keywords: range of goods, efficiency of assortment policy, classification of goods, sales of products.

Solution of the problem of comparability of methods of the analysis of regional shadow streams. Falinsky I.Yu. page 91

In article the main methods of the analysis of regional shadow streams are considered. Several subgroups of methods of the analysis are studied by means of method of expert evaluations. Each method is estimated (ranged) on extent of influence of the received result on total. These rangings are used for determination of weight of a method of the analysis at a total size of a regional shadow stream. The formula of calculation of weight category is offered. By application of scales the formula of calculation of an indicator of a required regional shadow stream is offered.

Keywords: analysis methods, regional shadow stream, weight category of an indicator.

State regulation in the sphere of import substitution in branch of the food industry Vorontsov D.G. of page 95

In article theoretical aspects of state regulation of import substitution are considered. Special attention is paid to conceptual aspects of import substitution, its role, value and functions in a modern production system. Features and characteristic features of import substitution in branch of the food industry are revealed. Foreign experience is analysed and successful practitioners of carrying out state policy in the sphere of support of domestic manufacturers of food are allocated. The classical model of import substitution is considered, its merits and demerits are designated. The expediency and need of introduction at the present stage of model of import-substituting industrialization is proved. The key prerequisites promoting effective use of model of import-substituting industrialization, its methods, tools and receptions directed to stimulation of development of domestic production are allocated. The scheme of state regulation of import substitution in branch of the food industry is developed.

Keywords: food industry, import substitution, regulation.

Researches of features of work of the heatpump air-air installation in calf houses of the Northern Trans-Ural region Andreyev L.N., Petrov A.M. of page 98

Results of pilot studies of application of heatalluvial installations in livestock rooms of the Northern Trans-Ural region are presented in article. It is established that use of systems of heating on the basis of heatpump installations reduces costs of electric energy concerning use of systems of heating on the basis of electroheaters twice, at the same time supporting identical parameters of a microclimate. Arguments in favor of introduction of systems of heating on the basis of the thermal pump are given. In addition in article the specified theoretical prerequisites to creation of a technique of complex assessment of a microclimate in parameters of the temperature and moist environment. The block diagram of system of heating of TNU which allowed to provide the required temperature and moist characteristics of a microclimate, and selection of a rational operating mode of the equipment is offered. The optimizer's algorithm which is based on removal and further comparison of parameters of temperature and relative humidity of external air, air indoors according to put in it the program providing a rational operating mode is developed. Comparison of theoretical calculations and experimental data of efficiency of use of the heatpump air-air installation in climatic conditions of the northern Trans-Ural region is made.

Keywords: power supply of livestock production, expense of electric energy, livestock room, thermal pumps.

Perception of sound codes in *Bolshakov N.F. advertizing., Ermakova P. Ampere-second. 101*

Advertising is a part of the surrounding person of the sound symbolical world therefore studying of this phenomenon has complex, cross-disciplinary character. Both verbal, and nonverbal components of advertising are designed to make impact on behavior of the consumer. In article perception of sound music line of the advertising message is investigated. The experiment on perception of a soundtrack of advertising without a visual row with the purpose to define efficiency of sound influence of an advertising product is made. It is established that in 85% of cases the soundtrack allows to define the maintenance of a roller, without resorting to a video series: 38% of respondents precisely defined the advertised product; 47% called similar goods. In general in 89% of cases the soundtrack left pleasant impressions, the number of negative reactions is minimum (4%) and are connected with perception of sounds of the environment (friction of a sponge, intimate sounds and so forth). The relevance of a subject is caused by the shortage of information in the field and small degree of its study.

Keywords: advertizing, sound code, music line, information orientation, audiobranding.

The strategy of creation of image of the candidate on elections as the instrument of political audit. *Borisov. Ampere-second. 106*

Political audit – the phenomenon new to the Russian political life. One of instruments of political audit is the strategy of creation of image of the candidate on elections. Image makers developed criteria for image of the successful political leader. It is possible to develop an effective algorithm to present these criteria in electronic form and to keep them in electronic base.

On the other hand, there is a problem of improvement of descriptive models of image of the candidate on elections. Due to this problem, in article the issue of application of settlement computer models of assessment of optimum image on the basis of correlation of parameters of image and parameters of electorate is discussed.

In foreign practice settlement computer economic-mathematical models of optimum image of the candidate on elections at the minimum cumulative costs of his realization reducing risks from undesirable financial losses during the election campaign are already used. From this point of view, the question of use of settlement models in practice of the domestic electoral companies is brought up.

Methodological base of a research represent a method of the analysis of the publications existing in this direction; and also traditional methods of scientific knowledge (deductive, inductive, system, comparative, etc.)

In conclusion we assume that, first, use of an effective algorithm for representation of criteria of the successful political leader for the purpose of creation of electronic base of storage of this information essentially reduces time and financial expenditure on political audit of an election campaign; secondly, use of settlement models of optimum image of the candidate on elections in addition to descriptive essential increases in the way chances of a victory in elections; thirdly, use of settlement economic-mathematical models of optimum image of the candidate allows to predict effectively financial expenses and results of elections.

Key concepts: political audit, instruments of political audit, image of the candidate on elections, economic-mathematical models, settlement models, forecasting effectiveness of results of elections, model of optimum image of the candidate on elections.

The integrated system for texturing in AUTODESK 3DS of MAX CANVAS VIEWPORT: methodological aspect. *Bryansk I.N. of page 109*

In the context of problems of art and technical ethics intensive researches at the time of close merge and association of techniques of creation of these or those works of art on means of an engineering thought are conducted. The innovations born in crossing of several techniques and their improvements allow to specify and design objects of art and an art thought of modern times. Article is devoted to a new method of texturing in the program environment of Autodesk 3ds max and the built-in module for causing color in real time of CanvasViewport. The main objective of article – to create a series of articles for the further publication of the manual on modeling and texturing of three-dimensional objects in various fields of activity of the person. The method is based on that for the shortest interval of time to create textural development of professional quality, but the artist has to have thinking in geometrical space. Article will be interesting as to the beginning artists, and professionals for a long time practicing.

Keywords: texturing of organic and not organic objects, method of coloring of an object, art processing of color.

Technique of preliminary processing of signals of sensors of the besplatformenny inertial navigation system *Varabin D. Ampere-second. 115*

The generalized description of the block of sensitive elements is provided in article and its place as a part of the besplatformenny inertial navigation system is shown. The analysis of signals from sensitive elements is submitted and the conclusion is drawn on existence of "emissions" in them - the short-term essential distortions of the measured signal which are not coinciding with real. Proceeding from it, the technique and an algorithm of preliminary data processing of the analog sensors of linear acceleration which are a part of the block of sensitive elements and in which work "emissions" are found is developed. This technique and an algorithm are presented in article. They represent optimization of the method of preliminary data processing on the basis of Bayesian statistics offered by Tarasov I.E. under limited computing resources and single-tasking. Article contains the results of an experiment with use of the domestic microcontroller 1989BE91T showing reduction of a corridor of an error of output signal of the block of sensitive elements depending on an operating mode of the besplatformenny inertial navigation system, on average, from 2 to 16 times.

Keywords: besplatformenny inertial navigation system, block of sensitive elements, technique of preliminary data processing, algorithm of preliminary data processing

Cultural diffusion as universaliya of culture genesis of *Zavyalov N. Ampere-second. 119*

Article is a part of the research program of the analysis of the cultural and communicative formulas (CCF): catchwords, proverbs and sayings, case statements, idioms. Importance of the analysis of these formulas for understanding of culture genesis and the directions of cultural diffusion is proved. The susceptibility of KKF to the postmodern strategy of a deconstruction and a game is proved. The scientific novelty of these online cases is that the author offers a new technique of the analysis and a new object for the philosophical and culturological analysis, proving importance of this object for philosophy, sociology and cultural science.

Tezaurusny approach, the developed Shaft is the cornerstone of a research. A. Lukov and V. A. Lukov. The analyzed units allow to track the direction of cultural diffusion in the conditions of the modern electronic communicative environment. Basic methods of a research – historicism and the cross-cultural analysis. On the example of KKF 'Keep Calm and Carry On' the author describes kinds of cultural diffusion, its modern directions and possible consequences.

Keywords: philosophy, culture, communication, cultural diffusion, globalization, Lagos, thesaurus, sociology, civilization, culture genesis.

Features of geopolitics of hydrocarbonic resources of *Kravchenko M. P. of page 123*

In article characteristics of geopolitics of hydrocarbonic resources, their roles in geopolitical confrontation and the Anglo-American strategy of domination are analysed. Hydrocarbonic resources are considered not only as object of economic and political rivalry of subjects of world political process, and as the geopolitical instrument of transnationalization of planetary space. The periods of "power shifts" in a world energy balance, transition to use of a new type of energy resource, represent stages of globalization of a world power system and world politics in general.

Mechanisms of pricing and physical control over oil-extracting regions of the world from the USA give the chance to operate all subjects of the world power relations. The present stage of implementation of the western geoenergy strategy is considered as the final stage on the way of formation of the global and operated world system. Escalation of the global conflict can lead to final domination of the Atlantic geopolitical center over Euroasian.

Keywords and phrases: USA; geopolitics; hydrocarbonic resources; natural gas; geopolitical confrontation; Russia; new world order.

Ways of modeling of technical progress in mathematical models of economic growth *Lebedev T. Ampere-second. 127*

In article the role of technical progress in economic science is considered by the author, the main models considering technical progress in a type of technological coefficient, growth of a variety of products, the human capital, training at experience or diffusion of the equipment are classified. Basic provisions of these models are given, some empirical researches on the specified factors are considered. On the basis of Barro and Sala-i-Martin's model - and - Martina is under construction its modification for the purpose of receiving assessment of volume of the human capital in Russia, comparable with estimates of the material capital. Creation of model is in detail described, the analysis of its dynamics on a stationary trajectory of growth in a case it is exogenous the set growth rate of a variety of production as indicator of technical progress and in case of a logistic form of a curve of a variety. Also in this work as the author assessment of growth rates of the human capital and a relative variety of intermediate production in the Russian Federation is carried out.

Keywords: Economic growth, technical progress, mathematical models, human capital, modeling, models of economic growth, research and development

Influence of integration of modern graphic applications on various branch directions of engineering graphics of *Makhin L.N., Vrublevskaia S.S. of page 136*

The question of influence of integration of modern graphic applications on various branch directions of engineering graphics is considered. Comparison of algorithms of creation of assembly drawings with use of modern CAD systems and without them is provided. The relevance of carrying out further researches for optimization of process of training

in engineering graphics in total with modern CAD systems is proved. Is proved as integration of modern graphic applications into various branch directions of engineering graphics substantially affected the speed of creation of graphic and design documentation. In addition, influence affected also some other important features. In this article it is generally told oh, though small, but nevertheless fundamental differences between various ways of creation of graphic information. Despite the existing opinion on the fact that the computerization in engineering graphics involves smaller development of spatial thinking, than work "in a pencil", nevertheless, time imposes the requirements to this type of works, are basic of which efficiency and some other ...

Keywords: engineering graphics, projections, drawing, assembly, detalirovaniye, integration, CAD.

Agrobiological justifications of innovative resource-saving methods of cultivation of forage crops of Drivers V. S., Kozhagaliyev R.Zh., Narushev V.B., Subbotin A.G. of page 139

Results of researches on development of innovative methods of cultivation of forage crops in the droughty conditions of the steppe Volga region of Russia and the Western Kazakhstan directed to rational use of technological and soil and climatic resources are stated. As resource-saving methods of cultivation of long-term forage crops on estuaries use of nitrogen fertilizers in N60-90 dose at autumn or spring introduction is recommended. On lemon herbage with prevalence of cereals effective use of herbicides. As innovative resource-saving methods of cultivation of a grain sorghum it is recommended to apply at cultivation of a grade Start a cherezryadny way of crops with row-spacings of 30 cm and norm of seeding of 600 thousand pieces/hectare; at cultivation of a grade Triumph – an ordinary way of crops with norm of seeding of 200 thousand pieces/hectare. Noticeable positive influence on field viability of seeds and rates of initial growth of plants of a sorghum are rendered by preseeding processing of seeds a biostimulator of Bioenergiya.

Keywords: fodder herbs, sorghum, estuaries, fertilizers, way of crops, resource-saving technology, productivity, steppe zone.

Pilot studies of influence of inhalations of essential oil of the limett for the index of conductivity of skin of the person. Soboleva E.E., Lyubovtsev V.B. of page 143

In article influence of inhalations of essential oil of the limett for conductivity of skin of the person was studied. During the research the Nakatani method was applied to measurement of conductivity of 24 biologically active points. The randomized group of a research made 60 people from whom 30 entered into control group and 30 people in the main. All examinees during a research did not note complaints to health. In the anamnesis chronic diseases are noted. Indicators of relative electric conductance in points of acupuncture were skinned before inhalations. Then within 15-20 minutes examinees inhaled essential oil of the limett from an individual tissue then measurements of conductivity of points were again taken. In control group measurement of conductivity of skin was taken 2 times with an interval of 20 minutes without loading inhalations of essential oil of the limett. Further statistical calculations on the basis of indicators of conductivity of biologically active points were carried out. Proceeding from the obtained data it is possible to assume that inhalations of essential oil of the limett influence the neurotransmitter system of an organism, changing electroconductive properties of points of acupuncture and thus starting adaptable mechanisms. The mechanism of this impact of central office on points of acupuncture is still not clear and is a subject of our further researches.

Keywords: conductivity of leather, essential oils, acupuncture, inhalations.

Nomination of the settlements of Devon of the period of Norman gain (Linguistic factors). Zavyortkina E.V. of page 147

In the modern world interest in the researches in the field of historical toponymics revealing the mechanism of creation and expansion of a toponymic picture of the world of various societies revives. Thereof the special attention is deserved by the work opening process of formation of names of settlements (oykonim) in the territory of Britain, namely, the English county of Devon. Identification of ingeryntny properties of an oykonimoobrazovaniye is carried out at two levels: linguistic and extralinguistic. Linguistic factors of formation of settlements (city and rural type) of the County of Devon of Norman gain are covered in this article. As linguistic factors of formation of an oykonimiya processes of a transonimization, interference in the form of the phenomena of hybridization and a normandization and also processes of adaptation at the phonetic, morphological and semantic levels are considered during contacts of conquerors and the won population. The main ways of formation of names of settlements were oykonima in the form of clean bases, additions of bases and phrases. The oykonimichesky model of structural type двухосновных oykonim with the final components ton (e), cot, heye was the most significant during the Norman period.

Keywords: oykonimiya, oykony, name of the settlement, oykonimny nomination, oykonimoobrazovaniye, etimon, transonimization, oykonimny model.

Qualification of attempt at crime at approach of the corresponding socially dangerous consequences Zatsepin A.M. of page 151

The research of qualification of attempt at crime at approach of the corresponding socially dangerous consequences is presented in article. The author notes that qualification of act as attempts at crime is admissible in case of the corresponding actual mistake. At the same time the general rule of qualification of deeds consists that wrong idea of the person of existence of the actual circumstances (in the absence of them in fact) can entail responsibility for attempt at commission of crime with the specified circumstances. Following the results of the author the conclusion is drawn that the ratio of the p. 3 of Art. 30 of the Criminal Code of the Russian Federation and the relevant articles of the Special part takes a form of the competition of the general and special norm. At it according to the p. 3 of Art. 17 of the Criminal Code of the Russian Federation responsibility comes on the last.

Keywords: crime, qualification, act, consequences, deeds.

To a question of features of protection of the rights of businessmen in the modern Russian and English law of Ageev E.Sh. of page 155

In the present article protection of the rights and the interests of businessmen in the Russian and English law is considered. The author pays attention to importance of creation of legal conditions for protection of the rights of businessmen. It seems important in conditions when business activity was widely adopted. In work the concept and content of this scientific category is considered. Theoretical bases of studying of protection of the rights of businessmen are of special interest for development of the Russian and English law. In article the main ways of protection of business activity in the international practice are allocated, and importance of effective legislative regulation of protection of the rights of businessmen at the national level is emphasized. The special part is assigned to characteristics of business activity in Russia and England. In work the comparative analysis of the rights of businessmen and ways of their protection is carried out. Attention is paid to a legal regulation of business, and conclusions about need of development of the right in the field of protection of the rights of businessmen are formulated.

Keywords: protection, rights of businessmen, business activity, market economy, legal system, business ombudsman

The military organizations in legal space of the Russian Federation. Dubynina T.V. of page 158

Purpose: Article is devoted to a problem of legal support of military safety of Russia and the importance of the military organizations in legal space of the state. Special attention is paid by the author to the analysis of the standards of civil character establishing the content of the rights, duties and some of their restrictions and also ways of protection of the civil rights and obligations of the military organizations - legal entities taking into account requirements of the present.

Object: the public relations arising in connection with implementation by the military organizations of activities for ensuring military safety of Russia at the present stage of development of the Armed Forces of the Russian Federation.

Subject: rules of law, legal designs and legal means defining the civil rights, obligations of the military organizations - legal entities and also ways of their protection.

Research methods: general scientific methods of knowledge (analysis, synthesis, generalization, system and structural method) and also logical and legallistic methods of scientific research.

Special attention is paid by the author to the analysis of the standards of civil character establishing the content of the rights, duties and some of their restrictions and also ways of protection of the civil rights and obligations of the military organizations - legal entities taking into account requirements of the present.

Practical value: the situation and conclusions formulated in article make a certain contribution to development of legal system of Russia, civil and military law and also science of military law.

Keywords: Military safety. Russian Federation, military organizations, legal space, civil rights, civil duties, restrictions of the civil rights, ways of protection of the civil rights.

Activities of personnel divisions for set and selection of the candidates for the certified positions for Department of Internal Affairs of the Russian Federation who do not have initial vocational training of Mandzhiyev N. Ampere-second. 165

In article activities of personnel divisions for set and selection of the candidates for a position for law-enforcement bodies who do not have initial vocational training are considered. The author considers the main normative documents regulating activity of personnel divisions in this direction. Within article the main criteria and requirements imposed to the candidate applying for the certified position of law-enforcement bodies of the Russian Federation are investigated. The author reveals some features on enrollment and selection of candidates for a position according to the Federal law of 07.02.2011 No. 3 - the Federal Law "About Police". In article the order of passing of initial preparation in training centers of the Ministry of Internal Affairs of the Russian Federation is in detail considered. Besides the author pays attention to obligatory escort of the employed police officer by personnel divisions not to allow negative results in his service in Department of Internal Affairs at an initial stage.

Keywords: initial vocational training, candidate, trainee, psychological tests, medical examination.

The civil procedural legislation in the conditions of a particular legal regime. Mokhov A. Ampere-second. 168

In recent years in connection with deterioration in an economic situation as around the world, and in Russia, aggravation of a number of the existing problems between the certain states, development of the international terrorism, growth of number of natural and technogenic catastrophes at the highest political level special attention began to be paid to questions of providing different types of safety. In the Russian Federation the legal foundation of regulation of activity in the conditions of particular legal regimes, i.e. in the conditions of expansion of a backup system of the legislation by the state which norms become effective at approach of the military or state of emergency is laid. In article an attempt of consideration of separate problems of the civil procedural legislation in the context of existing rules of the extraordinary legislation is made. The author suggests to pay attention to legal proceedings problems which can arise at introduction of extraordinary or martial law. Considering private problems of legal proceedings on civil cases during action of particular legal regimes, the author comes to a conclusion about need of permission of more common problems of civil process during action of particular legal regimes. It demands development of the harmonious concept of administration of justice on civil cases during action of particular legal regimes (extraordinary or martial law).

Keywords: extraordinary legislation; particular legal regimes; state of emergency; martial law; civil procedural legislation; improvement of the CCP of the Russian Federation.

Application of the law of August 7, 1932 on fight against plunders of the state and public property in Tajikistan in days of the Great Patriotic War (1941-1945). Mukhammadiyev I.S. of page 171

The author of article investigated single questions of fight against plunders, thefts of the state and cooperative property in the conditions of wartime. Fight against plunderers of socialist property was one of the most important tasks of bodies of prosecutor's office. The importance was attached to suppression of abuses from official and responsible persons. Actions of perpetrators at commission of large plunders of the state or public property by them at establishment of system and organization were qualified under the Law of August 7, 1932, strictly observing the existing circulars and directives of Prosecutor's office of USSR. By such types of crimes the reduced terms of investigation and judicial review of criminal cases were established. Prosecutors paid attention to quality of investigation of criminal cases, to election of measures of restraint concerning defendants, attentively approached a question of qualification of crimes on large wastes and plunders and collecting the caused damage. Observed excitement, investigation and passing of these affairs in vessels and legality of the sentences pronounced by vessels.

Keywords: prosecutor, court, supervision, criminal case, plunder, law, account, supervision, execution, crime, responsibility

About criteria of admissibility of the state compulsion of Petrenko M.N. of page 175

Democratic society which commitment to ideals was shown by society at adoption of the Constitution of the Russian Federation historically dug up resources for prevention of violence from the government. A counterbalance to the state violence which is characterized as unlawful influence and this different from coercion is coercion as a government method. The last is one of the most widespread methods of public administration, and, therefore, is subject to the detailed analysis in jurisprudence which task, among other things, has to become as allocation of criteria of admissibility of coercion at the present stage of social development, and formulation of universal criteria of admissibility of the state coercion. Identification of the specified criteria will allow the legislator to correct in due time the legislation, not to allow emergence of the state violence and also will promote motivated election of methods of public administration.

Keywords: government, admissibility of coercion, morality of coercion, legality of coercion

Work of the condemned women in corrective labor colony – one of conditions of their correction and Savinov E. resocialization. Ampere-second. 178

In article one of the systems of measures of corrective and educational influence - work of the condemned women which is the most important factor of their correction and resocialization is considered. Therefore its rational organization the most serious problem of administration of colony. Resocialization and adaptation of the condemned women are difficult and multilateral processes which efficiency is inversely proportional to the level of the repeated crimes committed by released. The efficiency of resocialization and adaptation is higher, the it is less than recurrence from the women who are earlier condemned to imprisonment. Application of all measures of penitentiary influence, one of which is work of convicts, is subordinated to correction of convicts. Therefore it is not casual in Art. 1 of the Law of the Russian Federation "About the institutions and bodies executing criminal penalties in the form of imprisonment", purpose of work of convicts is specified: "The interests of correction of convicts should not submit to the purpose of receiving profit on their work". Work of convicts acts as an important educational tool, maintenance of an order and discipline in places of detention. Work of convicts allows in modern conditions to function normally to correctional facility, to provide needs of convicts, to help families, to save up necessary means for the device after punishment departure. Each convict is obliged to work. The administration corrective institutions is obliged to involve convicts in work taking into account their working capacity and, whenever possible, specialty.

Keywords: work, the condemned woman, resocialization, cure, the mode, work, corrective labor colony, feature.

Institute of criminal liability for crimes in the sphere of copyright in the Russian Empire (formation and development). Toropygin O.Yu. page 181

Formation and development of institute of criminal liability for encroachments in the sphere of copyright in the Russian Empire is investigated. As a result of a research of the civil and criminal legislation of that time and also certificates of scientists - the contemporaries who were engaged in studying of problems of the criminal-right protection of intellectual (abstract) property, the author comes to a conclusion that from the moment of its emergence the institute was constantly improved and further was created in the legislation of the European level regulating and protecting criminal and legal means copyright. The provisions of the copyright law of March 20, 1911 providing criminal liability for copyright infringement (Art. 620, 621) are in

detail analyzed. The similar order of protection of abstract property was provided in the 19th century in most the European states, except for France. At the same time the research showed that criminal legal protection of copyright of the Russian Empire was not deprived also shortcomings which, according to the author, moved also to the criminal legislation of the Russian Federation. There is no structural isolation of norms on criminal liability for the specified crimes, a part of norms are considered as economic crimes.

Keywords: Intellectual, abstract, property, institute, criminal liability, copyright, Russian Empire, punishment, introduction, European level, trademark, code of laws.

Interrelation between parameters of resilience, social adaptation and experience of difficult situations at seniors with a delay of mental development and the seniors with the normal course of mental development studying in different educational systems (in family or boarding school). Kravchik K.B. of page 188

In this article the resilience subject in comparison of its manifestation at seniors with a delay of mental development and in seniors with the normal course of mental development in detail is considered by the author. The concept of resilience is also compared in the context of education. For receiving more reliable data, when carrying out a research, groups were divided on brought up in family and brought up in a boarding school.

Also in this work theoretical prerequisites of a concept of resilience of S. Maddi their connection with social adaptation are analysed. It was empirically shown that the phenomenon of resilience is the complete characteristic of the personality representing difficult interdependence between *sovladayushchy* behavior, social adaptation and experience of difficult situations. Studying of resilience was for the first time carried out to a compartment with features of social adaptation, a coping - strategy and experience difficult situations on selection of seniors with a delay of mental development.

Keywords: resilience, social adaptation, sovladayushchy behavior, seniors with a delay of mental development

Regulation of out-of-school behavior of students in national education of the Arkhangelsk province at the beginning of the 20th century of Fedoseyev I.V. of page 192

The relevance of a subject is caused by the increasing attention to innovative processes in an education system in the conditions of development of democratic society in Russia. One of strategic reference points of development of education till 2020 is expansion of mechanisms of public participation in formation of state policy and control of assessment of quality of education. In these conditions need of comprehensive study of domestic historical and pedagogical experiment on involvement of the public to the sphere of national education is of particular importance. In article results of a research on regulation of interaction are presented in the solution of questions of out-of-school behavior of pupils of educational institutions of the Arkhangelsk province in the second half of XIX – the head of the 20th centuries. Regulation, supervision and control of behavior of pupils out of educational institution in the territory of the Arkhangelsk province and observance of a uniform uniform by them it was carried out by chiefs of educational institutions and the pedagogical public.

Keywords: provisions "bans", provisions "restrictions", provisions "requirements", provisions "restrictions", uniform.

Sharing on Nash's model of a monetary prize from the joint project between two players having different extent of rejection of risk Aleksandrovich S.V., Sekerzh-Zenkovich S.Ya. page 195

The problem of sharing of the sum of money received by two players who entered cooperation for implementation of the joint project is considered. At the same time it is supposed that the efforts spent by both players are approximately identical. The case when individual functions of the expected usefulness of money Neumann's background - Morgenshteyna of players are sedate is considered, and players differ only with relative coefficients of rejection of risk of Errou-Pratt. It was shown that for the solution of this task use of model of Nash of the bargaining of two players is admissible. Within this model the received problem of optimization was solved by means of Kuhn-Takker's theorem. Restrictions for values of exponents in power functions of usefulness at which application of the specified theorem to the solution of this task is admissible were received. According to the received decision, the sum of money will be divided between players not equally, and in proportion to exponents in the power functions of the expected usefulness inherent in these players. The player having bigger relative coefficient of rejection of risk will agree to a smaller share when sharing, than the player having the smaller specified coefficient.

Keywords: Cooperation of players, model of sharing of Nash, function of usefulness Neumann-Morgenshteyn's background, coefficient of rejection of risk of Errou-Pratt, Kuhn-Takker's theorem.

Administrative and legal regulation in the field of improvement of education in Russia Ageev A.A., Vasilyev F.P., Nikolaev A.G. of page 198

In Russia various legal measures in the field of improvement of educational policy are implemented - it is the Federal Law edition about education in the Russian Federation. On the basis of it 2013-2015 are reconsidered by all obrorganization to currents the main directions of educational questions. Federal gosobstandarta – the preschool, initial general, main general and average general educations, secondary professional education have to play the main role in formation of the identity of the Russian citizens (and also on a competitive basis free of charge the higher education if the citizen gets an education of this level for the first time).

There are no doubts, in what realization of educational questions has to conform to requirements not only legislators, but the President and the Government of the Russian Federation and also the Ministry of Education and Science of the Russian Federation. In particular it is necessary to carry to significant questions of improvement: activities for patriotic education and legal education (sense of justice and legal literacy) in an education system; holding various competitions of *pedrabortnik*; passing of certification not only obrorganization, but also pedagogical workers at all levels. Thereby article of authors taking into account its relevance will be demanded not only from experts, teachers, heads, but also a wide range of readers.

Keywords: education, power, citizen, literacy, competition, commission, local, ministry, education, education, organization, rules, professionalism, sense of justice, average.

Bases of the analysis of probability of bankruptcy and methods of its forecasting. Shramova D.V. of page 203

Article is devoted to a problem of determination of insolvency of the organization and methods of forecasting of probability of bankruptcy that in the conditions of financial crisis especially relevant. Relevant are tasks connected with detection of low financial stability of the organization that is impossible without use of the methods of forecasting of bankruptcy based on experience of domestic and foreign models of forecasting.

In the provided article basic theoretical concepts of insolvency are described, the factors resulting in bankruptcy and methods of forecasting of insolvency on domestic and foreign models *are considered*.

Now conditions for dynamic development of business often aggravate negative tendencies at the level of separate groups of the economic entities using for achievement of the gaps in the current legislation, or not having potential opportunities for ensuring compliance to the general level of efficiency in the branch are more whole.

Heads of the organizations experiencing financial difficulties by means of the financial analysis and the subsequent administrative interventions can protect themselves from full breakdown and in case of initiation of the procedure of bankruptcy by creditors, find a possibility of restoration of solvency. Timely diagnostics of bankruptcy is the method allowing to find necessary measures for improvement of a financial state.

The relevance of a research of the factors influencing financial solvency of the enterprises of the reason and procedures of bankruptcy is caused by the fact that now there are enterprises in the Russian economy which are under the influence of a number of the negative moments: crisis of non-payments, inefficiency of management, worn-out equipment.

Not to be caught napping natural falling of financial results of the enterprise, it is necessary to watch *constantly* the level of financial stability and at emergence of the first signs of deterioration in a state to take immediate reciprocal actions.

Keywords: insolvency; probability of bankruptcy; Forecasting Methods; Altman's Model; Kovalyov's Model; financial analysis.

Questions of validity of agreements on the international jurisdiction according to new regulations of the EU about jurisdiction, recognition and performance of judgments on civil and commercial cases of Bogdanov N. Ampere-second. 206

In article the innovations of regulations of the EU about jurisdiction, recognition and performance of judgments on civil and commercial cases No. 1215/2012 concerning an order of establishment of validity of agreements on the international jurisdiction are investigated and it is right, applicable to questions of validity of agreements on the international jurisdiction. At the beginning of article the content of the principle of autonomy of agreements on the international jurisdiction reveals. Further it is specified that the Regulations of the EU differentiate formal validity of agreements, i.e. observance of requirements imposed to a form of the concluded agreement; and material validity of the agreement, i.e. observance of requirements imposed to a being of the concluded Agreement (existence of the valid will). In conclusion the author analyzes advantages and shortcomings of the conflict norm which is contained in Art. 25 of Regulations of the EU according to which the material validity of the Agreement is determined by the right of that state which court is coordinated by the parties as competent of the agreement on the international jurisdiction.

Keywords: agreement on the international jurisdiction, regulations of the EU No. 1215/2012, material reality, lex fori, lex causae, autonomy.

To a question of classification and a tipologization of cluster policy. Barashkin M.V. of page 209

In article the role of cluster policy in economic development of the country is investigated. In article the role of cluster policy in economic development of the country is investigated. The cluster policy is considered in Russia as the tool on the effective organization and development of interindustry economic interrelations and relationship.

Types of cluster policy in Russian regions are considered. The developed concept of cluster policy in Russia initially assumed the liberal approach, however change of philosophy of the concept with dirizhistsky did not cancel use of some tools of cluster policy which are characteristic of Anglo-Saxon model and have success in the USA, Great Britain. Clusters can effectively function and develop without participation of the governments. For successful realization of cluster policy it is necessary to study a possibility of expansion of the rights of territorial subjects of the Russian Federation. For effective realization of cluster policy harmonious work of businessmen and authorities, strengthening of mutual understanding and cooperation between all participants of cluster policy is economically expedient.

Keywords: cluster, cluster policy, innovations, institutes, region

About some aspects of assessment of industrial investment and construction projects. Ulbiyeva I.S., Uzhakhov K.M. of page 213

The research of industrial investment and construction projects which are implemented in the conditions of uncertainty most of which part can be carried to the structural uncertainty based on imperfection of knowledge of structure of the future is presented in article. The author noted what cumulative results of work of participants of the project finally define whether the project will be successful or it is waited by a failure. The industrial investment and construction project is characterized by special complexity of realization as its success depends, first of all, on degree of development of technical, financial, marketing and economic problems and the correct interpretation of the results received in the course of their research, especially at a stage of development of the feasibility study (feasibility study). The listed characteristics of investment projects of category VLIRI reflect their main differences from other direct investments to the real sector of economy. Large industrial investment and construction projects are implemented in the conditions of uncertainty most of which part can be carried to the structural uncertainty based on imperfection of knowledge of structure of the future. It differs from parametrical uncertainty at which the project manager has certain knowledge of structure of a solution, with uncertain parameters of the problem (probability). The main problem of adoption of investment decisions and planning of projects of such scale also consists in it. The existing knowledge of ways of the solution of tasks in the course of implementation of the project can not meet the requirements for sufficiency of information saturation that makes them impossible to application. It means that in the course of implementation of the large production investment and construction project initiators and managing directors face not only difficulties of forecasting of uncertain parameters of the project, but also uncertainty of structure of problems.

Keywords: project, industry, investments, risk, forecasting, uncertainty, interpretation of results.

Factors of influence on realization of technologies of wage and loan labor in the Russian economy. Popova E.V. of page 216

In modern Russia effective and innovative development of economy requires all-round and harmonious development of each personality, her intellectual potential. Therefore the social and labor relations of wage and loan labor demand more detailed research of current trends of development of work of people and problems of the social and labor relations of their attendants. Increase in unemployment also demands realization of adequate technologies for wage and loan labor. What common features unite wage and loan labor? Especially as recently the emphasis not only on wage labor, but also loan is even more often placed. In what the difference of these concepts and under the influence of what factors their development is formed reveals in this article.

Keywords: human potential, loan work, wage labor, social and labor relations, intellectual potential, factors, tendencies, unemployment, leasing, innovative development.

Special view of tasks of regional administrations Golubev M. P. of page 219

The role of regional administrations in management of efficiency of state assets and creation of innovations (SP) is considered.

The principles of prioritization of projects and support of the innovative directions by the state are considered. The administrative gap between creation of the ideas and finishing them before pilot production *is noted*. It is offered to focus in the short term efforts on support of SP, the power and other expenses directed to decrease giving global effect. Need of formation by the state of the target list of innovative assets, for prime financing is proved. The principles of audit of innovative practices of defensive and scientific centers are offered. Need of accounting of features, prioritization and support of SP and private projects is noted. It is offered to estimate efficiency of SP at additional cost. Features and ways of management (participation) by the state of the mixed assets, public industries, state corporations (group of companies), programs of development of the region are considered.

Keywords: regional administrations, regional programs, state assets, public industries, innovations, efficiency, features, audit of assets, additional cost.

Mechanism of formation of innovative policy Valinurova L. S., Kazakova O.B., Kuzminykh N. Ampere-second. 223

The directions of development of social and economic policy relevant for today – formation of effective innovative policy which realization has to provide break in economic growth are presented in article. Authors offer to consider innovative policy as symbiosis scientific, technological and cluster the politician that is characterized by set of the social, economic, information, educational, organizational and other measures for development of innovative activity which are carried out by public authorities on the basis of realization of the strategic initiatives supported with qualitative standard

and legal base. On the basis of identification of problems both at the federal level, and on regional, the mechanism of formation of innovative policy differing in the principles, factors and an algorithm, and reflecting realization of the continuous interconnected actions of governing bodies for creating favorable conditions of managing for implementation of innovative activity is offered.

Keywords: innovative policy, scientific policy, technological policy, cluster, cluster policy, innovative development, strategy, financing, innovative activity.

Economic-mathematical tools of innovative management of financial stability of commercial banks of Roshchina E.V. of page 227

Restoration and development of the Russian banking system is inseparably linked with holding actions of control, forecasting and assessment of activity of commercial banks. In article an assessment of financial stability of commercial banks in modern conditions of economic instability is given and innovative approach to a solution of the problem of optimization of rationing of bank liquidity on the basis of economic-mathematical tools in the context of use of a variation method of its regulation is offered.

The conducted research confirms a possibility of optimization of a reserve of liquidity, in the form of primary reserves of bank, on the basis of use of economic-mathematical modeling. At the same time, the variation method of regulation of liquidity takes a complete form, and its use allows to look in a new way at assessment of sufficiency of bank liquidity on the principles of economic feasibility. It, undoubtedly, will promote ensuring stability of a banking system and efficiency of its functioning.

Keywords: financial stability, bank liquidity, economic-mathematical methods, optimization, assessment of stability of financial stability, regulation of a banking system

Administrative and legal regulation of questions of the international cooperation in suppression of offenses. Vasilyev F.P., Zhukov P. S. of page 232

This scientific article is relevant the fact that it has questions of the international cooperation the legal specific features and authors are right that in the conditions of development of high technical and electronic technologies the crime problem in the increasing degree gains global and problem character. First, they in more or less sharp form are shown in many countries of the world, being a serious real or potential obstacle on the way of their economic, political and cultural development. It predetermines interest of all members of the world community in joint search of the most effective ways and cures of this problem, and modern crime, especially in it the most dangerous – organized forms and in the form of the international terrorism, really knows no limit. Secondly, the list of the criminal actions constituting the international danger constantly extends (for example, illegal cross-border drug trafficking, cultural values, weapon, human trafficking, a child pornography, etc.). Fight against these phenomena can be effective at coherence of actions of all countries and a rational combination of interstate and international efforts.

Keywords: administrative, internal, state, complexity, norm, organization, OIV, Department of Internal Affairs, right, legal, crime, suppression, Russian Federation, community, cooperation, subject, responsibility, criminal, versatile person, fact, legal.

//Innovations and investments. 2015. No. 3.

Assessment of liquidating cost of the Konotopov V.M. company of page 2

In the conditions of an economic crisis of 2014-2015 many Russian companies are forced to leave the market. In this regard sharply there are questions of bankruptcy and liquidation of the companies. There is a certain methodology of assessment of liquidating cost at assessment of business of the company, it is applied when the enterprise is in a situation of bankruptcy or elimination, or there are serious doubts in ability of the enterprise to remain acting and to continue the business. It is also necessary to note that liquidation of the company can take place forcibly, despite of desire of the management of the company to continue the activity. In some cases at initiation of the procedure of bankruptcy after adjustment of liabilities and assets of the company and establishment of turn of creditors there is a need of determination of liquidating cost, that is cost at which in rather short terms the property liquidated the bankrupt company can be realized. Relatively recently the new orders of the ministries regulating the matter came into force.

Keywords: the economic crisis, questions of bankruptcy and liquidation of the companies, methodology of assessment liquidating the cost, assessment of business of the company, it is applied, bankruptcy, orders of the ministries the regulating matter, creation of turn of creditors, the company the bankrupt.

Technique of effective assessment of accounts payable in the conditions of recession of economy. Kerimov H.E. page 5

Object of research which results are given in the present article is the technique of creation of effective system of assessment of short-term accounts payable in case of granting the stimulating discount for the accelerated payment of production.

The importance of the chosen perspective it is connected with turbulence of geopolitical realities Morava of economy in general and economies of Russia in particular. In this regard questions of effective management of working capital of the organizations are very relevant. In particular the most burning issues rising before managers are the problems concerning effective management of accounts payable in the conditions of inflation and rapid growth of interest rates for the credits as in these conditions emergence of an additional free source of financing it is most significant for the enterprise. In these conditions practice of granting discounts for the accelerated payment which economic benefit needs to be estimated for acceptance financial the solution of short-term character extends.

Purposes/tasks. Creation of theoretically reasonable technique acted as a research objective according to stimulating the discount provided by the creditor to the debtor in the conditions of recession of economy.

Methodology. Techniques of accounting of the index of falling of purchasing power of monetary unit in the analysis of settlements with contractors became a methodological basis of a research. The model of estimation of cost of sources of short-term financing, namely short-term accounts payable *is also applied.*

Results. As a result of the conducted research the model of effective assessment of short-term accounts payable of the size of payment for the put raw materials arising at differentiation and materials depending on payment terms and also a technique of assessment of the economic benefit arising when using or refusal of the stimulating discount in the conditions of recession of economy *is created.*

Conclusions/importance. The conclusion is drawn that the developed method of determination of the profitable size of the stimulating discount will allow to increase management efficiency of working capital of the enterprise and will promote increase in profitability of current assets.

Keywords: working capital, accounts payable, recession of economy, discount, assessment, efficiency

Investments – an important element of innovative activity of the region. Zimin V. A. page 9

Transition of the Russian economy to an innovative way of development demands considerable attraction and an investment of investment resources. The condition of innovative activity in region economy in many respects is defined by efficiency of regulation of innovative processes as the state creates necessary conditions for action of a market mechanism.

Management of investment activities in the region is one of fixed assets of ensuring its effective development that is connected with transformation of innovative activity into one of decisive factors of economic growth. In recent years the concept of regional systems of innovations developed in widely used analytical structure creating an empirical basis for development of policy of management of innovative activity. But nevertheless the approaches

using this structure remain ambiguous in such key questions as territorial parameters of an innovation, form of financing of development of innovations, a role of institutes or an institutional context in emergence and maintenance of regional systems of innovations. In article an assessment of development and ensuring innovative activity of the Samara region with investments is given. The role and importance of investments in this activity is shown. The main sources of investments of innovative projects and production are considered (own and attracted). Conditions which are created in the Samara region for successful modernization and creation of new innovative economy *are called*. The main strategic innovative projects in the region are listed. Problems of regulation of investment into innovations in the Samara region are revealed and conclusions and offers on the studied subject are made.

Keywords: investments, Samara region, innovative activity, sources, projects, production, conditions, state support.

Investment of innovative activity in the Orenburg region. Sandu I.S., Ryzhenkova N.E., Yudina V.I., Barsukova N.V. of page 12

In article volumes of investment of agrarian and industrial complex of Russia and, in particular, the Orenburg region are considered. At the same time special attention is paid to innovative and investment policy of the Orenburg region. Authors considered internal costs of research and development in Russia and the Orenburg region, the direct and indirect factors making impact on development of innovative activity in the region are allocated.

Keywords: investment activity, innovative activity in agrarian and industrial complex, factors of development of innovative activity, innovative and investment policy.

Institutional support of the state investment and innovative development L.M., Vorobey Yu.N., Gerasimov S.V. Borsch of page 16

Institutional state support of investment development as control systems of innovative activity in which all chain of a research and production cycle in a format of changes on diversification of sources of investment resources is reflected is shown in article. The factors influencing changes in economy are defined the potential of technical development of innovations and investments in two signs is formulated: the first treats innovative behavior of the enterprises, the second treats policy of the state – realizing institutes concerning the organizations. Providing a possibility of the choice of priorities at the choice of effective forms of cooperation. The regulating role of state policy as secondary source of economic growth after the human capital is defined. Auxiliary sources of formation of innovative system, venture business in the field of high technologies are revealed, the increasing role of small forms of the enterprises and individuals in technological processes on formation of new spheres of social production is shown. Questions of introduction of innovations are considered and their dependence on high-quality staffing of a new format as main providers of innovative activity is defined.

Keywords: innovations, investments, innovative sphere, development model, institutes, national innovative strategy.

The innovative focused system of support of development of the region. Shvets Yu.Yu. page 22

In article are formulated conceptual approaches to creation of the innovative focused system on rendering educational services and technological support of innovative processes in a territorial reproduction complex. The revealed features of management of educational innovations in university complexes and their influence on regional space, allowed to formulate classification of educational innovations in higher education. The model of a control system of quality of a university complex is presented. Influence of factors of external economic environment on functioning of the universities in the region inevitably results in need of their innovative transformation. It is also caused by the fact that the dynamic external environment does not allow to stop on the realized changes of methods of management of higher education institution and its organizational structure once. Therefore the modern universities in the aspiration to hold, fix the positions in educational space have to be constantly aimed at development, being guided by some reasonably chosen, unique strategy for each higher education institution answering to characteristics of a concrete social and economic situation in the region and considering the prospect of innovative development of external economic conditions.

Keywords: the innovative focused system, educational services, innovative processes.

Innovative control system in public institutions. Chigrov A. S. page 26

In article the basic principles of interaction of subjects of rendering public services are considered. Indicators of efficiency of rendering public services are defined. Organizational and economic mechanisms of improvement of activity of Department of Labour and Employment of Moscow are offered. Taking into account the revealed features of rendering public services, concepts of "simple" and "difficult" public services are offered. On their basis suggestions for improvement of interaction of subjects in the course of rendering public services are created. Proceeding from concepts of "simple" and "difficult" public services the algorithm of providing public services directed to achievement of the end result of process, that is formation of "difficult" public service is formulated. Based on recommendations about improvement of activity in the course of rendering public services, the monitoring mechanism in the course of achievement of the control indicators established by the state task is offered. The unified information system of management of processes of providing public services in the sphere of employment of the population allowing to carry out monitoring of interaction of participants of process of rendering public services on employment of jobless citizens, to develop and take measures of the correcting influence has to make a basis of the offered model. In the conditions of the developed crisis at the present stage of economy of Russia such assessment of efficiency of rendering public services will promote economy of budgetary funds, to satisfy applications of consumers of public services more effectively and more stoutly. Thus, assessment of efficiency of rendering public services on four indicators becomes one of crisis response measures in labor market.

Keywords: public service, monitoring of public services, structure management, efficiency of rendering public services, effects, model of interaction of subjects of rendering public services, indicators of efficiency of rendering public services.

Straight lines and indirect taxes and their influence on formation of revenues of the budgetary system of the Russian Federation Tarasova V.F., Saprykina T.V. of page 31

In article the essence of straight lines and indirect taxes is disclosed. The analysis them influence on formation of budget revenues of the Russian Federation is carried out. The system of coefficients which allow to define value of straight lines and indirect taxes when forming revenues of the budget of the country is offered. The technique allows to draw a conclusion on optimality and justice of tax system.

Keywords: a tax, the taxation, straight lines and the indirect taxes consolidated and federal budgets.

Some approaches to justification of financial decisions Aloyev T.B., Aslanova E.M., Belova M.T. page 35

In finance there is always a weight alternative and, in each case, the most effective versions of the solution of financial tasks. At adoption of the optimal financial solution the main attention has to be paid to specifics of emergence of a specific financial problem. For example, the huge value has even on what purposes financial means are raised. To describe and predict functioning, both separate financial assets, and their sets, mathematical methods allow. Therefore it is necessary to analyze and use comprehensively available and also to develop new methods and models of identification of the main tendencies and dependences in the financial market.

In article questions of justification of process of adoption of financial decisions in the conditions of risk on the basis of mathematical models and methods *are considered*. As activity in the financial markets is connected with uncertainty and risk, the main attention in work is paid to the analysis of such situations. In this regard the main intrinsic characteristics and features of financial risk are in a complex considered.

Keywords: Financial risk; securities; financial asset; mathematical methods; investments; theory of a portfolio.

Report on cash flow and GDP: what it is better for recession forecasting? Ilchenko Ya.G., Skalkin V.V. of page 37

Article is devoted to consideration of features of use of tools of assessment of gross domestic product and the report on cash flow for use of these indicators as tools forecasting of business activity, in particular, of recession of economy. The gross internal product is one of the key elements which are most widely used at assessment of the level of development of an exit of economy or production. The report on cash flow has great information value, is one of basic tools of financial statements. In the present article definitions are in detail considered, features, advantages and shortcomings of use of each tool are described. Conclusions are drawn on expediency of use of the considered tools for forecasting of dynamics. It is noted that unambiguously it is impossible to make a choice for this or that of the given approaches as everyone has both advantages, and shortcomings; it is noted that with bigger degree of confidence it makes sense to use data of reports on cash flow for recession forecasting, so they reflect a local condition of the company in each timepoint.

Keywords: Gross Internal Product (GIP), recession, forecast, forecasting, report on cash flow.

The developed methodology of statistical observation of saving as source of investments into Kiselyov N. economy P.S. 39

By economic science it is postulated that the amount of investments, carried out is equal in macroeconomic system to the amount of the savings which are carried out by the subjects of business activity and natural persons managing in it. Article considers methodological approaches to definition and the analysis of categories of saving and accumulation.

For macroeconomic system especially important that temporarily free money of natural persons turned into savings, but was not used for a tezhavration. According to the data provided in domestic scientific publications, the size of savings almost directly is connected with scales of national production. The carried-out analysis showed that the amount of gross saving is defined by dynamics of expenses on final consumption.

The author analysed structural aspect of gross accumulation in Russia, structure of the expenses relating to gross accumulation of fixed capital, dynamics of consumption and saving in economy, the indicators defining their ratio, and factors, influencing the size of these indicators.

Keywords: investments, savings, gross accumulation, gross the located revenue, expenses on final consumption, gross accumulation of fixed capital, change of stocks of material current assets, dynamics of consumption and saving.

About relevance of unification of legislative regulation of the financial market of Russia at the present stage Kolesnikov Yu. Ampere-second. 44

In the submitted article the author proves relevance of unification of legislative regulation of the financial market in Russia. The research is caused by a certain logic. Transition to megaregulation of the financial market of the Central Bank of the Russian Federation involves need of uniform approach to regulation of all spheres of financial activity. To formulate offers on standardization of the legislation in this sphere and to prove their need, in the first part of article the author does the review of the situation which developed in modern Russia in questions of state regulation of a financial system. Special attention is paid to consideration of system of ensuring collective responsibility of subjects of separate segments of the financial market before clients, such as banks, NPF, insurance companies, microfinancial organizations and participants of securities market. Summing up the result of the research, the author approves need of unity in regulation that demands legislative unification in the solution of all questions. As the recommendation the initiative about legislative unification of approach to ensuring safety of money of clients of all organizations working at the financial market, at the uniform principles and by uniform techniques on the basis of DIA with participation and under control of the state is offered.

Keywords: financial market, unification, regulation, guaranteeing safety of money.

Organizational and economic forms of the state support as instrument of increase in efficiency of innovative activity of small enterprises Levchenko O.V. of page 49

The thesis that innovations are the catalyst of high-quality transformations of economic system defining tendencies of development of the economic relations in the long term is proved in article. The basic theoretical provisions of organizational and economic forms of the state support of innovative activity are given, classification of organizational and economic forms and methods of the state support of innovative activity is given, on the basis of statistical data an assessment of the level of development of domestic small business in comparison with industrialized countries, a valid conclusion about need of effective state support of innovative activity is given. The main objectives and the directions of state policy of support of development of innovative activity of small enterprises are marked out. Infrastructure of the state support of innovative activity in St. Petersburg, the position taken by this region in the annual rating of innovative development of territorial subjects of the Russian Federation is analyzed.

Keywords: innovation, innovative activity, state support, small enterprise.

Problems of accounting of unproductive costs at the industrial enterprises. Sosnenko L. S. of page 53

The concept and essence of unproductive costs at the industrial enterprises are considered. Their group and systematization on the main signs taking into account specifics of the industry is offered. Losses from decline in quality of production, losses from elimination of not completely used fixed business assets, losses from write-off of missing (kidnapped persons) or completely spoiled property, the unproductive losses of production of the industrial enterprises, expenses connected with expectation and idle times in work, losses from the low level of use of the high-performance equipment, loss from non-compliance (non-performance) with norms and standards are allocated. In each direction of classification ways of decrease in non-productive costs at the industrial enterprises are specified that allows to achieve their decrease. The requirements for development of the program of decrease in unreasonable costs including obligation of assessment of economic efficiency of the hosted actions and, especially, on high cost actions, determination and completeness of realization of actions, various motivation of personnel and reliability of sources of financing of actions are formulated.

Keywords: unproductive costs, industrial enterprises, reduction of non-productive costs

Development of financial strategy of the Internet company in modern economic conditions Filippov Yu.M. of page 56

In this article it is offered to combine need of development of financial strategy as one of the main elements of programs of the Internet company. The author in the present article considered such important concept which reflects communication between financial planning, development of financial strategy and their effective implementation as "financial kinematics", stages of process of financial planning and formation of financial strategy of the Internet company are in detail described, the algorithm of formation of financial strategy of the Internet company for the purpose of reasonable criterion of the choice of basic option and the system of indicators of quality of results of strategic planning when forming financial and anti-recessionary programs is developed. Also in article values of financial strategy for the Internet company are defined. Definition of development and realization of financial strategy of the Internet company as which the author understands the approach capable to provide complex integrity and exclusivity of service is given, to create high efficiency of attraction for the long period of planning, builds optimum structure of loans.

Keywords: financial strategy of the Internet company, financing, financial crisis, crisis management, algorithm.

Retrospective analysis of investments, as most important factor of economic growth of Guzhin G.N., Nazarshoyev N.M. of page 60

Performing function of updating and building of fixed assets, the investment complex is one of the most important factors of expanded reproduction, its optimum structure, ensuring balance of its elements. Scales and technological level of investments in many respects determine rates of scientific and technical progress, depth of an intensification and concentration of production, high-quality transformation of material and technical resources, increase in labor productivity for branch.

Keywords: investment policy, agriculture, investments, reforming of the financial and credit mechanism.

Production capacity of the enterprises of North Caucasus federal district: state, problems, tasks. Kamberdiyeva S.S., Popova E.Yu. page 70

In article the economic potential of the industry and agriculture of subjects of the North Caucasian Federal District is considered. Approaches are applied to assessment of scientific and technical level of production and to use of production capacity of the enterprise as the current state of economy and problems existing now put economic entities of regions before need of formation of the strategy of development of economic activity which corresponds to specifics of market economy, and carrying out the weighed policy on production demanded by the market.

On the basis of the analysis in article problems which demand reconsideration of long-term economic policy of subjects of the North Caucasian Federal District are revealed.

In article material on the studied subject is generalized and recommendations about improvement of determination of scientific and technical level of production are made. Ways of perspective functioning of production with application on practice of scientific and technical progress, methods and instruments of innovative development are predetermined.

Keywords: Natural and resource potential, industry, agro-industrial complex, index of production, innovative development, expanded reproduction.

From consumer society to society of social humanity. Bushuyev V.V., Golubev V.S., Kurakov L. P.S. 73

Scientific bases of the doctrine of social humanity are stated. Are discussed: system theory of the human capital, concept of a national wealth and quality of life, property of the socio-humanistic state, sotsiogumanizm ideology. Need of transition from consumer society to society of social humanity is proved. It is shown that at a sotsiogumanizm the main contrasts in system nature-person-society are resolved (partially or completely) on the basis of harmonious synthesis. Among them: the nature person – through an environment humanization, totalitarianism democracy – through the strong democratic state, wealth poverty – through the middle class, the rights duties – through the power of the law, public-part property – through collectivist (joint-stock) property, etc. The main components of socio-humanistic transition are defined: from consumer society to society of social humanity; from social to the socio-humanistic state; from "the social person" to the person "social spiritually".

Keywords: quality of life, structural energy, trialektika, ergodinamika, sotsiogumanizm, harmonization, requirements, wealth, poverty, democracy, middle class, theory of sotsioprirodny development, system theory of the capital, national wealth, society of social humanity.

Koevolution of development of economy and network organizational structures. Antropov V. A., Mezentsev E.M. of page 78

The purpose of this research is consideration of essential signs, types and models of creation of modern network organizational structures and also carrying out their detailed analysis regarding establishment of koevolyutsionny communications of development of economy and network structures in the conditions of globalization.

In the course of the conducted research such major economic indicators as financial turnover of the organizations are analysed: the total revenue of individual entrepreneurs from sale of production, works, services; balance of profits and losses of the organizations; dynamics of changes of number of the organizations and their territorial separate divisions in recent years; the number of actually acting individual entrepreneurs; quantity of own and leased objects of wholesale and retail trade on average on one organization.

Results of this research showed that traditional hierarchical organizational structures of management considerably concede in modern conditions on the competitive advantages to network. Proceeding from it, the Russian business is forced to develop a network form of relationship actively. During the researches it is proved that between development of the Russian economy and network organizational structures there is a "koevolyutsionny" communication in a number of parameters with various force of communication.

For deeper studying of a problem essential signs of the concept "koevolution" of their historical development are analysed.

The complex analysis of formation and development of network organizational structures in regions of the Russian Federation with ranging on branch signs will be the direction of further researches of authors.

Keywords: koevolution; economy; networks; network organizational structures; models of networks; evolution of networks.

Influence of an economic crisis on the shadow sector Vlasov A. P.S. 87

This work represents assessment of influence of an economic crisis on the shadow sector. In February, 2015 the number of citizens who receive so-called black salary was close to 18 million. The profit of the companies falls, they, in turn, cut down expenses, taking away business in a shadow. There is a labor modulation from the formal, adjustable sector in informal and unregulated. Because of decrease in demand for work and a low dole people undertake any work. Thanks to shadow labor market low unemployment – 5,4% is maintained following the results of 2014, a historical annual minimum – even at stagnation of economy. Reduction of demand for work is a reflection of business climate which does not promote growth of investments, including on creation of jobs. Growth of informal employment advanced growth of the general employment in economy on average everything the last 10 years: for 2004 - 2013 employment in the informal sector grew by 24,3% (on 2,8 million), the general employment – for 6% (on 4 million people). The real located income of the population according to the forecast of the Ministry of Economic Development will be reduced by 6,3% in 2015. It will promote growth of informal employment. "percentage scissors" aggravate a situation: profitability of assets decreased with a triple growth of a key interest rate in 2014. It led to the fact that return on the capital in the industry is 5 times lower than a key interest rate of the Central Bank of the Russian Federation and rates on the credits of commercial banks are 8 - 12 times lower. Employment reduction, compression of solvent demand, economic downturn will lead to growth of shadow economy (up to 20-22% of GDP).

Keywords: Unemployment, influence of an economic crisis, business climate, GDP, income, employment, salary, investments, inflation, a key interest rate, microeconomics, the forecast of the Ministry of Economic Development, the informal sector, the unregulated sector, informal employment, informal economy, return on the capital, an interest rate, percentage scissors, labor, labor market, the hidden economy, demand for work, decrease in growth rates,

shadow economy, shadow economy in Russia, a loss, black salary, the Central Bank of the Russian Federation, economy, an economic crisis.

International mediation: from intrinsic lines to a problem of the choice of optimum time for constructive intervention in the internationalized conflict Golubev D.S. of page 91

In article an attempt of detection of qualitative intrinsic characteristics of the international mediation as not compulsory form of government the internationalized conflict based on the principles of voluntariness, confidentiality, impartiality and control of result from participants of process is made. Giving examples of use of this tool within attempts of control and permission of the internationalized conflicts, the author brings up a question of factors of effectiveness of intermediary activity and carries out conceptualization of a problem of the choice of optimum time of intervention in the conflict of the third party for the purpose of maximizing positive results of the efforts made for this purpose. On the basis of the analysis of "the theory of a maturity" At. Zartman and "the theory of readiness" of D. Pruitt in their annex to real international and intermediary initiatives, the conclusion about key value of motivation of the parties to a compromise in conditions of a mutually unacceptable painful impasse for success of peacekeeping efforts of the third party is drawn.

Keywords: international mediation, internationalization of the conflict, peacemaking, negotiation process, management of the conflict, settlement of the conflict

Modern development of the institutional environment in the public-private partnership sphere in the territory of the Russian Federation. Kozyaeva O.V. of page 95

For the last few years the public-private partnership (PPP) became an integral part of the Russian economy in many regions and in various branches: social, transport, housing and public utilities, heavy industry, power. This article covers essence of a concept (PPP), reveals advantages and shortcomings of projects both for the state, and for representatives of private business. The legislative base of regulation of the sphere of PPP is considered. Special attention is paid to a problem of development of mechanisms of PPP in the Russian Federation, to the principles of drawing up "regional PPP standard". Exerts prime impact of a form of application of PPP on development of the studied legal institute in practice: concession agreement, agreement on public-private partnership, rent with investment obligations, corporate system of purchases, etc. Kinds of forms are constantly improved taking into account development of market economy in the Russian Federation. The first attempts of application to institute of PPP in the Russian Federation, in particular in Moscow and also features of projects of PPP countrywide are analyzed. The statistics of implementation of projects of PPP existing today is given and also the algorithm on successful introduction of mechanisms of institute of PPP in the territory of the Russian Federation at the regional levels is presented.

Keywords: public-private partnership, the concession agreement, regional PPP standard, law enforcement of PPP in the Russian Federation, features of projects of PPP in the Russian Federation, stages of implementation of projects of PPP.

Measure of proximity of regional branch and geographical structures of foreign investments to similar country structures (on the example of the CFD of the Russian Federation) Munoz A.L.F., Moskovkin V.M. of page 100

In article within the multidimensional analysis, measure of proximity of regional branch and geographical structures of foreign investments to similar all-Russian structures is proposed. As this measure the metrics of Euclidean distance is used. On the basis of this metrics calculations for branch, subbranch and geographical structure of foreign investments for regions of the CFD and Russia for 2005, 2009 and are done 2012. Follows from them that in 2012 branch structures of foreign investments of Moscow, the Moscow, Bryansk and Kostroma regions were closest to the all-Russian branch structure. In the analysis of proximity of regional geographical structures of foreign investments to the all-Russian structure the dispersion of values of an Euclidean metrics varied in small limits. The leading branches and subsectors in regions of the CFD and Russia are identified where there were foreign investments in 2012 and also the leading countries from which there were foreign investments. It is shown that regions of the CFD were characterized by a high share of foreign investments into the processing productions and also a high share of the foreign investments going from offshore jurisdiction of Cyprus.

Keywords: branch structure, geographical structure, foreign investments, region, Central Federal District, branch, subsector, Euclidean distance, multidimensional analysis.

Policy of the state support of the Far East business in historical process of integration of Russia into the Pacific Rim. Pililyan E.K. page 106

Interest in new state policy of the advancing development of the Far East of Russia of the first decades of the 21st century speaks not only the defining role of Asia-Pacific countries in globalization processes of a world civilization, but also aggravation of the world situation caused by events in Ukraine and the followed sanctions of the USA and the EU to Russia.

In article it is shown that the shift of economic and financial world "center of gravity" to the Pacific Rim where 57% of world GDP already fall to the share only of 21 member countries of APEC and about 40% of the population of the planet, promptly changed policy of the relation of the state to the Russian Pacific suburb and the Far East business.

The modern concept of policy of support of the Far East business is implemented in three the vector direction: the clustering promoting integration of subjects of the Far East, to increase in competitiveness and production it is export the focused end products; "sorazvity" with the business world of the Pacific Rim; strengthening of ties with the central regions of the country through creation of the transit transport and logistic center Europe – the Far East – the Pacific Rim. The relevance of the considered problems does expedient studying of process of formation of policy of support of business in the most remote region of Russia in the Far East, capable to provide achievement of the planned transformations in social and economic development of the country.

Keywords: phenomenon of new policy, Pacific Rim, APEC, Pacific Russia, globalization, sanctions, Ukraine, business.

Financial and economic aspects of interaction of member countries of the Euroasian economic community of Horns of A. V. of page 109

In article interactions of member countries of the Euroasian economic community in finasovo-economic aspect are considered. The author noted that in the field of financial services in the course of formation of EES the movement to mutual recognition of licenses is provided: as a result of formation of the uniform market introduction on securities market of uniform requirements to banking and insurance services is supposed. Besides, joint actions for completion of transition of participants of the financial market to use of International Financial Reporting Standards are planned. For providing equal conditions of business and protection against the illegal competition with situation within the uniform market it is supposed to establish the general for the Russian Federation, RK and RB of the rule of the competition. At the same time, the state influence is in the field supposed to be limited by means of fixing of rules of state support of the industry and agriculture on conditions similar to the WTO. Following the results of the conducted research it is noted that within activity of ECE it is expedient to create IISVVT for creation of conditions of development and effective work of institutes of integration by means of increase in responsibility of the international officials for due execution of the powers delegated to them and also ensuring transparency of all supranational management processes and regulation.

Keywords: interaction, financial services, capital flow, business, competition, uniform market, state influence, integration.

Economic integration of world business in the conditions of globalization. Yadova N.E. page 112

In article the complex of questions of development and deepening of processes of the international economic integration, its role and influence on structure and content of processes of functioning of world economy is considered. The international economic integration is one of the major and defining factors of development of national economies from the point of view of creation and development of new forms of world economic communications. The developing and going deep economic integration is characterized as qualitatively new phenomenon at the present stage. Conditions parameters and ways of economic integration for adaptation of national economies to influence and development of globalization are considered. Roles and value of internationalization of economic processes in modern conditions are defined. Process of internationalization affects all essential economic components of functioning of world economy. Features of internationalization under influence of deepening of the international division of labor are revealed. Article contains the analysis of one of the most important tendencies of world economy – globalization. The author provides the characteristic of essence and the directions of economic globalization.

Keywords: economic integration, globalization, international division of labor, internationalization, companies, corporations, world economy.

Rationalization of business processes – a basis of the effective organization of bank activity. Zverev O. Ampere-second. 117

Article opens the mechanism of process approach at the organization of bank activity that allows to provide system approach to effectiveness of banking business. The author defines a complex of necessary procedures for creation of the integrated structure of interrelations in the course of creation and realization of a banking product that gives the chance to increase continuity and stability of bank activity. The thesis that continuous rationalization of business processes – a necessary element of strategy of banks as it is obvious that they should change the strategy in the future and to adapt it for development conditions at limitation of financial resources moves forward. The concept of structurization on the basis of integrated approach to traditional and new banking products is the cornerstone of new approach. According to the author, the organization of bank business process in general has to be under construction on ideology of marketing, t. e. on accounting of features of each stage of life cycle of a product. Creation of the integrated business processes in bank will allow to raise their competitive opportunities and to resist to expansion of expansion of foreign banks which is inevitable after there is a recovery of the financial markets after crisis and all conditions of the WTO on lifting of restrictions for penetration of the foreign capital into the banking sector of Russia will come into force.

Keywords: bank business process, the continuity of bank activity, the structured banking product, "the passport of a product", entrance and output business process, the structured banking product, the supplier of business process, the consumer of business process, the owner of business process.

Use of a learning management system of Moodle for improvement of quality of educational process in NIYaU MEPhI. Barulina E. Ampere-second. 121

The present article is devoted to questions of improvement of quality of teaching in authoritative capital higher education institution due to the approach application the mixed training based on use of modern technical means. Article proves need of use of approach "the mixed training" in educational process of the university. In article the choice of LMS suitable for realization of approach to the mixed training from four most popular is carried out. The analysis showed what best of all corresponds to requirements of higher education institution of LMS Moodle thanks to low cost and the best compliance to tasks of the university. The possibilities of introduction of LMS Moodle in educational process of higher education institution, including development of sections for realization various a component of concrete discipline and creation of the mark and rating card with evaluation criteria are considered. The analysis of metrics of quality with use of LMS Moodle is carried out, and assessment of dependence of results of testing on number of attempts of answers to training tests is considered especially in detail. The research shows big prospects of LMS Moodle in modern higher education institution.

Keywords: Learning management systems, the mixed training, LMS Moodle, metrics of quality of educational process.

Quality management of the made design production by means of sociological researches Bessarabov E.V. of page 125

Research objective – to offer various methods of a research for assessment of various parameters of the projected goods on purpose to increase in productivity, increase in competitiveness of the made goods, increases in demand and satisfaction of potential consumers with the received goods. It is expedient to conduct these researches with division of all consumers into groups: age, social, ethnic (for some groups of goods) and to other signs. The this poll will be deeper, the made goods or service will be in great demand. For achievement of goals it is used such sociological receptions as multidimensional scaling and an expert method. The expert method allows to collect data on reaction of groups of consumers to possible changes in certain parameters of the same object. The method of multidimensional scaling gives the chance to obtain information on preferences of groups of examinees at perception of various parameters with various characteristics at the same object. Reliability of the obtained experimental data is confirmed by check of a hypothesis of accident of difference. The method of rank correlation defining proximity between two rows of the received values is for this purpose used; Styudent's coefficient defining belonging of thresholds of one series to one population pays off.

Keywords: expert method, ranging, concordance, scaling, constant irritants.

Technique of assessment of personnel risks in the system of ensuring personnel safety of the company. Borzunov A. Ampere-second. 127

Transition to post-industrial society within change of a historical macro-cycle determines increase of value of human resources in modernization of the Russian economic system and causes need of allocation of personnel safety as the conceptual direction of ensuring economic security of commercial structures. It is expedient to consider the concept "personnel safety" as process of prevention of negative impacts on economic activity of the company due to decrease in probability of realization of the risks connected with human resources and harmonizations of social and economic needs of participants of the subject and object relations. The author's technique of assessment of personnel risks which allows with sufficient completeness to analyze a complex of the factors exerting impact on personnel safety of the company is presented in this article and, on the basis of the obtained data, to make the reasonable choice for the administrative influence used concerning each concrete risk.

Keywords: Economic security; personnel risks; management of human resources; risk management.

Adaptation of the questionnaire on determination of level of self-leadership of Kym E Sung of page 130

The Russian version of the questionnaire of The revised self-leadership questionnaire (RSLQ) intended for self-leadership level assessment is developed. The procedure of adaptation included the translation into Russian, back translation into English, translation quality assessment, assessment of psychometric properties. Reliability and validity of the received Russian version of the questionnaire are shown. Results of a research give the chance to recommend the Russian version of the questionnaire of RSLQ for use for assessment of self-leadership and its components of

parameters: goal-setting, self-encouragement, self-punishment, introspection, self-checking, focusing of thoughts, visualization of successful performance, dialogue with and a self-assessment.

Keywords: adaptation of the questionnaire on self-leadership (RSLQ), the level of claims, motivational requirements, coping-strategy, self-leadership.

Strategic planning in the Russian Federation in the context of town-planning forecasting of Kabakov of S.I. page 138

Strategic planning in the Russian Federation in the context of town-planning forecasting forms priorities, the purposes and problems of regional development of territories and a way of their achievement. Documents of town-planning planning are developed within forecasting of scientific technical development of the Russian Federation, forecasts in the field of innovative technologies and technical achievements for the leading branches of economy and also the priority directions of development of science and technology. Projects of strategic town-planning development have to be developed on an alternative basis, taking into account taxonomical levels of territorial planning (macro - meso - microlevels), with assessment of the risks caused by climatic conditions of regions, possible technogenic consequences of some innovative technologies and taking into account various scenarios of development of territories. It is also necessary to consider and estimate potentially possible external calls of the concrete period and the region for ensuring national security and sustainable social and economic development of the Russian Federation and its certain regions.

Keywords: strategic planning, town planning, forecasting, territorial planning

Rating structure of threats to development of regional economy: expert assessment. Falinsky I. Yu. page 142

In article the main groups of stop factors which are threats of development of economic system of the region are designated. By synthesis of modern scientific concepts concerning ensuring economic security of the region the analysis of key indicators of economic and social situation of federal districts is carried out. Concerning each indicator groups of the stop factors which are threats to development of regional economy are defined. Ranging of groups of stop factors by method of expert evaluations, proceeding from probability of causing or the caused damage to economic system is carried out.

Keywords: economic security; threats of development of regional economy; method of expert evaluations.

Role and possibilities of Altai Krai in implementation of policy of import substitution in branch of the food industry Vorontsov D.G. of page 146

Article is devoted to the main tendencies of development of branch of the food industry of Altai Krai in modern conditions when Russia faced difficult consequences of action of economic sanctions which very strongly struck at the food industry. Now Altai Krai has the potential and opportunities for strengthening of development of the food industry which can play an important role in implementation of policy of import substitution. In the whole importozameshcheni in the food sphere is one of the most topical issues for all Russian economy as statistical data show that up to the beginning of crisis of 2014 food products made the main share in import of Russia. In this regard Altai Krai where the food industry is the steadiest branch of regional economy, can offer model of implementation of policy of import substitution in food branch and for other regions of the country. In article it is said that modernization of technological base has to play a leading role.

Keywords and phrases: import substitution, food industry of Altai Krai, economic sanctions, technological dependence.

Tendencies of social and economic policy of the Samara region and condition of its realization. Kemaykin P.V. of page 149

The social and economic policy of Russian regions is designed to be the conductor of the federal programs designated in priorities of the state development, and the efficiency of interaction of the authorities of various levels continuously is reflected in socially and economically significant indicators on which basis and at assessment it is necessary not only to define stability of development of separately taken territory of the country, but also to see reflection of prospects of stability of all state. In most cases relationship of regional budgets with municipal budgets stirs up financial and economic activity, influencing modernization of infrastructure of territorial subjects of the Russian Federation. Priorities of realization of social and economic policy are subject to modification under influence not only objective, but also subjective realities. In article both conditions, and mechanisms of further realization of policy in the field of economy and the social sphere at the level of the region which have dependence on different factors are considered.

Keywords: Budgetary policy, state, regulation, social policy, economic development

Assessment of a condition of public-private partnership in the field of road construction. Kinyakin V.V. of page 153

Priorities and the directions of development of PPP in various territorial subjects of the Russian Federation have to be defined proceeding from the national strategy of social and economic development, opportunities of executive authorities to create and improve own institutes and instruments of work with investors.

The analysis of the current state of PPP in the field of road construction on the example of the project of the Central Ring Road of the Moscow region (Central Ring Road) is provided in article.

Novaya Route will become a basis of high-speed main highways of Moscow area and will be operated on a paid basis. Total length of the highway will be 521,63 km. The realization of the investment project is supposed to be enabled on the principles of public-private partnership. Cumulative budget of the project of 299,8 billion rubles. The highway will be there will correspond to category IA the-speed highway, with the rated speed of the movement will make 140 km/h, will be equipped with a modern automatic control system of traffic, stations of meteorological observation, helipads and means of an emergency communication. The planned terms of stage-by-stage construction of the facility and commissioning (taking into account preparation of the territory) – 2011 - 2027 years.

Keywords: public-private partnership, government procurement, concession, PPP, Avtodor Group, long-term investment, Central Ring Road.

Formation of psychological readiness of future teachers for realization of inclusive education Korotovsky T.V., Nekrasov O.A., Spirina A.V. of page 156

This article is devoted to a problem of formation of psychological readiness of future teachers of comprehensive schools for realization of inclusive education which intensively enters practice of the modern educational organizations. In article the professional difficulties of teachers of mass school connected with existence of the psychological "barrier" which is expressed in inability to communicate with "special" children, their emotional rejection, need of development of methods and methods of correctional work, development and realization of an individual route of the "special" child reveal. The question of change of system of professional education, need of development of a complex of programs for formation of psychological readiness of future teachers for work with "special" children is considered. Psychological readiness of teachers can be created as a result of the special vocational training allowing to make optimal solutions in this or that pedagogical situation in the conditions of realization of inclusive education.

Keywords: an inklyuziya, inclusive education, children with limited opportunities of health, readiness of the teacher, psychological readiness.

Approach to development of providing medical services at assessment of activity of projects of public-private partnership on the basis of the neoinstitutional economic theory. Sizova E.S. of page 159

The author developed within the neoinstitutional economic theory approach which allows to estimate results by means of the balanced combination of quantitative and qualitative criteria. This approach can be used for assessment of activity of medical institutions for definition of key factors of success of future infrastructure projects in health care on the basis of public-private partnership. The analysis allows to draw a conclusion that, considering difficult politically sensitive character of health care, for ensuring successful implementation of projects of public-private partnership special attention should be paid to communications and public relations and also design and planning for the period after completion of construction of the project for providing high-quality medical services. In article the hot topic including evidence-based provisions, worthy publications in scientific publications for holding discussions and collective discussions of the offered approach for improvement of quality and availability of medical services is considered.

Keywords: public-private partnership, medical services, health care, infrastructure, investment

Ways of optimization of transport and logistic costs in chains of deliveries of machine-building enterprises Skorikov V. A. page 162

In article approaches to optimization of transport and logistic expenses in chains of deliveries of the industrial enterprises are considered. Classification of transport and logistic costs is carried out. The basic actions focused on optimization of costs of a transport and logistics system taking into account features of functioning of the industrial enterprise are developed.

Optimum transport and logistics system is such set of objects and subjects of transport and logistic infrastructure together with material, financial and information flows between them which provides the maximum economic effect at the sufficient level of reliability and quality of services within the available resource restrictions arising when performing function of transportation, storage, distribution of goods and also information and legal support of commodity streams.

The profit of the enterprise acts as criterion of optimality of logistic processes.

The high share of expenses on logistics in the final price of goods shows what reserves of improvement of economic indicators contain in optimization of management of material streams.

Management of processes of logistics aims at increase in efficiency of logistics systems. In achievement of this purpose the great value is allocated for planning, account and reduction of transport and logistic expenses.

Keywords: transport and logistic costs, optimization of costs, chains of deliveries, stockpile management, types of transport and logistic costs.

Strategic planning of OPK: assessment of military capacities of the countries according to the rating of Business Insider of Ryaboshapko V. A., Samarin I.V., Fomin A.N. of page 166

On the example of the analysis of structure of rating of Business Insider of the countries of the world on their military power basic provisions of a universal technique of assessment of military capacities of the countries are stated. It is shown that the problem of determination of military capacities of the countries and formation on their basis of new rating comes down to the decision by numerical methods of a problem of nonlinear mathematical programming. As a result of its decision are established the importance of the key private indicators considered when forming ratings and military capacities of the countries are defined. These data, besides a possibility of use by drawing up new rating of the countries of the world, can be also applied to assessment of military power of various hypothetical coalitions of the countries. It is shown that use of military potentials is necessary at long-term strategic planning of formation of defense of the country when in the conditions of high uncertainty it is necessary to define rational highways of its development reasonably. The features of rating of Business Insider influencing objectivity of estimates of military power of the countries are revealed.

Keywords: military power, military potential, integrated indicator, coalition, technique, optimization, rating, criterion function, private indicator.

Increase in efficiency of development of economy of the region with prevalence of a separate type of economic activity of Borisov I.S. of page 172

Because now in many regional economies the main proportions underwent the essential changes leading to emergence of regions with obvious prevalence of any kind of activity, the author set the task, relevant for the present stage of development of economy, of development of provisions of carrying out the analysis of usefulness of the prevailing type of economic activity for increase in strategic stability of economy of the region.

The prevalence of a separate type of economic activity means that in regional economy or in scales of the concrete territory the obvious or latent types of economic activity exerting the dominating impact on activity of all region are allocated. The analysis of usefulness is an important analysis stage of opportunities of use of the prevailing type of economic activity as driving force of changes. The principle of usefulness is used for the solution of various tasks connected with the choice of the complex decision based on need of definition of influence of one object (including, groups of objects) on other object (or group of objects).

The provisions offered by the author allow to increase significantly quality of strategic planning due to increase in accuracy of formation of strategic scenarios. Due to orientation in space of factors and directions of stability, this version of the analysis provides information to the management of the region not only about options of interaction between participants, but also on points of application of efforts for increase in strategic stability.

Keywords: region economy, strategic stability, limit expenses, economic efficiency, the prevailing type of economic activity, the analysis of usefulness.

Research of intensity of the holographic image of a mobile object and background in the absence of contrast between them. Anuashvili A.N. of page 176

Earlier were provided the mathematical description of processes of coherent reception of the radiation reflected from a motionless background for detection of hardly noticeable mobile objects, the mathematical description of detection of hardly noticeable signals on the basis of the background principle, effect of coherent strengthening of information signal of a hardly noticeable mobile object in publications of the author. In this article distribution of intensity of the image in the field of the movement of an object (on a trajectory of the movement of an object) on the reproduced holographic image in the conditions of coherent reception is investigated. It is shown that in the absence of contrast between a background and a mobile object, such contrast arises in the conditions of coherent reception of the probing waves and use of the background principle. At the same time there is an opportunity to find hardly noticeable mobile objects and also to determine their geometrical and dynamic parameters (an object form, character and speed of the movement). Studying of distribution of intensity of the reproduced image on a trajectory of the movement of an object is necessary for development of exact and effective methods of perception of information on mobile objects, determination of both local, and integrated signs.

Keywords: coherence, mobile objects, background principle, hardly noticeable objects, background radiation, coherent reception, distribution of intensity, emergence of contrast

Numerical modeling of electromagnetic animators. Davydov N.V. of page 178

In modern compressor installations electromechanical devices – an electromagnetic suspension and electromagnetic couplings are widely used. As the main transmission gears mechanical animators are used. It is offered to use instead of these mechanisms electromagnetic animators who besides increase in turns of the driving wheel of the compressor, in addition provide tight division of a working zone of the compressor.

In this article the author gives results of numerical modeling of performance data of electromagnetic animators of two types – step and with a magnetic crown. Models of magnetic systems of the offered animators are presented, their performance data are received. Comparison of the received characteristics of the offered magnetic systems is carried out. The analysis of the received results shows a possibility of use of animators as driving mechanisms of compressor installations. The dignity of the animator with crowns in comparison with the animator step is the big transferred power and smaller pulsations of the moment.

Keywords: Electromagnetic animator; torque; rotor; magnetic induction.

Application of a method of the cumulative sums (cusum-method) for assessment of ecological safety of motor transport of Kiryenko D.K. page 181

Article is devoted to application of a statistical method of the cumulative sums or a cusum-method for assessment of an ecological condition of the car in the course of its operation depending on a run. Simplicity of creation of cusum-of tables and the subsequent creation of cusum – the card and the Manhattan schemes allow to make assessment of impact of concrete types of motor transport on the environment and to determine time of carrying out technical correction of a condition of motor transport.

The motor transport takes the leading place in satisfaction of constantly increasing needs of the national economy of the country for transportations of passengers and freights. However operation of vehicles is inseparably linked with their negative impact on the environment which constantly amplifies in connection with the intensive growth of number of cars and their aging. It is known that the maintenance of toxic components in the fulfilled gases (FG) is directly connected with technical condition of the internal combustion engine (ICE) and the car in general.

One of the most effective ways of decrease in harmful influence of harmful emissions on the atmosphere of the industrial cities is rationing of the toxic components which are contained in OG of cars. Such rationing has to be carried out, both by production of cars, and at their operation. Definition of compliance of the car to standard requirements is accompanied by use of the expensive equipment and it is possible only in specially equipped laboratories.

It should be noted that on the published works of ecologists, the car is considered as a source of emissions of impurity in the atmosphere, and only sanitary and hygienic standards are taken into consideration. While results of tests for toxicity of the exhaust gases which are carried out by motorists operators can serve only as technical characteristics of the examinee of the car.

Therefore development of the criteria of ecological safety of the car establishing interrelation between sanitary and hygienic and technical norms is a relevant task.

Keywords: Susum-metod, carbon monoxide, nitrogen oxide, European standard, Manhattan scheme.

Mechanisms of transfer of a trauma to the child in family. description of a clinical case. Simonenko I. Ampere-second. 184

Modern ideas of transgenerative transfer of a trauma are connected with actively developing theory of attachment of J. Boulbi. In article modern ideas of transgenerative transfer of a trauma in family are analyzed. The interrelation of the considered processes with affection of the child for mother is described. As feelings of mother lay the foundation for the emotional world of the child. The world of mother, experience and memoirs which are contained in her feelings are the first and fundamental brick in sincere development of the child and his identity.

The description of the clinical case described in this article illustrates processes of transfer of a trauma and the main methods of psychotherapy of the child and his environment in similar cases.

Following the results of article the following conclusions were drawn:

1. transgenerative transfer of a trauma can be carried out by means of close emotional connection - attachment between mother and the child;
2. the child, and his specific features, a floor, an order of the birth, feature of behavior, etc. can act as those incentives which staticize children's traumatic experience of mother;
3. intolerable feelings of mother in contact with the child, often demonstrate updating of children's traumatic experience of mother;
4. updating of traumatic experience of mother in contact with the child is the mechanism of transfer of a trauma and a condition of an interiorization of scenes of a trauma in inner world of the child.

Keywords: Attachment, transgenerative transfer, trauma.

The mechanism of assessment of efficiency of the innovative psychocorrectional program for teenagers with incidental alcohol intake. Tretyak E.V. of page 188

Article is devoted to questions of development of the mechanism of assessment of efficiency of the innovative psychocorrectional program for teenagers with incidental alcohol intake within improvement of quality of prevention of teenage alcoholism. In it results of approbation of the psychocorrectional program which was carried out on the basis of psychonarcological dispensary office of municipal hospital No. 3 of Krasnogorsk of the Moscow region are stated. As participants of the program teenagers of 13-15 years (pupils of high school of comprehensive schools and students of colleges of Krasnogorsk), from families with alcoholic problems acted (where any of parents had alcohol addiction). Special attention in article is paid to the description of the comparative analysis of the data obtained at primary and final diagnostics of teenagers with incidental alcohol intake, participants of the psychocorrectional program and to the measuring device as criterion of efficiency as an obligatory component of the preventive programs directed to teenagers of risk group.

Keywords: teenage alcoholization, psychocorrectional program, features of personal development, primary and secondary diagnostics, efficiency assessment mechanism.

Modern problems of static monitoring and analysis of the state of health of the population of Russia. Smelov P. Ampere-second. 193

In this article the population of our country connected with statistical observation of the state of health are considered a problem. The problems of the statistical analysis arising because of the shortage of statistical data are also considered. In a final part of article solutions of the considered problems are presented.

Keywords: health of the population, incidence, mortality, demographic safety, statistical monitoring

Realization of the constitutional guarantees of observance and protection of the rights of persons with mental disorders Volkov N. Ampere-second. 199

In article the analysis of a condition of standard and legal base on providing the constitutional guarantees of observance and protection of the rights of persons with mental disorders is carried out. The attention to problems of mentally sick people is caused by growth of their number around the world. According to forecasts of World Health Organization, by 2020 mental disorders will enter the first five of the diseases leading to disability. The Russian Federation guarantees equal rights and freedoms of the person and citizen irrespective of any circumstances. The persons having mental disorders have all rights and freedoms provided by the Constitution of Russia.

In article the conclusion is also drawn that in the existing Russian legislation all necessary mechanisms designed to provide protection of the rights of the patients who are in the organizations, rendering mental health services in stationary conditions in this connection creation of Service of protection of the rights of patients in the form of new state institute is inexpedient as will duplicate powers of already available public authorities *are put*.

Keywords: *constitutional guarantees, law, Commissioner for Human Rights, mental health services.*

Problems of assignment of punishment on the example of a recurrence of thefts. Special recurrence of crimes. Melikov E.M. of page 202

In article the concept of a special recurrence is offered, its definition is given. The condition of mercenary crime is reflected in Russia, including in the territory of Siberian Federal District. The liberalism concerning a recurrence of thefts by the criminal legislation of Russia is reasonable. The analysis of the criminal cases considered by October district court of Novosibirsk for 2011-2014 concerning persons, the made thefts in the presence of a recurrence is provided. The main examples are given. Gaps in the legislation at assignment of punishment for commission of crimes of mercenary orientation in the presence of a recurrence are analysed. Gaps of the Resolution of the Plenum of the Supreme Court of the Russian Federation of January 11, 2007 No. 2 "About practice of appointment of criminal penalty as courts of the Russian Federation" are analysed. Legislative ways of their solution are proposed. The points of view of various scientists are given. Restriction of a judicial discretion at assignment of punishment to persons, committed crimes in the presence of a recurrence and also application to them more strict punishment is proved.

Keywords: *criminal law; recurrence of crimes; special recurrence, problems of assignment of punishment*

Some features of legal regulation of the mode of objects of incomplete construction in civil law of the Russian Federation. Modanov V.V. of page 206

The analysis of debatable provisions of the existing civil legislation on the announced subject in the sphere of a legal regime of objects of incomplete construction and their civil circulation is carried out, opinions of the leading scientists-researchers are investigated. The relevance of a subject is proved by the fact that objects of incomplete construction are rather specific objects of civil law which as a result of construction constantly change the quantitative and qualitative characteristics. The author's position on controversial issues of standard and legal regulation of this sphere is brought

and reasoned. Questions of the legal nature and the individualizing signs of the considered objects, of the moments of their emergence and termination as those, about some features of their civil circulation and others are considered. Defects of standard and legal base are revealed, specific proposals on improvement of the current legislation are made.

Keywords: object of incomplete construction, real estate, state registration, construction contract, lease contract, builder, contractor, commissioning, civil circulation.

Separate types of complexes of real estate: the place in the system of objects of the civil rights and feature of participation in civil circulation as a uniform object *Nikolsky V. A. page 209*

In article legal status of separate types of complexes of real estate units in the Russian civil law on the example of gas stations and oil depots is analysed taking into account that Civil Code of the Russian Federation before entry into force from 01.10.2013 provisions of article 133.1 about a uniform immovable complex did not contain special general norms concerning legal status of set of the immovable objects participating in civil circulation as a uniform object of the civil rights. The opinion is expressed that the legal nature of gas station, oil depots and other similar property complexes is predetermined by set of components these objects of things and the corresponding order of joint operation inherent in them on a certain general purpose. On such property complexes consisting of several immovable (and sometimes as well movable things), connected technologically and intended for use on one appointment and being in circulation as a unit (a uniform object), the proved to extend or legal regime of a difficult immovable thing, or an indivisible immovable thing, or to consider them an independent view of the real estate unit – an immovable property complex is represented.

Keywords: uniform immovable complex; real estate; real estate; indivisible thing; difficult thing.

To a question of the legal nature of the pre-trial agreement of cooperation and the prospects of its formation as special production. *Surikov A. S. page 213*

The relevance of the chosen subject is caused by lack of unity in assessment as legal nature of the pre-trial agreement about cooperation, and its places in the system of criminal procedure norms. The dualistic legal regulation interferes with formation of unambiguous idea of the pre-trial agreement about cooperation as about the specific criminal procedure mechanism. The carried-out analysis of the main approaches which developed at scientific judgment of the studied question allowed the author to prove signs of criminal procedure institute of the pre-trial agreement about cooperation as one of special productions in criminal trial of Russia. As these signs are allocated by the author: specific base for emergence of the criminal procedure relations, existence of the special procedural document – the pre-trial agreement, existence of additional procedural guarantees of the rights of accused (suspect), a combination of the general and specific rules of production of preliminary investigation and conducting court session.

Keywords: "criminal trial", "special production", "the pre-trial agreement about cooperation", "conciliation procedures", "the accelerated production".

About some features of deprivation of the parental rights in court *Terkulov H. Ampere-second. 217*

The author's analysis some features of deprivation of the parental rights in court is presented in this article. The author carries out the analysis of the existing legal literature and jurisprudence on article subject. In article give characteristics of the most widespread bases for deprivation of the parental rights, abuse of the parental rights is in detail characterized.

Need of assessment of proofs, definitions what circumstances important for consideration of the case are established and what circumstances are not established what legal relationship of the parties what law has to be applied on each business and whether the claim is subject to satisfaction *is proved in article*; the bases of claims for deprivation and restriction of the parental rights are given; a number of consequences of illegal behavior of parents is considered; evasion from performance of parental responsibilities on education of children is provided as special danger to education of children; the relation to introduction of the new bases for deprivation of the parental rights is expressed. The understanding that each situation of deprivation of the parental rights - is individual is offered and demands individual approach and the analysis and therefore, defines special approach of judicial proceedings.

Keywords: deprivation of the parental rights, the interests of the child, restriction of the parental rights, illegal behavior, family offense, an exclusive measure, parental responsibilities, wine in actions of parents.

Features of social adaptedness and vegetative stability at teenage girls with *Druzhinin N.A. obesity., Bakiyeva Ch.R., Nasibullina L.M. of page 222*

At obesity somatic and psychological factors and symptoms are combined and interact. A research objective - studying of features of social adaptedness and vegetative stability at teenage girls with obesity. 55 girls with obesity at the age of 14,44 + entered 1,03 years into the main group. The control group was made by 25 girls, comparable with the main on age. Indicators of social adaptedness and vegetative stability are studied. Estimated anthropometrical indicators (the body weight, growth, the index of body weight, a waist circle, a circle of hips, coefficient a circle a waist/circle of hips), measured arterial blood pressure, conducted the general and biochemical blood tests (determination of content of glucose, insulin, cholesterol, lipoproteins of low density, lipoproteins of high density, triglycerides). In the main group the GPA on a scale of social adaptedness was authentically below (11,2+1,89), than in control group (13,2+1,87) ($r < 0,05$). Social adaptedness and vegetative stability of girls with obesity depend on expressiveness of kliniko-metabolic changes that needs to be considered when carrying out correction of obesity.

Keywords: girls, obesity, metabolic syndrome, social adaptedness, vegetative stability.

Intonational specifics of statements "Command", "Order", "Order" in modern English of *Belorukov M.V. of page 227*

Results of the research executed in line with a relevant perspective of experimental phonetics are given in article: voice-frequency parameters of incentive statements "command", "order", "order" taking into account an extralinguistic situation in which they are realized. Use in operation of modern software products of a research and tools of mathematical statistics allows to optimize a technique of calculations and to receive the most exact results. For the studied types of statements the prosodic parameter "frequency of the main tone" (FMT) is considered, the average value is calculated it, the intervals received following the results of calculations within which the ChOT average value of teams, orders and orders lies are given. Establishment of prosodic structure of differential signs of each type of statements is result of an experimental and phonetic research. Work offers prospect for further researches of incentive statements taking into account extralinguistic situations and the description of prosodic stereotypes applicable to these situations.

Keywords: prosody, supersegment characteristics of the speech, prosodic parameters, melodics, frequency of the main tone, incentive statements.

Pleasure subject in the Renaissance discourse of *Gusakov T.F. page 229*

The purpose of this article – to analyse the culture of the Renaissance as a certain set of strategy of pleasure. Under such point of view this culture was not investigated yet. A task which the author sets for himself – to find specifically Renaissance objects and practitioners of pleasure. In other words, it will be a question of a pleasure role in self-knowledge of the Renaissance person. The case of letters of F. Petrarch – a scattering of the interesting

and important, concerning private moments and their author opening understanding of creative thought became documentary base of article. For comparison of antique and Renaissance traditions in understanding of pleasure and the related practitioner the author of article uses a komparativny method. This method helped to reveal the updating in the culture of the Renaissance of a problem of a kayros of pleasure accented in the tradition going from Socrates. Or to find in M. Montaigne's philosophy continuation of platonovskiy tradition of the "samokraticheskiy" subject ("lords of pleasures", in Platon's language) dominating over the desires and pleasures. About it M. Foucault in work "Use of pleasures" writes, noting that the vozderzhnost means that logos has to take in the person a sovereignty position that he can subordinate to himself desires and is capable to operate behavior. At last, the komparativistika allowed to establish differences between antique epicureanism and Renaissance. Besides, the author tries to show that understanding of culture of the Renaissance as triumph of worldly feelings, splash in hedonism and pleasure life very unilaterally. The hedonism does not define vozrozhdencheskiy culture in its integrity, and is one of tendencies. Article is also devoted to answers to these questions.

Keywords: pleasure, pleasure, hedonism, strategy, Renaissance pleasures, asceticism, epikureizm.

Localization of a freshwater shrimp of *Macrobrachium nipponense* (De Haan, 1849) in the Zainsk reservoir Leontyev V.V. of page 232

Krevetki-makrobrakhium are the introduced representatives of fauna of ten-legged Crustacea to the central regions of the Russian Federation and therefore, requiring close attention and studying for understanding of their role in local water ecosystems. Results of a research show confinedness of a shrimp of *Macrobrachium nipponense* (De Haan, 1849) delivered in the Zainsk reservoir as a food supply for a grass carp and a motley silver carp along gradients of the warm water-bearing course of state district power plant. Here the number of shrimps is maximum during the whole year. During the autumn period the average number of shrimps even increases near drainage channels a little and averages $41,07 \pm 0,14$ individuals on sq.m. The area of dwelling of shrimps during the summer period goes beyond state district power plant a little, but below a water drain dam on removal do not meet any more. Obviously, a shrimp-makrobrakhium not to extend in waters of the rivers and lakes of the Republic of Tatarstan, cold for this look. For the last more than forty years the shrimp-makrobrakhium successfully acclimatized, lokalizuyas near drainage channels of the Zainsk state district power plant.

Keywords: freshwater shrimps, shrimp-makrobrakhium, pereyopod 2, Zainsk state district power plant, drainage channels, river. Darlings

Interval and matrix way of calculation of emergency risk of a production object Kolesnikov E.Yu., Telyakov E.Sh. of page 235

Methodological features of assessment procedure of emergency risk are considered. It is shown that all of a vector of head events of accident, belonging to each unit of equipment of a dangerous object, it is expedient to unite in an interval matrix. Stages of assessment procedure of emergency (firefighter) risk are called. Expression for quantitative assessment of fire risk is offered and advantages of an interval and matrix method of its assessment are defined. The most adequate way of a task of size of uncertainty of parameters of physical and mathematical models is use of interval numbers. Logiko-veroyatnostnoye modeling of accidents is possible with application of special counts - dendrogramm. Events of a dendrogramma of emergency process and objects targets getting to the area of defeat can be most informatively set by means of interval matrixes. Convolution of interval matrixes of events and interval matrixes of objects targets allows to express a metrics of emergency risk interval number. It is shown that when calculating effects of defeat in necessary cases it is necessary to summarize the striking factors

Keywords: Interval and matrix way of calculation, methodology of assessment of technogenic risk, physical and mathematical models, logiko-probabilistic modeling.

Use of IMM-technology for protection of a lithosphere at work on recultivation of the polluted urban areas. Zhabrikov S. Yu. page 239

In article geoecological aspects of use of integration mineral and matrix technology (IMM-technology) in the course of works on recultivation of the polluted urban areas are considered. It is shown that use of this technology is capable to minimize the negative anthropogenic impact on a lithosphere made by the polluted sites, and the received material – the soil the strengthened technogenic (SST) is capable not only to prevent migration of pollyutan to the environment, but also to be integrated into a turn of inventory items on the site of works. The example use of IMM-technology and application of GUT at works on recultivation of the broken territory is given (the former ash dump of CHPP-2. St. Petersburg). Comparison of the economic indicators of construction of the protecting design of a ditch executed by two methods is carried out: with application of GUT made of local clay soil and zoloshlakovy deposits and a standard method by means of technology of bored piles.

Keywords: integration mineral and matrix technology, the soil strengthened technogenic, geoecology, recultivation of the broken territories.

//Innovations and investments. 2015. No. 4.

Innovative technologies in logistics of Ravens V.I., Krivonosov N.A., Savostyanok G.N., Kozhanova V.V. of page 2

At this stage of development of world managing which is characterized by globalization processes the new factor of production – ability to innovative changes comes strengthening of the competitive environment, to the forefront. In modern economy of knowledge extremely important is a role of innovations of economic entity for increase in competitiveness. The logistics represents the modern instrument of management promoting achievement of the key purposes of functioning of business due to increase in efficiency by managements of all types of streams: material, financial, labor, information, etc. At the same time introduction in management of logistics systems of innovative technologies promotes providing competitive positions of business. Use of set of innovative technologies and logistic principles in various fields of activity allows to lower considerably costs of business and to increase quality of the provided services. Increase in efficiency of economic activity, using the scientific logistic concept, assumes optimization of business processes and rational use of resources.

Keywords: logistics, innovations, business process, innovative management of logistics systems, streams, technologies.

Border cooperation of regions as innovative approach to development of the tourist sphere Bayadyan A.Yu. page 5

In this article the question of border cooperation in development of the tourist sphere is considered. The innovation is that the territorial subject of the Russian Federation and neighbors of the first order can unite in tourist regional integration groups on the basis of material, recreational resources and infrastructure.

In tourism contact function of borders is shown in transformation of the line of the border having accurate outlines in objects of special tourist interest. The current trend consists in evolution of border from the barrier line to a tourist zone. However, different types of frontiers differently influence

development of tourism in border areas. It is necessary to consider that now the majority of the existing borders are semipermeable. Under the influence of processes of globalization and regional integration gradually there is an evolution of world system of borders towards bigger openness. At the expressed transit functions of border when the main tourist centers are located on a certain removal from it, near check-points specialized infrastructure of which existence of a large number of currency exchanges, offices of insurance companies, places of food, gas stations, tourist information centers *is characteristic is formed*.

Border areas receive tourist orientation in case the border or territories around it are allocated with tourist and recreational resources. To such areas tourist industry focused on service both internal, and foreign including comes from neighboring states, visitors. The offer of excursion and short-term tourist trips to neighboring countries *extends*. Therefore, after unilateral opening of border for the purpose of formation of a tourist destination, the border is transformed from a barrier to a peculiar bridge thanks to which border cooperation is set up.

Keywords: border cooperation of regions, tourism, frontier, integration, tourist regional integration groups, transformation of border.

Concept of electronic money as modern means of payment. Hmaladze D. Z. page 9

The purpose of the real research is consideration of a concept of electronic money as means of payment in modern life. In the real work the factors contributing to the fast development of electronic money are considered by the author and also experience of legal regulation of payments with electronic money in foreign countries is given. The author analyzes a concept of electronic money and also the legal nature of electronic money. The author distinguishes feature of electronic means of payment: during creation of the Russian national payment service provider already developed actual relations on implementation of payments with electronic money were regulated. Considering electronic money, the author notes that they are harmful means of payment which solvency is defined by their confidential cost and in essence they represent a liability. Author's definition of electronic money is given.

Keywords: electronic money, electronic money, currency, legal nature of electronic money, means of payment, harmful means of payment.

Research of investment attractiveness of the Republic of Dagestan. Mugalova Z.N. of page 12

This article contains a concept of category investment attractiveness of the region, definition, components and methods of its assessment. In article the theoretical approaches which are the cornerstone of group of factors of investment attractiveness of the region are considered. The category "investment attractiveness of the region" as economic categories, including all range of the external factors exerting impact on risk and profitability of investment projects in the region is studied. Various approaches according to investment attractiveness reflecting views of modern scientists are also presented the analysis of components of investment climate of the Republic of Dagestan is carried out. The essence of investment climate and investment risks at the regional level reveals. The concept of investment potential is given, the structure and factors its components reveals. In article the place of the Republic of Dagestan in the rating of territorial subjects of the Russian Federation on investment attractiveness is described, the main problems of the region and also the priority directions of attraction of investments into the region are considered.

Keywords: Investment attractiveness, investment climate, investment risk.

Increase in efficiency of regional and social and economic development: tasks and mechanisms Charkina E.S. of page 15

In this article questions of improvement of mechanisms of regional development and increase in efficiency of activity of authorities of territorial subjects of the Russian Federation and municipal units are considered.

It is shown that creation of uniform all-federal system of strategic planning will allow to solve a problem about to what concrete results functioning of the regional authorities and also about methods of assessment and measurement of extent of achievement of these results has to be directed.

The reforming of system of the power which is carried out recently aims at increase in effectiveness of executive power and efficiency of use of those resources which are operated by the state. Achievement of this purpose is connected with change of the basic principles of activity of executive authorities – transition from expensive model of functioning to productive model which essence consists in increase in efficiency of the public expenditures due to their concentration on the priority directions, stimulations of initiatives and results of activity, increase in responsibility for the made decisions on the basis of assessment of their efficiency.

Increase in efficiency of activity of a control system is inseparably linked with increase in overall performance of each participant of system. Therefore professional development, preparation and retraining of the public and municipal servants also has to enter the offered system of measures.

Keywords: efficiency of activity of authorities of territorial subjects of the Russian Federation and municipal units, differentiation of powers, economic and social policy.

The Crimean context of a Potemkin festival in St. Petersburg Lebedeva-Yemelin A.V. of page 19

In article the structure and history of the celebration in Tauride Palace organized by Potemkin on April 28, 1791 is considered. The Potemkin ball was for a long time remembered to contemporaries – it was the most grandiose for all the 18th century. Outstanding persons – the poet G.R. Derzhavin, the composer O.A. Kozlowski, the choreographer Che. Le Pic took part in the device of a ball. Here for the first time the polonaise with chorus "Victory Thunder, Be Distributed" (Kozlowski's music) sounded. The polonaise so was pleasant to Russians that long time performed functions of the national anthem. In article it is told about the special idea of Potemkin — reconstruction in the St. Petersburg palace of the southern color, the atmosphere of the Crimean nature and culture. The author considers that the Potemkin ball fits into the idea of "the Greek project" in which many years were engaged Catherine II and Potemkin. A magnificent winter garden in Potemkin's palace "Ruslan and Lyudmila" — in the gardens Chernomora found art reflection in the poem by Pushkin subsequently. Young Pushkin could hear stories about a festival in Tauride Palace from Zhukovsky which the nine-year-old boy was present on a ball at Potemkin. The author in a schematic look represents the scenario of a festival.

Keywords: Potemkin, Derzhavin, Kozlowski, a ball in Tauride Palace, a polonaise with chorus "Victory Thunder, Be Distributed", the Greek project, a context of the Crimean travel

Political and legal aspects of holding referendum on preservation of the USSR. Gorin V.S. of page 24

The referendum on preservation of the Soviet Union is the milestone event which defined the fate of the country for many decades. The purpose of article is a research of political and legal aspects of this referendum. From that day when took place first and the referendum, last in the history of the USSR, there passed nearly 25 years, but many people still ask a question whether it was possible to keep the USSR? The analysis of the events accompanying preparation for a referendum and, above all its results helps to understand true value of results of a referendum on preservation of the USSR. Denunciation of the contract on formation of the USSR and ratification of the Agreement on creation of the Commonwealth of Independent States is an execution of will of the people which stated on a referendum or its direct opposite? Many years we hear that the people supported preservation of the Soviet Union, but whether so it? Actually citizens of the USSR voted on a referendum for disintegration of the Soviet Union and creation of the independent states in its territory. The author comes to this conclusion by the elementary analysis of a question which was submitted for a referendum.

Keywords: referendum on preservation of the USSR, creation of the Commonwealth of Independent States, destruction of the USSR.

Efficiency of introduction of ISO 9000 Bryansk N.A., Yuryeva E.S. of page 27

In this article the literary review of the materials outlining advantages and shortcomings of introduction of ISO 9000 is carried out. The standard is directed to increase in level of communication of the company with her clients one production with higher quality than production. Certification of the companies on the ISO 9000 system is widespread around the world now that allows to observe, how exactly this aspect of management influences work of the companies regardless of activity of the company, mentality and the standard of living of citizens.

On the one hand, certification provides constant control of products by independent experts. Due to such audits, the certified companies should watch continuously not only quality of products, but also, of course, quality of raw materials, postupayemy in production not to sink the image in an estimation of buyers and business partners, and, as a result, the market share.

On the other hand, no checks of production will be able to consider influence of a human factor. Thus, many certified, stable and proved in the market companies make inexcusable mistakes. Because of such mistakes, because of a human factor, many recognize certification of the companies on ISO 9000 as inefficient.

In article certification of the companies is in more detail considered and examples of those cases when certification was a positive incentive, and those options when it was only a marketing trick for expansion of the market and a round of competitors *are given*.

Keywords: ISO 9000, quality standards, International Organization for Standardization (ISO), improvement of quality of production, overall performance.

Corporate business organizations of Russia and Spain: experience and prospects of interaction. Gadzhiyev H.D. of page 30

Article is devoted to questions of cooperation between business communities of Russia and Spain in 1990 – the 2000th. The main attention is paid to activity of the Chamber of Commerce and Industry (CCI) of Russia and regional chambers of commerce in the sphere of establishment of contacts with the similar organizations in Spain, to consideration of the major directions and forms of the Russian-Spanish business dialogue. The author comes to a conclusion that interaction between corporate structures of business of Russia and Spain makes essential positive impact on development of economic, scientific and information and cultural cooperation of two countries.

Keywords: Russian-Spanish relations, business of Spain, corporate organizations, Chamber of Commerce and Industry of Russia

The international cooperation in fight against illegal migration within the regional Duk Yu.I. programs. page 33

In regions with intensive inflow of migrants there is quite difficult ethnopolitical situation which is characterized by a number of the interethnic conflicts. Together with law-abiding foreign citizens into Russia began to get much criminal element which, using the liberal conditions of entrance and movement on the territory of Russia, directed to the country for the purpose of commission of crimes that could not but affect a criminal situation.

In article modern problems of the regional international cooperation which is carried out by the territorial subjects of the Russian Federation having overland borders with the foreign states within regional programs for fight and prevention of crime and illegal migration *are considered*. The questions connected with the justification of application of a program and target method on the basis of the analysis of a situation with illegal migration and crime of migrants in the concrete region having overland borders with the foreign states are investigated.

In this regard development of programs of counteraction of illegal migration of each subject on the basis of detailed studying of a criminogenic situation in the territory and also development of actions for the international cooperation with neighboring states within the powers *is necessary* for prevention of illegal migration.

Keywords: international cooperation, illegal migration, migration, transnational crime, regional programs, prevention, development of actions, crime.

Activity of the Russian banks in the sphere of integration of financial systems of the CIS countries and the neighboring countries Yershov V.F. page 37

Article is devoted to the analysis of participation of bank structures of the Russian Federation in formation of the integrated financial system of the CIS countries and the Neighboring countries. The author proves that the leading Russian and foreign banks with assistance of the management of the Commonwealth countries successfully cooperate in the sphere of financial integration at the former Soviet Union. Constructive mutually beneficial cooperation of bank communities is an important element of the project of strategic partnership of the CIS countries and has big historical prospects in the 21st century.

Keywords: banking system of Russia, banks of the CIS, financial integration, investments

Characteristic and features of business climate of member countries of the common market of South America (MERCOSUR) Panin V.V., Petrovanova And. Ampere-second. 40

In this article the author considers the main groups of the indicators characterizing business climate of member countries of the Common market of South America. For carrying out the analysis of a business environment, the author begins with consideration of such indicators of member countries MERCOSUR as gross domestic product, gross national income per capita, the index of the porebitelsky prices, the index of macroeconomic stability. Further the author passes to the analysis of position of the countries in the ratings of such indexes as the index of economic freedom, the index of global competitiveness, the global index of innovations, etc.

Also the author gives a big share of attention to a problem of availability to business of financial resources in the considered countries and extent of administrative influence of the state. In this regard, the author analyzes a number of such indicators as volume of the issued credits, credit cost, the credit rating of the country, volume of direct foreign investments; and also – the volume of tax income of the central budget, the place in rating "Business", time for creation of the new enterprise, the index of complication of administrative requirements.

As one more integral factor exerting impact on business climate, the author considers also the general elements of legal system and level of protection of the property rights in the countries MERCOSUR. Thus, expert estimates of business community of member countries of the Common market of South America on the following items are analyzed: efficiency of legal mechanisms in resolution of disputes, efficiency of legal mechanisms in legislation questions, security of the property rights, security of intellectual property.

On the basis of the analysis of a modern economic situation in the countries which are members of the Common market of South America, the author formulates features of business climate in these countries and draws a conclusion about what countries most and are least favorable for business.

Keywords: Latin America, MERCOSUR, common market of the countries of South America, small and medium business, business climate, business climate.

Emotional intelligence as vital resource of the person Kiselyov T.S., Sergienko E. Ampere-second. 45

In article the perspective of efficiency of regulation of human life and emotional intelligence as internal resource of the person is discussed. The assumption that the level of development of emotional intelligence is positively connected with various aspects of self-control of human life, with the choice of more effective strategy of mastering a difficult life situation and also with indicators of subjective economic wellbeing acted as a hypothesis of a research. Selection of a research 180 examinees, made of them 95 heads of the top and average management and 85 employees who are not

holding senior positions. The following techniques were applied: the MSCEIT test for assessment of level of emotional intelligence, in E.A. Sergienko's adaptation; the technique "Style of self-control of behavior" developed by V.I. Morosanova; a technique "Koping - behavior in stressful situations" in adaptation of T. L. Kryukova; the technique "Subjective economic wellbeing" developed by V.A. Hashchenko. As a result of a research the close interrelation of components of emotional intelligence and parameters of regulation of human life having the specifics was revealed.

Keywords: emotional intelligence; a koping - strategy; subjective economic wellbeing; style self-control of behavior; MSCEIT test

Model of training of the teacher of technology and its role in formation it is natural - scientific, all-technical and technological knowledge, skills Sidorov O.V., Kozub L.V., Byzov V.M., Kozinets N.N. of page 50

Article is devoted to a problem of special training of the teacher of technology to training of pupils of the educational Technology area, capable it is natural to realize integration - scientific, all-technical and technological disciplines on the basis of design activity. The model of training of the teacher of technology is developed taking into account the principles of training at the higher school. In article it is shown that realization of these principles is connected with development by students of design activity, their inclusion in research work, the organizations of independent work and practical activities.

The law of the Russian Federation "About education" defines the right of educational institution to be independent in implementation of educational process, including development and the approval of programs and curricula. The fact that the innovations determined by the law exert a great influence on development of educational system is undoubted. However expansion of legal base of education provides strengthening of responsibility for quality of the let-out experts that affects need of essential processing of content of education and improvement of a control system of educational process.

Keywords: model of training of the teacher of technology, principle of training, integration of natural-science, all-technical and technological disciplines, modern methods of processing of materials, kinds of activity of students.

Use of a technique of MBTI by the top management for successful staff recruitment. Sulimov A.Yu. page 55

Article is devoted to a research of one of important problems in the organization – to effective interaction of heads with subordinates. In a century of the increased demand for information and creativity, fast changes in the outside world, a lot of things depend on that, how skillfully operate the person in the market organization. The serious changes happening recently in the Russian market, force to overestimate anew norms and values of the management of people in the organizations. Therefore in the conditions of development of the market relations, competition growth, any enterprise is faced by problems of increase in efficiency of the activity. Their successful decision in many respects depends on the level of management of work of personnel, on effective interaction of the head and the subordinate. The most correct solution of this problem, definition of psychotypes of employees by means of use of a technique of MBTI, i.e. conducting testing and interpretation of results is, in the investigation of what the choice of suitable strategy of management of the specific worker or group is carried out.

Keywords: human resource management, employees, psychotype, characteristic.

Features of realization of strategy and introduction of strategic maps for the commercial enterprises of Klentsov M.O. of page 59

In article the research of features of realization of strategy which depends on a type of strategy and levels of corresponding changes at the enterprise is conducted. Such levels are characteristic of the Russian economy and are created in three directions: basic changes; radical changes; moderate changes. Also in article it is noted that the strategic map as the effective tool allows to introduce and realize strategy. For introduction of strategic maps four stages of such process are considered: preparatory; audit of a situation; the description of business processes "As is necessary"; introduction and maintenance of changes. On the example of the trading company it is in more detail considered realization of separate stages. The second stage, concerning development of hypotheses on increase in turnover of the company is noted, namely: to increase sales by 60% in a year, it is necessary to increase the number of clients from 150 to 300; it is possible to increase sales by 10% due to sale of more expensive range. Also, on the example of business process "staff recruitment" criteria for evaluation of work of human resources department for the purpose of realization of separate strategic objectives are elaborated.

Keywords: strategy, strategic map, commercial enterprise, levels of changes, strategic management.

Features of health of the population as subject of the statistical analysis. Smelov P. Ampere-second. 63

In article modern problems of the statistical characteristic of health of the population of the Russian Federation which testify to need of constant improvement existing and developments of new approaches in a research of public health are considered.

Keywords: health of the population, incidence, mortality, demographic safety, statistical monitoring

Development of small farms in agrarian and industrial complex: results of implementation of the state program in 2014 of Mumladze R.G., Vasilyev I.V., Alyoshin T. N. of page 67

In article measures for effective development of small farms within the State program of development of agriculture and regulation of the markets of agricultural production, raw materials and food for 2013-2020, results of its realization in 2014 are considered. The analysis of the status of participants of the program, social and economic efficiency of results of its realization is carried out. Article includes the analysis of the problems constraining development of small farms and definition of ways of improvement of their activity.

Keywords: small farms, peasant farms, Gosprogramma, development of agrarian and industrial complex, subprogramme, budgetary funds, status of participants, efficiency of actions, ways of improvement.

Economical and legal research of a regional shadow stream. Falinsky I.Yu. page 70

In article the importance of carrying out economical and legal researches is disclosed. The question of creation of uniform economical and legal methodology of the analysis of shadow economy is raised. The theoretical analysis of unit of a shadow stream from the point of view of the theory of free market economy is submitted. The technique of the analysis of gross revenues and costs of fictitious business is considered. The formula of calculation of profit of a regional shadow stream is offered. As a result, carrying out an economical and legal research of a regional shadow stream by means of modeling of legal elements of the shadow sector on economic categories is proved.

Keywords: economical and legal analysis, regional shadow stream, fictitious business, illegal bank activity.

Topical issues of the taxation of the oil sector in Russia. Budkina E.S., Kashirina M.V. of page 75

This work investigates taxation development, including tax privileges in oil industry in Russia. Now the oil sector of fuel and energy complex of Russia is one of the stablest operating industrial complexes of the Russian economy. The oil complex provides the significant contribution to positive balance of trade balance and tax revenues to the state budget. More than 16% of the made GDP of Russia fall to its share, today higher share of GDP in Russia is occupied by processing industries, than raw. In this work the prospects of development of the taxation of oil branch in the conditions of recession of investment activity, economic sanctions and reduction of prices of oil are analyzed.

The structure of this article includes 3 sections. In the first section modern financial and economic situation in oil branch is analyzed. In the second section are analyzed the system of the taxation in the oil sector. In the third part the prospects of development of the taxation of oil industry in the conditions of sanctions, the low prices of oil and crisis in economy *are estimated*.

Keywords: oil industry, oil production, oil refining, export of oil, MET, income tax, customs duties, excises

Methods formation of scientific and technical innovative activity of the designer students in the course of studying of works of great artists on the example of ornamental structure of fabric. Kulikova M.K. page 81

The 21st century - extremely interesting time for formation of scientific and technical innovative activity of the designer students. Communication of art and new researches can accelerate process of reconsideration of the ideas of innovative activity in art. The ornament as an object of a research of scientific and technical innovative activity of artists strongly took positions in modern science.

The art sense of an ornament is shown in several levels of quite complex structure. First of all is the level of an order or the organization of a surface by means of a natural arrangement and correlation with each other of ornamental motives. The orderliness of elements of the image is defined by laws of mirror, rotary and figurative symmetry. A special means of expression of composition of an ornament, an active factor of its artistry is delicate violation of a strict metrichnost. Thanks to these derogations from a firm order the pattern is exempted from a cold metrichnost of repetition. In it the free choice of creative will of the author strengthening an expression of an artistic image is shown.

So far there are various schools, research techniques, in the 20th century a scientific turn included huge amount of factual material.

In this article methods formation of scientific and technical innovative activity of the designer students in the course of studying of works of great artists on the example of ornamental structure of fabric are considered.

Keywords: art, ornamental structure, method, scientific and technical innovations, designer, artist, innovative activity, artist, graphics.

Development of innovative infrastructure of the market of agricultural production, raw materials and food Polyakov D. Ampere-second. 86

The specifics of the innovative focused economy consist that the objective absolute and relative limitation of resources is overcome through use of their new rational combinations arising as a result of use of innovations of technical, technological and organizational and economic character. The realization of ideology of innovative development is enabled through the innovative systems formed in scales of the country, hotel regions, branches, public institutes, etc.

Russia, having one of the largest agrarian potentials in the world, not only can provide completely itself with all main types of food, but in the conditions of their chronic lack, the continuing global food crisis, growth of number of the starving population, in the world an opportunity to take the worthy place in the international division of labor in agro-industrial production *has rises in price of foodstuff and limitation of production resources*. For this purpose the Russian agriculture is necessary as a key branch of agro-industrial complex to make the knowledge-intensive and hi-tech sector of economy.

Keywords: the innovative focused economy, a frastruktura of the market of agricultural production, public and private partnership, innovative system.

Methods of the cluster analysis as tool of assessment of efficiency of regional heat supply of Kartavenko N. Ampere-second. 92

In work the condition of the Russian system of heat supply is estimated, the analysis of the structure of expenses of the heatsupplying organizations revealed by method of a multidimensional clustering taking into account territorial features of municipal units of the Samara region is carried out. The array of technical and economic indicators of the heatsupplying organizations which are carrying out activity in the territory of the Samara region from 2008 to 2013 became a basis of information base of a research. Feature of the studied system of interrelations of the natural and cost indexes characterizing regional heat supply is the hierarchy and functional dependence of indicators of the following level from previous. The comparative analysis of graphic and analytical models of a multidimensional clustering allowed to draw conclusions on influence of structure of system of heat supply of municipality and scales of production on efficiency of regional heat supply. As a result of a research the scenario of self-sufficient ways of development of regional heat supply within the state tariff regulation is developed.

Keywords: cluster analysis; thermal energy; energy efficiency; regional heat supply

Public-private partnership as instrument of increase in level of social and economic development of the Republic of Dagestan Gadzhigoroyev G.Sh. of page 98

In this article such mechanism of increase in level of social and economic development as public-private partnership is considered. On the example of the Republic of Dagestan the analysis of the existing regional legislation in this sphere was carried out, the main problems of interaction of the state and business and also ways of the solution of socially significant tasks on mutually advantageous conditions for improvement of the standard of living of citizens, increase in economic indicators of the region and also improvement of investment attractiveness and business climate of the Republic of Dagestan are designated. In article need of development of small business as main and traditional form of participation of a general population of the region in economic life is caused. Besides, the author of a satya offered a funding mechanism for modernization of objects of municipal infrastructure with use of means of the state corporation – Fund of assistance of housing and communal services as option of realization of public-private partnership.

Keywords: public-private partnership, small business, economic development of regions, Republic of Dagestan, municipal infrastructure, modernization.

Strategic planning of OPK: assessment of military capacities of the countries on the basis of indexes of military power Global Firepower Index of Ryaboshapko V. A., Samarin I.V., Fomin A.N. of page 101

Now Global Firepower Index is one of the most objective generalized indicators. It is claimed that it considers more than 50 various private indicators (though we counted only 44 together with quantity of nuclear warheads).

On the example of the analysis of the Global Firepower Index indexes of military power of the countries of the world basic provisions of a universal technique of assessment of military capacities of the countries are stated. The system of the private indicators forming military potential is offered. It is shown that determination of military potentials and formation on their basis of new system of indexes comes down to the decision by numerical methods of a problem of nonlinear mathematical programming. As a result of its decision are established the importance of the key private indicators considered when forming ratings and military capacities of the countries are defined. These data, besides a possibility of use by drawing up new system of indexes, can be also applied to assessment of structure of military capacities of the different countries and also military power of various hypothetical coalitions of the countries.

Keywords: military power, military potential, index, integrated indicator, coalition, technique, optimization, rating, structure, criterion function, private indicator.

Assessment of a condition of a social and demographic situation at the regional level of Davletshin L.A., Egorova E.A., Alexey V. P. of page 108

In article dynamics and structure of migration flows in the Russian Federation is considered. The analysis of influence of population shift on a social and economic situation at the regional level is carried out. The main socio-economic indexes in the Republic of Tatarstan are considered.

Keywords: migration, demography, migration flows, statistical analysis.

About one not local initial and regional task for the heat conductivity equation. Aloyev T.B., Aslanova E.M., Zhemukhov R.Sh., Zhemukhova M.M. of page 113

Development heating engineers of high and low temperatures constantly puts forward tasks of calculation of difficult heat exchange. In work the mathematical model of conductive and radiation heat exchange in a spherical cover representing not local nonlinear initial and regional task for the heat conductivity equation in two-dimensional area is offered. The spherical cover on which internal surface the thermal stream from excentricly located dot source of heat falls is considered. Definition of the temperature field and intensity of the hemispherical falling radiation in such cover comes down to a joint research of a nonlinear initial and regional task. Averaging of the temperature field on thickness of a cover of rather average temperature is carried out. Not local initial and regional task in which not locality is concentrated in the differential equation is as a result received. Variation statements of the corresponding stationary tasks which approximate solution by means of a projective and net method is looked for in a class of continuous piecewise and constant functions are considered.

Keywords: heat conductivity equation; regional task; not local task; differential equation; integrated equation; variation method; projective and net method.

Electrical machines and electromagnetic devices with multilayered magnetic conductors Afanasyev A.Yu., Davydov N.V. of page 117

Work is devoted to questions of receiving the maximum electromagnetic moment and the maximum power of the electrical machines having a certain volume and weight. It is known that the electromagnetic moment depends on many factors, but within the real work only questions of a rational design and the sizes were considered, other factors were considered as fixed.

Electrical machines with multilayered trellised magnetic conductors of rotors and stators are presented in this article. Designs of the synchronous jet electric motor and an electromagnet are shown. The settlement ratios for these magnetic systems allowing to calculate the torque and vtyazhny effort are given. For calculation of cylindrical electrical machines the dependences allowing to consider the phenomenon of saturation of ferromagnetic materials are given. The analysis of the received results shows a possibility of increase in the moment of electrical machines and electromagnetic devices by 2-3,5 times at preservation of overall dimensions and weight.

Keywords: Multilayered trellised magnetic conductor; torque; rotor; stator; ferromagnetic element.

Numerical and analytical creation of the solution of one initial and regional task for the full system of the equations of Navier-Stokes with parallelization use Gabdulkhayev V.F., Kozlov P. Ampere-second. 121

The one-dimensional ploskosimmetrichny current which is the solution of full system of the equations of Navier-Stokes is under construction with use of infinite series of harmonicas on a spatial variable. For the used representation on borders of a piece of a spatial variable conditions of sticking and thermal insulation are satisfied. At the same time the decision is presented in the form when to the set background trigonometrical ranks on spatial variables with unknown coefficients increase. Coefficients of the infinite sums are the required functions depending only on time. By means of identical transformations, this system is reduced to a look which demands performance significantly of smaller number of arithmetic operations at calculation of the right parts of system of the ordinary differential equations in comparison with initial representation.

When accounting final number of harmonicas to necessary accuracy by means of parallelization of the account solutions of the corresponding final system of the ordinary differential equations are in number constructed. Main idea of parallelization following: there is an operating processor which is carrying out reception and data transmission, and the operated processors considering everyone the equation of the system of the ordinary differential equations. Results of calculations are given.

Keywords: Full system of the equations of Navier-Stokes, parallel calculations, difficult currents of gas

Experimental studying of pharmacokinetics of the medicine Memaneryn at animals Karlitskaya A.A., Kukes V.G. of page 125

Studying of pharmacokinetics of the medicine Memaneryn (dose of 10 mg) after single oral introduction is carried out to experimental animal (rats). The research was conducted on not purebred rats males weighing 200-250 g. Concentration of a memantin in samples of plasma of blood was determined by the VEZH method with mass and spectrometer detecting within 96 hours. Division was carried out on the column XDB-C18 (2,1kh30mm; 1,8 microns), Agilent. As a mobile phase mix of an acetone and 0,2% of formic acid in the ratio 65:35v/v was used. Mass and spectrometer division was carried out in the electrodispersion mode with positive ionization. Detecting was carried out at m/z 180→163. The calibration dependence in the range of concentration of 1-25 ng/ml had linear character. The maximum of concentration was observed on average in 3±0,6 hours and made 20,3±1,8 ng/ml. Pharmacokinetic parameters are characterized by high values of the area under a pharmacokinetic curve, the average time of stay of medicine in an organism and distribution volume.

Keywords: pharmacokinetics, rats, memantin

Svobodnopotochny hydropower plants Krasnov V.G. of page 128

This article is devoted to one of the most economic technical solutions in the field of renewable power - to svobodnopotochny hydropower plants. In article history of small power cars with the drive from a free stream of water resources, the technical prerequisites to their realization in practice, energy potential used and perspective technical solutions, the main advantages and shortcomings of this type of power stations are considered and also estimated calculation of power efficiency of one of the most perspective options of realization of such installations is executed. As a result of the carried-out analysis it was revealed that the offered option of realization is characterized by acceptable technical economic indicators, at the same time its main feature is high degree of mobility and simplicity of installation and service with a sufficient power productivity. Such installations can find application on the small objects of electrification which are on considerable removal from electrical networks and characterized by the complicated transport availability regarding supply with fuel, at the same time for ensuring development of electric energy existence of small water streams is enough.

Keywords: gidro-electric generator, free stream, current speed, generation of the electric power.

Features of application of light-emitting diodes in ZhD to the light-signal equipment. V. V. smiths, Nikiforov S. G. of page 131

In article the analysis of physical mechanisms of operation of the visual device of the person under the influence of the radiation of quasimonochromatic sources of radiation which striking examples are devices of the light alarm system – traffic lights is carried out. Special attention is paid to comparison of perception of the devices constructed on classical light sources with perception of semiconductor radiation. Results of researches of parameters of railway traffic lights on the basis of lamps and light filters lenses as striking example of creation of narrow-band radiation which is actively forced out by quasimonochrome light from light-emitting diodes are given. Positive sides of application of light-emitting diodes and problems of their use in traffic lights are considered. The features of perception of signals of railway traffic lights having dependences on the size of the shining surface, brightness of a background and distance of observation which in the considered scope can reach the 1000th are shown. The given results of comparative measurements of spectral characteristics of radiation of a number of light sources and light-emitting diode and also features of perception by an eye of radiation of the last, showed the big prospects of application of solid-state light sources in lighting devices.

Keywords: distribution of luminous intensity, a radiation range, the radiating heterostructure, a light-emitting diode, a light stream, a radiation corner, the traffic light.

Modeling of a current of liquid environments in the course of mechanoactivation. Levina E.Yu., Levin M.Yu., Nagornov S. Ampere-second. 136

Mechanoactivation of liquids in a complex makes various complex impact on the liquid environment: thermal, magnitnochastotny, electromagnetic also initiates chemical reactions. Process of restructuring of the liquid environment can be realized by means of mechanical influence in the conditions of dissipation of energy and allocation of energy from the processed environment. The emitted energy initiates a rupture of molecular chains, formation of new intermolecular communications. There is "quantum chaos" - the disordered condition of the environment connected with easing and a rupture of intermolecular interaction. It leads to self-organization of substance at the molecular level. Education new molecular chains restores power balance of system and, thus, in the course of mechanoactivation thermodynamic balance of system is maintained. The mathematical model of the specified process taking into account features of mechanical impact on a stream of viscous liquid is given (accounting of unevenness of distribution of speed on stream section, accounting of friction forces).

Keywords: activator; pressure; mechanoactivation; speed; energy.

Features of design of the ekologo-focused logistics systems on the basis of system approach of Markov T.E. page 139

Key design stages of the ekologo-focused logistics systems on the basis of system approach are allocated. The analysis of the main features of the ekologo-focused logistics systems is carried out. Main objectives and problems of functional logistic subsystems in the course of realization of a designing process are revealed and designated. The logistics as the field of economy has a high potential for distribution to the sphere of environmental management and environmental protection which to realize fully becomes possible through design of harmonious materialoprovodyashchy systems. A basis for design of such systems are the methodical principles of system approach. The ekologo-focused logistics system (EFLS) is understood as the difficult adaptive system consisting of several subsystems and intended for effective management of resource and power, information, financial, return flows for achievement at the same time and the logistic and ecological purposes.

Generalizing experience of system approach, the technology of its application in problems of formation of traditional logistics systems can be marked out the main stages of application of system approach: statement of the purposes and research problems, description of an object of a research and creation of preliminary model, specification of a research objective, specification of problems of HP, synthesis of an object of a research, assessment of quality of a synthesizable logistics system. Features of design of the ekologo-focused logistics systems follow from contrast of its logistic and ecological purposes. Transformation of the key purposes and problems of functional logistic subsystems (warehouse, purchasing, production, distributive) allows to reinzhinirovat a traditional logistics system in ekologo-focused.

The scientific novelty of the research conducted consists in article in:

- a research of the purposes and problems of the ekologo-focused logistics systems;
- systematization of the main data on system approach;
- a research of features of design of the ekologo-focused logistics systems;
- synthesis of data on system approach.

The purpose of the conducted research is the analysis of features of design of the ekologo-focused logistics systems on the basis of system approach.

Keywords: system approach, design of the ekologo-focused logistics systems, ecological management, the logistic purposes and tasks, the ecological purposes and tasks, functional subsystems.

Protection of the author's source code against plagiarism Merzlov V.S., Hatagov A. Ch., Zhelokov I.E., Kryzhanovskaya I.V. of page 143

One method of protection of the author's source code against plagiarism is given in this article. For achievement of this purpose unequivocally properties of operators of programming are used. Use of the given technology is expedient first of all for the development environments of the software which are not using the compiler, however there are no obstacles for additional protection of a program code and in case of its transformation to the executable file.

In work it is considered how it is possible to protect the author's source code on the example of the environment of a mathematical Mathcad package in which there is no compiler, and the code of the program represents a series of the executed operators who are written down one after another. It is necessary to emphasize that protection not from copying and not from editing, namely protection of intellectual property of the developer programmer against plagiarism means.

The key of numerical or line type is used. Application of two and more keys of different types is achievable.

Introduction of this method in a code C ++, C# and JavaScript and also enciphering of HTML pages based on scripts is possible.

Keywords: data protection, Mathcad documents, the author's source code, protection of the source code, enciphering of JavaScript of a code, enciphering of HTML pages, use of logic of programming for data protection, protection against plagiarism

Improvement of manufacturing techniques of wooden wall panels with energy efficient nodal connections Roshchina S.I., Vlasov A.V., Glebova T. O. of page 146

In article the review of constructive solutions of nodal connections of wall panels is given in a wooden framework. The detailed analysis of such connections from the point of view of technological effectiveness of installation, heat conductivity and tightness is made. It is defined that tongue-and-groove connections have the greatest technological effectiveness at construction of the building and also well perceive the horizontal loadings operating on the protecting designs. It is established that the considered constructive decisions have low heattechnical characteristics. The constructive solution of nodal interface of the wall panels to the device heat-insulating rassechek in wooden face racks is proposed. Numerical calculations established efficiency of application of such nodal connection in comparison with classical decisions. The possibility of the device rassechek in racks of panels from the point of view of design durability is checked. Schemes of the organization of jobs are provided by production of wall panels with a wooden framework with energy efficient nodal connections.

Keywords: wooden wall panels, tightness, heatlosses, the assembly joint heat-insulating rassechka.

Autonomous sources of power supply with use of gas-piston installations in agriculture: state and further development. Suvorov M.N. of page 150

In article stages of development of power supply of agricultural objects are considered, the prospects of application of gas-piston installations in structure of systems of autonomous power supply of agricultural consumers reveal. Use of gas-piston installations for power supply of agricultural production and the consumer in the village in the presence of natural gas in remote areas with the undeveloped system of the central power supply is considered. The question of development of the distributed power or "small-scale power generation" is brought up the Small-scale power generation allows to increase energy security, to diversify fuel and energy balance of the state due to increase in use of local types of fuel that corresponds to current global trends.

Design stages of system of autonomous power supply from obtaining the specification on system before development of working documentation and mass production are considered. In article it is told about existence of various structural solutions of such systems and about existence of uncertain information on loading and cost of the energy carrier.

The block diagram of such systems is considered.

Keywords: the centralized system of power supply, gas-piston installations, the system of autonomous power supply.

Partnership in crime as prerequisite of additional qualification: problems of modern law enforcement Zatsepin A.M. of page 153

In this article modern views concerning accomplices of crimes and questions of additional qualification of their illegal acts are considered.

On the basis of p.1 Art. 33 of the Criminal Code of the Russian Federation "accomplices of crime along with the performer the organizer, the instigator and the helper admit". According to the p. 2 and 3 of Art. 34 of the Criminal Code of the Russian Federation "collaborators are responsible under article of the Special part of the present Code for the crime committed by them in common without reference to article 33 of the present Code", and "criminal liability of the organizer, the instigator and the helper comes under article prescribing punishment for the committed crime with reference to article 33 of the present Code ...".

About criminal liability of the performer the law holds back. However from the last it is clear that collaborators are performers, but not directly participating in its commission together with other persons (the p. 2 of Art. 33 of the Criminal Code of the Russian Federation). From here performers especially "answer under article of the Special part of the present Code ... without reference to article 33 of the present Code".

Follows from the provided instructions that qualification of deeds accomplices has to depend on that, they are *performers (collaborators)* or other accomplices. Acts of performers (collaborators) it is qualified "under article of the Special part of the present Code ... without reference to article 33 of the present Code", and other accomplices – "under article prescribing punishment for the committed crime with reference to article 33 of the present Code".

Keywords: additional qualification, helper, crime, responsibility, law, crime.

Problem aspects of determination of signs of secret plunder of motor transport in the megalopolises of the Russian Federation Adamyan R.E. page 158

In article the attention to significant growth in the crimes connected with secret plunder of motor transport in megalopolises of the Russian Federation is paid. We consider the current state of crime in Moscow and in other regions of the Russian Federation. The statistics on popularity of plunder of cars on types and their classification is given. Let's consider the reasons of increase in growth of secret plunder of motor transport in Moscow. It is emphasized that the crimes against property connected with illegal taking of vehicles for the purpose of their subsequent legalization remains very attractive to today's crime. Let's consider signs of secret plunder with jurisprudence application. The main reasons for high rates and tendencies of

development of secret plunders of vehicles on roads of Russia and its certain regions are represented. Following the results of it is pointed out features and problem aspects of determination of signs of secret plunder of transport in such large megalopolis as Moscow.

Keywords: motor transport, plunder, stealing, theft, vehicle.

Concept and value of personal non-property human rights and citizen, ways and guarantees of their realization Arzumanyan M.N. of page 163

Object of research is the concept and classification of the personal non-property rights as main category of human rights. In article various approaches to definition of the personal non-property rights are analyzed. The author defines their properties other than common property right. Establishes essence, their main signs, offers author's interpretation of the studied concept. In article is defined that the personal rights are inseparably linked with such concepts as integrity of human beings, its freedom. Establishes interrelation of this category with other human rights. The methodological basis of a research is made by the analysis of regularities of development of the legislation in the field of regulation of human rights. The author gives arguments that the category of the personal non-property rights, being a kind of human rights, demands obligatory state protection. Their recognition and fixing is a certain base for normal development of the public relations, and the happening state processes prove that the office of the power is created and functions for the purpose of their providing.

Keywords: personal non-property rights, protection of human rights, interests of the personality, classification of personal non-property human rights and citizen, administrative legal mechanisms of ensuring personal non-property human rights.

Activities of legal profession for ensuring constitutional right of citizens on the qualified legal aid (on the example of Siberian Federal District) Volkov N. Ampere-second. 168

The constitution of the Russian Federation in item 1 of Art. 48 guarantees everyone the right to the qualified legal aid. In the cases provided by the law, legal aid appears free of charge [1].

The right for judicial protection, the qualified legal aid and procedural guarantees belong to the personal (civil) rights and freedoms of the person, i.e. to those rights and freedoms which are a fundamental principle of constitutional legal status of the personality [8, page 8-9].

For implementation of the Law on free legal aid in all subjects of Siberian Federal District the relevant laws *are adopted*, the executive authorities of the territorial subject of the Russian Federation authorized in the field of providing citizens with free legal aid and their competence are defined. According to Territorial Departments of justice the lawyers participating in the state system of free legal aid often face difficulties that demands further improvement both legislative regulation, and organizational activities for ensuring constitutional right of citizens on the qualified legal aid.

Keywords: legal profession, constitutional right, legal aid, federal law.

Evolution of institute of human rights and citizen Volkov D.N. of page 173

The rights and freedoms of the person are the integral basis of our life. It is indisputable that human rights - the sociohistorical phenomenon. They represent some social claims caused by historical prerequisites and developing together with development of society. The rights and freedoms from an extreme antiquity interest people, as a result of emergence of the state and the right. In this regard detailed studying of the reasons of emergence of human rights and their metamorphosis in time is represented very relevant.

Article is devoted to process of consideration of evolution of institute of constitutional rights and freedoms of the person and citizen from the moment of the first mention of them before the international recognition. Special attention is paid on a standard and legal basis: Declarations, international covenants, Constitutions. It is accented that evolution of the rights and freedoms of the person and citizen was result of long historical development. It is proved that most often people tried to obtain equality and justice by means of wars and revolutions. Need of studying of the reasons of emergence and experience of development of category of the rights and freedoms is revealed and proved.

Keywords: Evolution of the rights and freedoms, development, changes, natural right, declaration, historical experience.

Liberalization of legal regulation of the international air traffics on the subregions of Africa: experience of the West African Economic and Currency union (ZAEVS). Gede A. P.S. 176

Article is devoted to the analysis of process of liberalization of legal regulation of the international air traffics on the West African Economic and Currency union (ZAEVS). Concerning Russia and the CIS countries which have no regional mechanism of liberalization of air traffics yet experience of the young African countries in this area has practical value. The author established the basic legal elements allowing effective application of liberalization of regulation of air transport at the subregional level. In the general program of air transport of the states of ZAEVS questions which make the content of regulation in economic area of the international air transport, such as regulation access to the market of air transportation are considered; regulation of tariffs; and questions of responsibility of airline, etc. In view of importance of the strengthened cooperation between the African airlines for encouragement of development of air transport; the author of article revealed need of regulation of new types of cooperation of air transportation.

Keywords: Air law, liberalizations air message, Subregion, ZAEVS, new types of cooperation of air transportation, access to the market of air transportation.

Offenses in the field of accounting Dombrovskaya O.A., Agkatseva L.V. of page 181

During development of the market relations the number of subjects of managing which conduct this or that business activity directed to receiving the maximum profit increases. The accountant who in the course of the work solves a number of problems – from that is responsible for formation of financial results at the enterprise as it is correct to issue this or that economic operation before "not to bring" the head both all lawful and not absolutely lawful ways to hide taxable base, improving at the same time someone's financial position. For such "good deeds" to the accountant of the organization including to the chief accountant, responsibility for different offenses in the field of accounting which happens labor, administrative, criminal threatens. Predicate offenses of the accountant are offenses in the field of taxes and fees. For commission of offenses in the field of accounting and tax account both physical, and legal entities, and to criminal liability - only natural persons can be brought to responsibility. It is possible to reveal offenses in the field of accounting by means of judicial and accounting examination. A measure of tax responsibility is the penalty fee.

Keywords: accounting, offenses, responsibility, taxes, penalty, damage, violations, double-entry bookkeeping, tax reporting, penalty fee.

Whether it is necessary to reconsider questions of disciplinary responsibility in Russia? Malykhina T.A., Nikolaev A.G., Shashkarova M.V. of page 185

At realization of disciplinary responsibility the uniformity of approaches in definition and community of the mechanism of attraction to legal responsibility of the public and municipal servants has to be provided.

Keywords. Administrative, administrative, state, management, discipline, disciplinary coercion, disciplinary responsibility, course, science, problem, subject, judgments, social, interpretation, theory, legal.

Practice of judicial regulation of the property relations during the post-reform period in mountain societies of Karachaya and Balkaria. Nukhrikyan E.S. of page 190

In article the subject of competence and activity of legal agencies of mountain societies of Karachaya and Balkaria in the sphere of solutions of the affairs connected with receivership proceeding, with questions of guardianship over property is considered. The standard basis of functioning of local and regional courts, a question of differentiation of their powers are lit. The author investigates a problem of use by vessels of different types of the right (an adat, Sharia, the imperial legislation), process of gradual replacement of traditional precepts of law new, more progressive. In article the subordination of judicial authority to administrative bodies, the main problems of activity of mountain vessels is noted.

At the end of article the conclusion is drawn that after accession of mountain societies to Russia, in particular by the beginning of the XX century the adat, after all, was successfully forced out from civil law by the all-Russian laws and Sharia. The materials given by us, in our opinion, objectively illustrate those high-quality shifts in sense of justice which happened in the mountain environment for several decades of familiarizing with the Russian-European legal culture.

Keywords and phrases: court, foreman, descent, claim, property, guardianship, mountain societies, property, property, common law.

Rape in the legislation of the countries of Europe and Scandinavia. Polkovnikov R.M. of page 194

The problem of eradication of violence against women, including in the sexual sphere, is international. In the Resolution 48/104 "Declaration on eradication of violence against women" adopted on December 20, 1993 at the 85th plenary session the session of the United Nations General Assembly, in particular, it is said that "violence is manifestation of historically developed unequal ratio of forces between men and women which led to domination over women and discrimination against women from men". The states are offered to take measures for eradication of the specified violence, including in the sphere of the sexual relations, and bodies and specialized institutions of system of the UN organization within the competence have to promote recognition and implementation of the rights of women.

Rape is recognized as the most dangerous violent infringement of sexual integrity and sexual freedom. And this crime quite often gains serial character that leads to a public response, generates fair alarm for the safety and safety of relatives.

The specified circumstances in their set cause need of studying of the international experience of criminal and legal regulation of responsibility for rape, detection of the criminological characteristic of this type of crime on the basis of which the adequacy of reflection in criminal precept of law of the most essential, typical signs of the criminalized socially dangerous act, the profound theoretical analysis of signs of corpus delicti, specification of a number of theoretical provisions, identifications of problems of creation of sanctions for rape and practice of their application is defined.

Keywords: rape, coercion, criminal and legal regulation, socially dangerous act, criminal liability.

Criminal and legal responsibility of legal entities for inappropriate expenditure of budgetary funds of Chebunin Yu. P.S. 199

In article questions of need of improvement of the current legislation of the Russian Federation concerning the legal entities committing criminal acts in the budgetary sphere are considered.

The facts demonstrating criminal actions of legal entities on use of budgetary funds are given. The objective party of such crimes is presented by inappropriate expenditure of means of the federal budget in especially large sizes.

At the same time crime has dual character. On the one hand subjects of such crimes are the government and municipal institutions owning the corresponding finance. With another, the legal entities of private law using legal absence of control from the state and liberal views of the current legislation act.

The basis of a solution is caused by recognition of the status of the legal entity as subject of socially dangerous crimes.

The legislation has to be provided to the international standards, protection of the constitutional system of the state which economy is formed by legal entities as by productive force to meet a criminological situation, to consider that groups of legal entities have to counteract actively formation in the structure of criminal communities, to elimination of discrepancy of precepts of law of administrative and criminal law.

Keywords: budgetary funds, legal entities, inappropriate expenditure of budgetary funds, criminal law, administrative law, crimes of legal entities.

The principles of interaction of Plenipotentiary Representatives of the President of the Russian Federation with law enforcement agencies. Maximova K. Ampere-second. 202

Object of research is legal regulation of interaction of Plenipotentiary Representatives of the President of the Russian Federation with law enforcement agencies in the context of the bases, area and features of action of the corresponding principles.

The author used general-theoretical and special scientific methods of knowledge: analysis, synthesis, historical methods and also method of comparative jurisprudence.

Novelty and conclusions. For the first time the concept, the list, classification and the characteristic of the principles of interaction of Plenipotentiary Representatives of the President of the Russian Federation with law enforcement agencies *is given*, the prospects of increase in efficiency of interaction on the basis of understanding of the called principles are specified. The author marks out the fundamental (fundamental) and special principles in the considered context. Taking into account the received generalizations, on the basis of knowledge of the principles of interaction of Plenipotentiary Representatives of the President of the Russian Federation with law enforcement agencies the author formulates practical offers.

Keywords: Administration of the President of the Russian Federation, interaction in public law, interaction with law enforcement agencies, classification of the principles of interaction, the Plenipotentiary Representative of the President of the Russian Federation, law enforcement agencies, the principles of interaction, the Russian legislation, federal districts

Modern features of legal education of the military personnel and citizens in the system of the Russian Defense Ministry Vasilyev F.P., Berezhkova N.F., Nikolaev A.G., Shashkarov V.N. of page 207

Questions of development of legal literacy and sense of justice of the military personnel are relevant because in the constitutional state class signs and existence of offenses demand scientific and practical interpretation. And they have to pass as from comprehensive positions, and departmental. The carried-out scientific-theoretical analysis shows that in general the system of public authority needs establishment not only separate types of rituals about an order of adoption of the oath (oath) taking into account specificity in activity of departments of future public (municipal) servants that aim to bring closer each employee to discipline, pride, honor, execution of an office debt for the benefit of the state (department) and also to establish constant character of a certain mode of stay on service.

Therefore, in this article authors take the initiative of development of the "Concepts of the Russian Defense Ministry about Development of Legal Literacy and Sense of Justice of the Military Personnel and Citizens" project by the Ministry of Defence of the Russian Federation.

Keywords: serviceman, state, literacy, citizen, official, law, ban, execution, person, personality, Russian Defense Ministry, responsibility, relation, restriction, right, sense of justice.

The Russian conservatism before a problem of self-identification of Pinches of A.V. of page 212

Article tells about political request for conservatism in modern Russia, about the Russian conservatism before which as in a century before last, and today there is a self-identification problem. The Russian conservatism has not a really enviable destiny. The conservative ideas in Russia or were marginalized by efforts of ruling elite, or used for ideological service of local political projects. Therefore the official conservatives presented by "guardians" and "statesmen" served as cover of the liberal course of the power which was conducted authoritatively, "from above". Only the Church tried to be not conditional, but real conservative institute.

That is why the Russian conservative faces a self-identification problem all the time. What values to defend what to keep and "preserve"? A lot of things in our history look as denial of values of the previous historical period. Why interruption of national tradition in itself turned into tradition and repeats from an era by an era?

Keywords: hardware conservatism, state liberalism, conservative society, conservatism, interruption of tradition, pseudomorphosis, self-identification.

Innovations in dairy cattle breeding Bykovskaya N. In page 215

Major factor of increase in the production of milk is technical modernization, introduction of innovations in recent years. The author allocated the factors constraining innovatsionny development of branch, rassmoren experience of the advanced enterprises on a vnedreniya of innovations in a dairy skotvodstvo. Realization of strategy of innovative development of production of milk and dairy products will allow to come branches to a new stage of development.

Keywords: dairy skotvodstvo, innovations, efficiency

Graphical representation of an algorithm of calculation of an analytical formula for calculation of quantity of simple cycles in any count Astakhov M.S., Shirokov I.V., Shutenko A.V. of page 218

In this article the method of graphical representation of an algorithm of calculation of quantity of simple cycles in any count is described. By means of the presented algorithm there is an opportunity to make a universal formula for search of cycles of the set length in any count for length cycles less than seven. Graphical representation of an algorithm of calculation of quantity of simple cycles in any count allows to analyse an algorithm, having presented it in the evident form. The possibility of transition from graphical representation of an algorithm to formular record is described. The method described in article favourably differs from others methods of search of quantity of cycles known today set lengths in the column by what does not concentrate on features of any specific count, is universal and has acceptable computing complexity for the small lengths of a cycle considered in this article. Basic data for the described algorithm, are only matrixes of contiguity of the considered counts in which it is necessary to find cycles of the set length. On the basis of a matrix of contiguity are under construction primary formal count, making a start from which, the universal formula by the method described in article is under construction.

Keywords: count, edge, top, simple cycle, Hamilton cycle, matrix trace, obstacle.

Management accounting as basis of effective management of the higher educational institution Gorelov B.A., Korzhuyeva L.M., Tikhonova A. Ampere-second. 221

Introduction of system of management accounting in educational institutions allows to solve problems of increase in efficiency of financial and economic activity, and thus, most higher education institutions will be able to approach achievement of main objectives of the activity: to creation of new specialties in the directions of development of science, the equipment and culture and their educational and methodical providing; to continuous increase in degree of satisfaction of need for educational services; to carrying out basic and applied scientific research in various areas. Unfortunately, today the methodology of management accounting is not developed for higher education institutions, and direct application of foreign experience is impossible. Each higher educational institution will need to conduct a number of specific researches of the working processes and also dependences of costs on parameters and elements of these processes. However "game is worth the candle". Progress is inevitable. And if we want to speak about an innovative way of development of the higher school, improvement of quality of its scientific and educational process, it is necessary to introduce the effective system of management accounting.

Keywords higher educational institution, management accounting, educational and scientific activity

Use of IMM-technology for decrease in negative technogenic impact on a lithosphere Knatko M.V., Zhabrikov S. Yu., Podlipsky I.I. made activity by housing and public utilities. page 224

In article geoecological aspects of use of integration mineral and matrix technology (IMM-technology) at works on utilization of technological waste of water treatment and water disposal, including utilization of a deposit of sewage are considered, and recultivation of grounds of their storage. The description of physical and chemical bases of technology and process of formation of the created mineral matrix is given. Comparison of IMM-technology and geotubirovaniye technology, on the example of work SUE Vodokanal St. Petersburg, by efficiency of minimization of the negative technogenic impact made by these methods on a lithosphere is given. The main physicommechanical characteristics of soil of the strengthened made (GUT) with application of a technogenic deposit of sewage are shown, the description of the principle of selection of the additional components brought in mix is submitted. The method of preparation of GUT in use and a way of its storage and further application is described, in cases when the inconsistency of the schedule of its receiving and the schedule of production of construction works takes place.

Keywords: integration mineral and matrix technology, the soil strengthened technogenic, geoecology, recultivation of the broken territories, technological water treatment waste, technological waste of water disposal, draft of sewage.

//Innovations and investments. 2015. No. 5.

The factors of external and internal environment influencing the innovative capacity of economic entities of construction branch. Elfimov A. S. page 2

Need of the analysis of innovative process as factor of economic development of economic entities of construction branch of Moscow is shown in article. In too time it is noted that the maximum effect in effectiveness of innovative activity of economic entities is possible in the presence of the corresponding innovative environment and an optimum combination of all types of innovations. The approach to stimulation of activity of the enterprises of construction branch chosen by the government has to involve in innovative process not only the enterprise, but also all straight lines and indirect participants of process of production of construction production. It means that the external innovative environment allowing the enterprises to introduce and apply innovative solutions has to be created.

The Factors of external and internal environment influencing the innovative capacity of economic entities of construction branch are considered, the organizational forms of government are presented by innovative process.

Keywords: innovation, innovative process, management of innovative process, subjects of innovative activity, construction branch, organizations of a construction complex.

The analysis of approaches to classification of ecosystem services of the territory for the subsequent economic assessment of Larkov M.S. of page 6

In article the role of ecosystem services in modern social and economic development of the country is defined, the importance of a problem of their classification for the subsequent economic assessment is proved. Process of formation of approaches to classification of the ecosystem services of the territory offered by certain Russian and foreign researchers and also the international organizations is considered. Two groups of classifications come to light: the physical and chemical and biological processes based on set which are a basis for rendering services by ecosystems; on typology of the economic activity of the person directed to its greening. The first group of classifications uses functional approach, the second – pokomponentny approach at which components and processes of the environment are considered only from the point of view of direct management of the person. Process of expansion of a range of the considered ecosystem services of the territory is investigated and the comparative analysis of tipologiya of ecosystem services for the subsequent economic assessment is made. As a result classification of ecosystem services, optimum for carrying out their quality and quantitative standard for planning of economic activity in the region and adoptions of the relevant administrative decisions comes to light.

Keywords: the ecosystem services, approaches to classification, the economic assessment, component approach, functional approach providing, regulating, supporting ecosystem services.

Assessment of efficiency of implementation of innovative projects at the enterprises of defense industry complex of Shashkarov M.V. of page 10

In article ways of assessment of activity of the enterprises of defense industry complex are considered and methods which are applied to the complex analysis of efficiency of implementation of innovative projects are characterized. Article elected by the author in essence is relevant because the President of Russia for 2013-2015 reconsidered questions of ensuring development of military industrial complex. In this connection it is issued the Federal Law "About Industrial Policy of the Russian Federation". As a result, the place of research and development at assessment of efficiency of the enterprise analizirutsya in due time, and their interaction with the social and economic sphere. The making estimates of economic efficiency of innovative activity of OPK are given. Taking into account relevance of the considered subject the author, article will be demanded not only from experts, graduate students, but also from a wide range of readers. Especially, in the conditions of foreign policy and economic crisis situations, questions of the organization of all categories (types) of manufacturing enterprises (including Ministry of Defence of the Russian Federation) nowadays need search of the new economic relations.

Keywords: Defense industry complex, innovative programs, economic efficiency of OPK

Formation system of development of branch of a dairy skotvodstvo. Bykovskaya N.V. of page 14

Formation of the innovative focused branch of dairy cattle breeding is based on accounting of specific features. High extent of harmonization of components of innovative potential of dairy cattle breeding defines efficiency of its functioning in the conditions of innovative economy. The innovative system of dairy cattle breeding is formed at the mesolevel. For production of milk and dairy products types of innovative systems are allocated: large agroholdings, with a primary foreign share of property; the large organizations of branch having high indicators of innovative activity; the organizations which technological and innovative activity is based on branch research infrastructure and technological experience, the imported foreign technologies.

Keywords: innovative system, dairy skotvodstvo, typology.

Education informatization – an innovative way of development of Russia. Zubkov V.G., Zubkov G. V., Shevel'yova A.V. of page 18

Article is devoted to problems of innovative development of Russia. On the basis of statistical data the conclusion that Russia has rather high innovative potential is drawn. However, it is necessary to recognize that the capacity of Russia sharply disperses from its implementation. It is interfered by lack of ability of commercialization of innovations. And it means what for introduction of modern innovative technologies and educational process needs to be carried out with their use. In article it is postulated that for formation of the innovative ideas and their subsequent implementation are necessary: corresponding political and economic climate and corresponding experts. It is necessary to plan possible stages and terms of introduction of perspective innovative developments and to create the corresponding conditions that innovations found practical application. In information society fixed capital is the human capital. For formation of the human capital strategic investments are necessary. The conclusion is drawn that programs of development and improvement of a domestic education system with use of modern information and remote educational technologies have to be the most important element of the state strategy of Russia focused on its worthy entry into global information society first of all.

Keywords: innovation, information society, informatization, education, information and remote technologies.

Introduction of instruments of economical production in innovative activity of corporations for development of integration processes. Egorov A.Yu., Krutikov N. Ampere-second. 22

In article the short state-of-the-art review on development of innovative activity of the Russian companies for the last ten years is given. Studying of motivational mechanisms of innovative activity shows that serve as incentives for the largest enterprises orientation on reduction of material and financial inputs, modernization of technologies for the purpose of increase in flexibility of production, observance of technical and ecological regulations, team work, intensive open exchange of information, effective use of resources and an exception of losses, continuous improvement. At the same time application of the concept of economical production in innovative activity of corporations moves to the forefront. The author offered the scheme of introduction of elements of the concept of economical production in innovative activity of corporations for development of integration processes. On the example of the enterprises of the Samara region positive experiment on implementation of the innovative project on introduction of instruments of economical production and quality management is shown.

Keywords: innovative activity, economical production, integration processes, innovative project, quality management, corporation, losses, LIN-approach, labor productivity, efficiency.

New mechanisms of implementation of regional and interregional investment projects of public-private partnership. Charkina E.S. of page 27

In this article possible forms of implementation of regional and interregional investment projects of public-private partnership are described. It is noted that minimization of risks and increase in efficiency of implementation of investment projects demand constant search and application of new options of attraction of investments. The expediency of development of ways of tax incentives for the purpose of attraction of private investments into implementation of investment projects on development of public infrastructure is shown. Special attention is paid to the mechanism of the postponed

payments "Takh Increment Financing" (TIF), which provides that compensation of private investments on creation of infrastructure is made after end of the project from budgetary funds at the expense of the tax revenues generated by implementation of the project in general including the end of construction and input of infrastructure facilities in operation. Such approach will allow to realize investment projects, including on a concession basis, providing attraction of private investments due to transparency and security of return of the investments enclosed in creation of infrastructure.

Keywords: public-private partnership, PPP, the investment project, investment risks, concession agreements, the mechanism of the postponed payments "Takh Increment Financing" (TIF), Investitsionny Fond Rossiyskoy Federation.

Financial performance of assessment of efficiency of structure of the capital in the companies of oil and gas branch *Buyansky S. G., Mazilina O. Ampere-second. 30*

In article features of formation of structure of the capital in the companies of oil and gas branch are considered. The importance of equity for financial stability of the companies is shown. Need of attraction of the loan capital for financing of investment process is proved. The circle of the financial coefficients reflecting efficiency of structure of the capital is defined. The financial leverage as the indicator characterizing efficiency of use by the companies of loan financial resources and influencing change of coefficient of profitability of equity is considered. Features of formation of optimum structure of the capital in oil and gas branch and the major factors influencing the size of financial leverage are formulated.

The author noted that investment opportunities of the companies are influenced also significantly by the rate of inflation as investment of money into any financial transactions is justified only in case profitability from investments exceeds rates of inflation. Besides, inflation directly influences many aspects of financial activity of the companies: the size of cash flows, cost of assets and liabilities, change of revenue that exerts impact on decisions of managers of the companies on establishment of a certain level of a financial leverage.

Keywords: own, loan and attracted capital, coefficient of financial stability, economic profitability, financial leverage, effect of a financial leverage.

Features of investment and innovative activities in agro-industrial complex *Goncharov V. D., Mumladze R.G., Rau W.W. of page 33*

The offered article is devoted to relevant problems of innovative and investment development of agro-industrial complex. Their decision, according to authors, opens real opportunities of overcoming the majority of other topical problems of domestic agriculture, including, in particular, such as transfer of agro-industrial complex on the intensive, hi-tech way of development, cardinal increase in labor productivity, optimization of territorial placement of subsectors and kinds of activity of the food sector of the Russian economy in modern conditions.

In article also the attempt to consider and estimate specific industry characteristics and features of innovative and investment processes at agrarian and industrial complex for activation of their use and also increase in social economic efficiency of the agricultural enterprises and the organizations is made.

Keywords. Investments, innovations, agriculture, livestock production, agro-industrial complex, resource-saving technologies, foreign investments, agriculture.

Prospects of development of investment potential of the Republic of Dagestan. *Mugalova Z.N. of page 41*

This article considers category of investment potential of the Republic of Dagestan, shows it to the loudspeaker for the previous several years and the directions of development. The directions of development of economy and also feature of investment potential, priority for the republic, its positive and negative aspects are considered. The submitted article analyzes the investment situation which developed in the Republic of Dagestan in a section of branches of economy now and in comparison with statistics of last years. The structure of investments into fixed capital by types of economic activity is shown. It is noted, the favorable tendency to increase in the investments involved to the region which was outlined in recent years. The list of the investment projects, most significant for the Republic of Dagestan, is given. Situation and dynamics of foreign investments by types of economic activity in the republic is studied. In article those small, but significant shifts happening in the republic in recent years are noted.

Keywords: investment potential, investment project, investment structure.

Commercialization of results of scientific activity as tool of soft power of science. *Sergeyev S.O. of page 45*

In article commercialization of results of scientific activity as one of instruments of achievement of the foreign policy purposes, including increase in the authority of the country on the world scene is studied. In article the concept of the concept of soft power is considered, and in particular influence of science as factor of soft influence of the state is studied. The science in turn has the tools of influence in line with soft power. Commercialization of results of research activity acts as one of the most important instruments of soft influence of science. In article interaction of science and business is analyzed. Also influence of lack of the developed system of commercialization of results of research activity on efficiency of use of opportunities of tools of soft power of science is noted. Also the role of the small innovative enterprises in the course of use of this instrument of soft influence of science is noted. In this research the main objectives of commercialization of results of research activity, and also forms and components of this process are considered. Also foreign experience of use of this mechanism of soft power of science is given.

Keywords commercialization, soft power, science.

Open economy with vertically interconnected branches: conditions and factors of equilibrium states from a position of microeconomic approach. *Drapkin I.M. of page 48*

The prevailing majority of microeconomic models of balance in open economy is considered by the firms making a product from primary resources (work and the capital) and selling this product to end users (population). Such approach ignoring existence of vertically interconnected branches in economy is represented extremely limited. In this article approaches to modeling of open economy with vertically interconnected branches within neoclassical, modern and latest theories of international trade are considered. The choice of firm between various forms of the international fragmentation of production is studied: horizontal PZI, vertical PZI, vertical integration, internal outsourcing and international outsourcing. The author allocated the factors influencing equilibrium states in this class of models: distribution of resources between the countries, the size of transport costs of movement of a semi-finished product and final product, existence of the increasing return from scale, the amount of the market of the countries in economy, performance level of firm and degree of mobility of firms in economy.

Keywords: vertical intercompany interrelations, direct foreign investments, horizontal PZI, vertical PZI, international outsourcing, theories of international trade, theory of direct foreign investments.

Modern requirements to improvement of financial accounting. *Lokhina I.N. of page 54*

The research of requirements to improvement of financial accounting in general and accounting techniques in particular is presented in article. The analysis of publications showed that for the last ten years the terms "social accounting", "social account", "ekologo-social account" gained distribution in domestic scientific literature. Authors note that emergence of these concepts is connected with need of expansion of traditional borders of accounting for drawing up the reporting comprising information not only on a financial position of firm, but also on its social activity. The definitions of social account existing in domestic and foreign practice emphasize relevance of creation of the information message for the interested users in the form of the integrated financial statements containing data on social activity. The author noted that financial accounting of social activity - the

procedure of creation of the systematized, necessary information, giving the chance to add classical limits of accounting for the purpose of formation of the financial statements defining the activity of the economic subject aimed at the solution of social and environmental problems. Following the results of the conducted research the conclusion is drawn that integration of social account into financial accounting will allow to complement financial statements with the data on social activity useful to a wide range of users. In the course of integration there are unresolved problems, connected not only with the choice of standards on social account, but also with a technique of drawing up expanded financial statements.

Keywords: financial accounting, accounting, social accounting, social account, ekologo-social account, financial statements, accounting technique, social activity.

Colonialism and European industrial revolutions of Ekarev I. Hp 58

Today many states of Asia and Africa which were colonies of the European countries are still felt as hostages of world economy and degree of responsibility of the former colonial powers for their problems is widely discussed in the world. History of world empires and colonial powers proves that the colonialism frolics on a wave of Industrial revolutions promoted blossoming and enrichment of the European mother countries due to robbery of colonies. In article processes of formation of empires, consequences of their crash for mother countries and colonies and also cultural heritage of the colonial past are analyzed.

Keywords: colonial powers, colonies, empires, national independence, colonial economy.

Development of approaches to audit. Terekhova T. Ampere-second. 62

In article evolution of views of a profession of the auditor and the public importance of auditor work in connection with crash of the companies, known in the world, such as Enron, Parmalat is described. In article justification of the idea of system approach to audit is given. The auditor should not be limited in the thinking only by accounting documents and registration rules. The auditor is an indicator not only economic, but social health of the large companies as on trust to the auditor the mass of the made economic decisions is under construction. Similar decisions are based on professionalism and conscientiousness of the auditor and can have socially significant character. Thus, audit as check of activity of firms and companies is no other than system association of the facts and events from economic life of the organization in which the auditor can see prerequisites of unfair business. The reasons for which the auditor has to play an active role in the current life of the company are also proved in article; the auditor is obliged to understand the strategy of business and its operation in a context, thereby developing complex model of the enterprise.

Keywords: system approach to audit; the audited financial statements; effective assessment of risk; risk of essential distortion; objective information; bankruptcy of firms.

Evolution of approaches to formation of modern housing policy in Russia. Minikeeva L.O. of page 66

This work of the author is devoted to consideration of the state housing policy, need of development and which realization is caused by features of housing as difficult social and economic category. The author formulated the main approaches to definition and the maintenance of the concept "state housing policy", mechanisms of realization of state regulation of the housing sphere in Russia and abroad are defined, the main stages of formation of housing policy in Russia are lit, the analysis of current state of the Russian housing sector is submitted. On the basis of the considered empirical data the conclusion about insufficient security with an appropriate housing of residents of Russia and need of carrying out reforms for the housing sector is drawn, the main directions of improvement of state regulation are outlined: stimulation of production of construction materials, development of the financial sector and elimination of administrative barriers when obtaining allowing documentation on housing construction.

Keywords: housing policy, housing, social policy, state regulation, living conditions, federal target program.

Chemical industry of Russia till 18th century Konotopov M.V., Chernov K.E. page 72

Restoration of dynamics of production of various industries for last historical periods allows not only to find tendencies of development of these productions within a uniform economic complex, but also to draw certain conclusions on the nature of social and economic and political changes in the country for the considered historical piece.

In this article the attempt to collect all statistical information which reached us concerning origin and development of chemical production in Russia till 18th century *is made* and on its basis to restore at least in general dynamics of the main chemical subsectors. In the organization of chemical productions of that period the dominating role was played by the state and the branches directed to the satisfaction of the state order prevailed: production of gunpowder, saltpeter and sulfur that met the military needs of the centralized state and also production of potash which played an important role in the state export. Branches which production would satisfy requirements of free domestic market (production of chemicals and paints) at that time did not gain the development because of backwardness of private business and the market relations in the country.

Keywords: Economy history, history of branch, history of Russia, retrospective statistics, chemical industry

Institutional and economic mechanism of the organization of vocational guidance of the population.

Lyapuntsova E.V. of page 75

Article describes the mechanism of the organization of vocational guidance of the population as parts of social work. The analysis of structure and structure of the operating system of vocational guidance is carried out. The author draws conclusions about low efficiency of the operating system since many procedures and norms establishing volume and the regulations of providing vocational guidance to the population of services by specialized public institutions have formal character and are not carried out in practice. The commercial organizations providing services in vocational guidance work generally in a segment of the nursery and youthful audience while similar services are necessary for persons of all age for adaptation to modern requirements of labor market and creation of professional career.

The system developed by the author includes a number of institutes of vocational guidance and adaptation of the population to requirements of modern labor market. Proposals of the author concern not only creations of new institute, but also integration of functions of vocational guidance into the existing institutes of ensuring quality and the required structure of labor, in particular in the National system of certification of qualifications.

Keywords: vocational guidance, social work, manpower, certification of qualifications.

Labor adaptation of migrants in the conditions of Polyakov M.V. megalopolis of page 82

As well as around the world, the problem of labor migration in Russia has several important and aspects inseparable from each other. In the center of attention of public authorities and public organizations there are economic, legal (both in legal, and in the criminal sphere) and cultural (problems of tolerance and interpenetration of cultures) aspects.

Migration is considered one of conditions of normal functioning of society by means of which the best placement the worker of resources in the territory of the country can be reached that promotes alignment of values of financial formation of regions. Sudden increase in scales of migration began in the state from 80th years of last century. It is accompanied by its entry into the world market of labor, formation of market economy. With inflow of external labor migrants the potential of economic growth in the capital increases, its security with human resources improves. Immigration is one of mechanisms of maintenance of labor potential up to standard. On the other hand the migrant, arriving in Russia, because of ignorance of the current legislation, lack of real and convenient search engines of optimum work actually moves forward on the illegal market. The lack of regulation of labor migration generates appearance of illegal foreign workers which, in turn, leads to such adverse effects as increase in crime rate, dumping in labor market, formation of social tension.

The most effective way of settlement of all contradictions, restrictions of illegal immigration is an ability of the state to make attractive legal immigration.
Keywords: Labor adaptation, labor migration, economic growth, migration policy, migration potential, international migration, regulation of migration processes, social tension.

Problem of definition of indicators in researches of innovative capacity of regions of China Elbayev Yu.A., Vygulyarny V. In, Chen Tao of page 88

The main approaches to definition of indicators of assessment of innovative capacity of the country are given in article. It is noted that in world practice there are two main levels of assessment of innovative potential. At the microlevel assessment of innovative potential of separate projects and the companies is carried out, at the macrolevel types of economic activity, certain sectors and national economies in general are estimated. In the submitted article on the example of economy of China and its agrarian sector features and indicators of innovative potential first of all of macroeconomic level are revealed. The problem of assessment of innovative capacity of the state on the volume and dynamics of internal costs of research and development is especially allocated. The main tendencies and features of creation of system of indicators of assessment of innovative potential in the Chinese economic science and practice are shown. Authors draw a conclusion that when determining system of estimated indicators of innovative capacity of the country it is necessary to adhere to certain principles of their harmonization within system approach.

Keywords: Innovative development, innovative potential, innovative infrastructure, indicators, indicators, principles, system approach.

The leading information channels about a terrorism problem in Syria: methodological aspects. Nafaa Dorar, Baskina E.S. of page 92

On the basis of the complex analysis of essentially new forms and methods of modern communication conclusions concerning a role of information war in information policy of TV channels at consecration of a problem of terrorism in Syria are drawn. Special attention is paid to a research of influence of a number of factors of globalization on an information field.

Resonant influence of civil war in Syria on public and political numbers of world powers is considered. The economic and military impact on conflicting parties initiated by the U.S. Government directly affected also information coloring of this conflict. The scenario of the developed information war which is based on traditional methods of impact on consciousness with use of so-called objective figures and documentary materials is described. Special attention is paid to misinformation of the impressionable Western world for the purpose of formation of uniform public opinion, interest in which is actively shown by the USA.

More than 300 news materials of BBC, CNN and Al Jazeera devoted to the civil war in Syria are in detail analysed. During the analysis several key methods of information influence were revealed: use of stereotypes, gluing of labels, public disapproval.

Keywords: Media, Arabic TV channels, Islamic extremism, Syria, Islamic State.

The directions of improvement of innovative division of labor between the CIS countries. Loktev R. Ampere-second. 96

Need of carrying out integration processes against the background of activation of use of innovative technologies is caused by existence of external and internal prerequisites. International division of labor characterizes spatial manifestation of public division of labor, these processes are caused by economic, natural, social, historical and national peculiarities of the states and are a key factor of increase in production of production and also reduction of prices of it. Strengthening of value of innovations as a modern key factor of production in processes of world integration together with an intensification the innovative focused international economic activity of various states demands formation of the new modern directions of division of labor, first of all, within the most perspective integration groups. On the basis of the above-stated tendencies of integration and innovative processes in article the technique of realization of innovative division of labor between the CIS countries directed to association of resources of national innovative systems that will allow to increase the level of competitiveness of national economies of the State Parties of the CIS is offered.

Keywords: innovations, Commonwealth of Independent States, CIS, division of labor, international cooperation. innovative space, export, value added

Globalization and integration as main directions of development of world economy of Petrov I.S., Egorenkov M.A., Torotorin E.V. of page 99

Today in the conditions of large-scale geopolitical and social and economic transformations interaction at the level of the countries and the states repeatedly strengthens consequences of adoption of any economic decision that first of all it is caused by globalization processes when survival even of the average countries in the modern world can be carried out effectively only under conditions of unity in understanding of tools and the strategy of effective interaction. In this sense integration in all variety of the forms and manifestations is the main practical tool. In article the main approaches to definition of the concept "globalization" and "integration" on the basis of which the key direction in definition of the concept "global management" is modelled are considered and also the historical retrospective of emergence of the concept "globalization" is considered. The main complexity in specification of the concept "global management" consists in its ambiguity and multidisciplinary its definition. The Mnogoaktornost of process of globalization in the conditions of the Euroasian integration represents conscious and purposeful process of rapprochement and mutually adaptation at which certain economic subjects separately are not able to benefit by process of transnationalization of world economy effectively any more.

Keywords: globalization, integration, global management, political globalization, actors of global management.

Speeding up of intercountry "blockade": development of foreign trade of Russia in the conditions of economic sanctions Kostin A.A., Kostina O.V., Moskalenko O.A., Glekova V.V. of page 104

In article the current state of trade and economic relations of Russia taking into account influence of various factors is exposed to the critical analysis. The relevance of holding various actions allowing to minimize influence of sanctions for development of foreign trade of Russia is highlighted.

Keywords: foreign trade, mercantilism, trade and economic relations, sanctions, import substitution, export, import, investment cooperation.

Problems of the organization of interaction between participants of projects of PPP in Russia. Bedikin V.V. of page 111

Article considers the main problems arising during preparation, design and implementation of projects of public-private partnership in the Russian Federation as from the point of view of public authorities, and the private investor in various planes of their interaction. Special attention in article is paid to structuring the considered questions for the purpose of further search of optimum ways of the decision of the PPP projects of problems arising at realization. The analysis of the considered materials shows that the difficulties arising at introduction in the Russian Federation of mechanisms of public-private partnership represent rather wide range of various factors, the conceptual, institutional, organizational, economic and legal plan. Except actually existing problems taking place on each of project stages in the form of PPP in article the reasons and prerequisites their defiant are considered and described. On the basis of the questions analysed in article the conclusion is drawn on existence of the key factor having the powerful importance

in modern Russian conditions - crudity and imperfection of the domestic legislation existing now, lack of an integrated approach from the government to formation of standard and legal base in the field of public-private partnership.

Keywords: PPP project, problems, design, realization, public-private partnership, private business, investments, government, financing, efficiency.

The correlation and regression analysis of influence of factors on labor productivity at the agrarian and industrial complex enterprises of the region Grachev D.V., Galeyeva R.V. of page 115

In this article the efficiency of use of labor potential and its regulation of the agro-industrial enterprises of the Belgorod region is considered. In the analysis 645 agrarian and industrial complex enterprises functioning in the Belgorod region entered. The analysis was carried out on the basis of annual reports of farms of the Belgorod region with application of indicators of economic efficiency, such as: labor productivity, fondoosnashchennost level, number of workers, number of skilled workers, amount of compensation of one worker, fondovoruzhennost level, level of production of gross output. As a productive indicator such indicator as "labour productivity" was chosen. Use of economic-mathematical modeling for receiving quantitative assessment of key parameters of agrarian labor market is stated. Application of the correlation and regression analysis is proved, the correlation multiple-factor model on stages is painted. Approaches to selection of factors and creation of regression model are investigated. The directions for effective assessment of level of security of the enterprises and regulation of regional labor market of agrarian and industrial complex are offered.

Keywords: labor market, regression models, labor productivity, correlation and regression analysis, number of workers.

Evolution of theoretical bases of organizational management in modern economy. Gumerov M.F. page 118

Article is devoted to the analysis of basic provisions of the theory of organizational management and their dialectics in modern conditions. By results of a research the author formulated new theses of gnoseology of organizational management which structure includes four components. It is, first, the specified interpretation of the term "organizational management" which is result of the retrospective analysis of theoretical ideas of essence of the considered social and economic process. Secondly, it is structure of subject domain of this discipline where five disciplines of fundamental character and three applied enter. Thirdly, are considered the characteristic of the main directions of a research – the elements of the operated social and economic systems which are most dynamically developing in modern conditions. – in less detail – are carried to them: information, knowledge, money, work and psychology. At last, fourthly, the circle of questions connected with formalization of their functioning on the basis of optimizing methods is considered.

Keywords: organizational management, theoretical bases, gnoseological bases, theory of systems, cross-disciplinary communications

Biodynamics of control systems of ecological management. Kalinin P.A., Gurova E.S. of page 122

The social and economic systems of global economy develop from 70th of the 20th century in the conditions of sharp deterioration in an ecological situation, leading cardinal changes in the theory and practice of business management. One of the leading directions of these transformations is transition from traditional, "technogenic" management of firm to the biodynamic management preventing harmful effects on the environment at all stages of value creation and at all levels of management.

Priorities in modern society are caused first of all by the fact that biodynamic funds of effective management are allocated first of all for satisfaction of vital needs of the population of our society. Consumption of the market of ecological goods is connected with it and also creation of the healthy vital and welfare environment for the benefit of society.

The market ecological (or alternative) goods – qualitatively other market of production and services. This market guarantees to the consumer higher quality of the consumed goods. In the considered market the raised prices are established always. Producers of these goods wish to mark such production as "ecological". This marking most often meets in countries of Western Europe, Japan, the USA, Australia or China. The Russian consumers also began to pay attention to quality of production acquired by them. However, marking "ecological" for many enterprises of Russia is means of obtaining competitive advantage in the market.

Keywords: biodynamics, management, ecology, ecological management, ecological goods, quality of goods and services, biodynamic production.

National security and features of state system of Russia. Kakhriyanov D.M. of page 125

In the conditions of formation of a new world order there is a process of overflowing of domestic policy in external and vice versa. Especially this tendencies concerns the polysynthetic states with non-uniform welfare and socio-political subsystems. Relevance of ensuring national security at the regional level for Russia relevant owing to geographical, territorial, mental and other characteristics of her subjects, many of which are on a joint of civilization borders. The threat of easing of national identity of citizens of Russia, cross-border security, a rupture of straight lines and feedback between the center and the periphery increases in these conditions. Maintaining unity of constitutional and legal space and territorial integrity becomes a key dilemma for domestic policy of the Russian Federation. From the point of view of strategic planning, important is a maintaining stability of system of the territorial device through mutual coordination of interests as regions among themselves, so regions and the political center on the basis of the federal relations, without allowing destruction of historically developed ethnosystem of Russia, uniform political, economic and spiritual space.

Keywords: national security, domestic policy, national identity, territorial identification, standard and legal system, Russian regions.

Social and psychological determinants of success of training of negotiators. Markovic V. A. page 129

Need of identification of the social and psychological determinants influencing success of training of negotiators in programs of vocational training constantly increases in modern economic, political, social conditions that is connected with increase in quantity of negotiation situations in which participation of the expert with the high level of negotiation competence is necessary. In this regard identification of social and psychological determinants of success of training of negotiators is important not only for development of theoretical problems of psychology, but also, first of all, for the solution of many applied tasks: professional selection on programs of basic and specialized preparation, formation of educational blocks and modules and also their combination depending on the level of the revealed professional and important qualities of the negotiator assume an opportunity to predict success of training and, as a result, high efficiency of negotiation activity which is understood as achievement of the goals and the solution of objectives during negotiations. The problem of identification of social and psychological determinants of success of training of negotiators can be realized by establishment of interrelations between complex indicators of success of training and expressiveness of professional and important qualities of negotiators.

Keywords: the professional and important qualities (PIQ), the general integrated indicator (IPO), efficiency of the program of preparation, the method of the analysis of hierarchies (MAH), the number of successfully held negotiations (NSHN), amount of the revealed signs of unreliable information, basic preparation, criteria of efficiency, the sum of ranks, an integrated indicator of success of training (Ipuop)

Preservation of a kontinualnost of national identity as a problem of the state during a globalization era. Nefedov R.F. page 133

In this article various aspects of preservation of a kontinualnost of national identity by the state in the conditions of globalization are considered. The author analyzes theoretical approaches to a role of the state in the course of reproduction of identity, and reveals the main features of a kontinualnost as properties of identity. By consideration of multiculturalism as approach to implementation of state policy in the field of reproduction of national identity the author came to a conclusion about its inefficiency, in view of impossibility of preservation of a kontinualnost of national identity. As a result of the analysis of experience of various countries the author revealed need of carrying out complete state policy in the field of reproduction of national identity, and offered a number of concrete recommendations to its implementation. These recommendations include measures in such areas as education and regulation of migration flows, and also directly the recommendations about transformation of national identity allowing to keep a kontinualnost in the conditions of globalization.

Keywords: Assimilation, globalization, state policy, kontinualnost, migration, multiculturalism, national identity, education

Health of the population as the most important aspect of demographic safety. Smelov P.A., Egorova E.A., Epstein N.D. of page 136

In article it is given determination of health of the population from the point of view of a statistical research. The value of public health from the point of view of demographic safety is considered. An assessment of interrelation of health of the population and level of demographic safety of the country is given.

Keywords: statistics, integrated indicators, demography, population statistics, demographic safety.

Regional cooperation of border zones in the tourist sphere as basis of economic security of Krasnodar Krai. Bayadyan A.Yu. page 140

The object of research is a regional cooperation of border zones of Krasnodar Krai for development of tourist branch in their territory. The research of regional cooperation of border zones in the tourist sphere is basis of economic security of Krasnodar Krai. Border areas receive tourist orientation in case the border or territories around it are allocated with tourist and recreational resources. Resource potential which is in detail considered in article, defines tourist branch as a point of economic growth in economic activity for a long-term outlook for Krasnodar Krai and neighbors of the first order. The fundamentals of methodology of this research are made by methods of modern social and economic and recreational geography and their system analysis. The applied methods are descriptive thanks to which the characteristic tourist regional integration groups was presented in article. The clustering of territories of Krasnodar Krai was carried out on the basis of statistical and mathematical methods. Results of a research are received on the basis of an analytical method.

Novelty of this research are the tourist regional integration groups (TRIG) created in Krasnodar Krai with specialization establishment, definition of strategy of long-term development and interaction with increase in economic security of areas due to development of a tourist product. Thus, interaction of regions by this principle increases their economic security which consists in support of the enterprises and infrastructure facilities, vital for the population, of the explored territories.

Keywords: region, regional cooperation, border zone, tourist sphere, tourist product, integration, regional tourist integration group, tourist potential, cross-border cooperation, economic security.

Directions of improvement of regulation of activity of subjects of natural monopolies and ensuring energy security of the Russian Federation. Titov E.S. of page 144

Article is devoted to consideration of objectively developing problems in the Russian power industry requiring the solution. The measures allowing to achieve positive results are considered and at the same time to ensure energy security of Russia. In the conditions of the sanctions imposed against Russia the most relevant measures represent: the change of structure of purchases aimed at the import substitution development; development of the domestic test centers; solution of personnel questions on secondary technical specialties; change of the mechanism of professional formation of the expert and reduction of its way on an office ladder; solutions of the problem of weak intersystem communication between energy surplus and power scarce regions of Russia which is the reason of deficiency of the electric power in a number of subjects of the country. Development of the concept of the uniform market of the electric power of Russia, Kazakhstan and Belarus which will create loading of the cross-border power lines which are standing idle now and will only bring it, by estimates of experts, from 500 million US dollars a year.

Keywords: natural monopolies, import substitution, integration, competition, sanctions, energy security.

Problems of execution of municipal property by local self-government institutions in the Republic of Bashkortostan in the 90th of the 20th centuries - the 10th of the 21st centuries. Sarayev K.N. of page 147

Economic independence of municipal self-government institutions, within the modern system of local government, one of the most important areas of functioning of this institute. The important place in sources of income of budgets of local governments is made by municipal property. This term is non-uniform and includes a large number of various components. Meanwhile, the enterprises and industrial facilities which are a part municipal property are considered as the most valuable assets at the disposal of local government. Since the period of Reorganization and till present, the objects and funds which are a part of municipal property are actively used by municipal authorities for the solution of daily economic problems. Studying of methods of operation of these sources on a historical interval of time since 1985 till present is necessary for development of new reforms of institute of local government. The most important is search of an optimum and acceptable way of execution of municipal property within the modern democratic Russian Federation device.

Keywords: municipal property, local administration, City Council, local governments, privatization.

The main directions of development of capital investments in the Far East. Fedorov I.V. of page 149

In article the analysis of investment process in the Far East is made. The Far East always differed in low efficiency of development of capital investments. Upward dynamics of investment process in the region in the 2000th was confirmed by ultrahigh capital intensity of growth. Disproportions in distribution of specific capital investments are shown. Shifts in investment activity in the region for the program period of 2008-2013 are estimated. These years backlog of Primorsky Krai from the Sakhalin region on density of gross capital investments was reduced, in Primorye there passed the regrouping of investment activity. Tendencies in housing construction are revealed. The advancing rates increased shower input of housing in the Sakhalin and Amur regions, in the Jewish Autonomous Region. The model of investment process in Primorye is offered. Content of investment activities in Primorye in 1986-2012 reveals, the reasons of the corresponding dynamics of capital investments speak. Priorities of management of investment activities in the Far East region are defined.

Keywords: capital investments, Far East, construction, large and medium-sized enterprises, investment process, structure, gross regional product, housing.

Features of rendering of services of additional professional education by higher educational institutions of Semyonov A.A., Bardina N.Yu., Fedyushin N. Ampere-second. 153

In article current problems of development of the market of additional educational services are considered. Tendencies of development of the sphere of additional professional education and feature of carrying out the analysis of competitive forces of the market of additional professional education and a set of the private criteria reflecting specifics of this type of training are defined.

Keywords: Education, tendencies, higher education institution, remote educational technologies, webinars, competitive forces of the market of additional professional education, market power of consumers, market power of suppliers.

Role of adaptive management in the solution of problems of sewing production. Bobokulov R.Yo. page 156

Article is devoted current state and potential, factors and problems of development of sewing production. In article it is shown that the major factors limiting development of branch are difficulties in the made administrative decisions, difficulties when ensuring standardization of ISO and to difficulties access of the enterprises to qualitative raw materials at reasonable prices, difficulty at implementation of the foreign trade operations.

Sewing production takes the important place in structure of industrial production of the country. For its development in the country there were favorable conditions. The research of sewing production promotes understanding the present and forecasting of the future. It allows to learn lessons from others mistakes and not to repeat them; to learn ways of achievement of success to apply them in a suitable situation.

For satisfaction of the growing needs of the population for garments and continuous improvement of their quality and expansion of the range sewing production has to develop high rates.

Keywords: adaptive management, administrative decision, international quality standards, ISO, branch, sewing production, light industry.

About approach of integration of training in mathematics and economic disciplines according to summer school programs of Bykanov O.A., Filippova N.V. of page 159

In article approach of integration of training in mathematics and economic disciplines by modification and transformation of summer programs is considered. On the example of the REU economic-mathematical school of G.V. Plekhanov experience of partial integration of training programs on mathematics and economy is analyzed. The main objectives and forms of integration are discussed, contours of the new program of training are outlined. The author defined the main directions of integration on the near-term outlook, namely:

- the organization at economic higher education institutions of the regional center of preparation for the senior school students inclined to scientific work on the economic-mathematical direction;
- creation of scientific and educational and practical structures for preparation and retraining of experts of the top skills with their orientation to economic-mathematical specialties;
- active participation of training centers and schools together with economic higher education institutions in training of specialists for innovative activity, strengthening of attention to educational programs for mathematics and the economic disciplines aimed at the development of skills of design and financial and economic activity, ability to put and solve innovative problems of the economic direction;
- development on the basis of the Internet and the State Public Scientific Technical Library of a common information space of scientific center and economic higher education institutions of the region in the field of education and innovations;
- expansion of network of the international research centers on the basis of the large economic higher education institutions having high international rating, their gradual integration in the international scientific and educational centers;
- the organization of courses, summer schools, etc. for training of the senior school students and younger students of economic higher education institutions of carrying out scientific research in the field of economy and mathematics;
- further development of the developed forms of integration of training of mathematics and economic disciplines in economic higher education institutions in the form of joint departments and laboratories, educational scientific centers; integration scientific research, seminars, conferences, grant policy, publishing, collaborations with school students, including the Olympic Games and physical and mathematical schools.

The author drew a conclusion that result of active and effective integration of training of mathematics and economic disciplines in educational process of economic higher education institutions is the high level of university graduates that provides personnel replenishment of the academic, branch and high school science, promotes professional development of the top key element of other branches of economy.

Keywords: integration, training, mathematics, economic disciplines, program, school students, tasks, forms.

Conditions and features of production of earthwork in construction of thermal network. Vasilyeva S.S., Chebotaryov Yu.I. page 163

The purpose of article is the analysis of conditions and features of production of earthwork in construction of thermal network. Earthwork is represented by difficult process of engineering decisions and takes an important place in a total amount of works. Up to 80% of volumes of earthwork it is performed with use of specialized and all-construction digging cars – bulldozers, scrapers, odnokovshovy excavators. At construction or reconstruction of systems of heat supply the capital planning of lands significantly changing a surface relief is carried out. Key parameters of trenches are defined at design with the modes of water food of soil. Width of a trench is regulated by the set of rules 45.13330.2012 "Earth constructions, the bases and the bases".

The greatest steepness of slopes of the trenches, ditches and other temporary dredging arranged without fastening in the soil which is higher than the level of underground waters (taking into account a capillary raising of water), including in the soil drained by means of artificial water decrease it is necessary to accept according to requirements Construction Norms and Regulations 12-04-2002 "Safety of work in construction. Part 2. Construction production".

In article schemes of production of earthwork are provided (loading of soil to motor transport, development of soil in a trench in a dump, development of soil in a trench with fastenings in motor transport and to a dump). The last two schemes in case of the constrained conditions of production of works. In case of detection in the course of production of earthwork of the communications which are not specified in the project, underground constructions or explosive materials earthwork has to be suspended before obtaining permission of appropriate authorities. Development of soil in close proximity to the operating underground communications is allowed only by means of shovels, without use of percussion instruments. In places of crossings the complex of security actions for preservation of the existing communications has to be provided.

Keywords: conditions and features, production of earthwork, construction of thermal network

Application of the DSM-method of machine learning for a class of problems of economic forecasting. Gadzhiyev A.M. of page 167

The possibility application in the field of economic forecasting of one of methods of a class of machine learning - the DSM-method is considered and proved in article. In article the overall picture of application of the DSM-method to various subject domains is given, the reasons and prerequisites for application of a method are analysed. The assumption of a possibility of use of a method for economic forecasting of difficult structured projects as characteristics of subject domain completely correspond to criteria of applicability of a method is made. The research conducted by the author of article in the field of economic forecasting of the resulting indicators of construction projects in the oil and gas sector is also considered. The conclusions received as a result of a research are interpreted as economically reliable and making economic sense for the analyzed subject domain. Conclusions are as a result drawn on applicability of the DSM-method to a class of problems of economic forecasting and on ability of this method to yield economically reasonable result.

Keywords: machine learning, DSM-method, forecasting, decision-making support, expert system

Modern approach to development of success of preschool children by means of a chess game. Goats of. Ampere-second. 170

In article the concept of success of the preschool child is considered, its criteria and factors of development are marked out, need of development of success of preschool children and its influence on the subsequent training and existence for collective is proved. The main tendencies of training of preschool children in chess are considered, the general influence is analysed and the criteria of training necessary for increase in level of success are defined. The technique for which check the relevant experiment on the basis of school of chess "Educhess" during whom it is proved that the pupils who are regularly engaged in chess by the offered technique show not only the qualitative sports

results similar to results at training in classical techniques of teaching chess but also show the high growth of an indicator of success that positively influences formation of preschool children as persons was made is described. On the basis of the made experiment the conclusion is drawn on need of accounting of specific features of the child, tendency to a game in chess and use of individual approach in training of preschool children in chess for high-quality development of success by means of a chess game in modern conditions.

Keywords: formation of success; training of preschool children; technique of teaching chess

The limit theorem in a boundary task for random walks. Orlova N.G. of page 174

For the random walk $\{(n; S_n), n \geq 1\}$ generated by the sequence of the independent, equally distributed random variables boundary functionalities $\eta_n^{(1)}, \eta_n^{(2)}$. These functionalities are considered $\eta_n^{(1)}, \eta_n^{(2)}$ – define number of crossings of a rectilinear strip $-a < y < b$ ($a > 0, b > 0$) on the coordinate plane of points $(x; y)$ from below up and from top to down respectively, a trajectory of random walk on a piece $[0; n]$. The considerable number of publications is devoted to studying of number of crossings. Because finding of exact expressions for required distributions is available only to wanderings of a private look, the special relevance is acquired by the results connected with the asymptotic analysis. Unlike earlier received results, the asymptotic analysis in this work is carried out for a strip with constant borders. In the assumption that jumps of random walk have Rademacher's distribution $P(\xi_1 = 1) = P(\xi_1 = -1) = 1/2$ with population mean equal to zero, the limit theorem is proved. At $n \rightarrow \infty$ limit distribution of number of crossings of a strip and the normalizing multiplier is found.

Keywords: Random walk, boundary task, boundary functionality, number of crossings of a strip, limit theorem.

Cross-disciplinary communications in formation of technical thinking of students of technological Sidorov O.V., Petelina E.B., Yakovlev L.V., Gofenberg A.V. of page 178

Article is devoted to a problem of cross-disciplinary communications in formation of technical thinking of students of technological education. In the solution of this important problem an essential role is played by establishment and implementation of systematic interrelations between subject matters and formation of educational activity of students. Authors pay special attention in article to specifics of problem creative, technical and technological tasks during which solution development of cognitive activity is carried out. Cross-disciplinary communications bring the backbone beginning in subject training, provide integrity of process of training, performance in it the generalizing functions (methodological, forming, constructive), promote increase in scientific level of training. The technical thinking formed in the course of educational activity assumes presence at students of the generalized concepts about the studied objects. Intelligent perception and development of material which can successfully be put into practice is the cornerstone of its formation of technical thinking.

Keywords: cross-disciplinary communications, formation of technical thinking, training of the teacher of the Technological Education direction for the educational Technology area at school, technological training.

Research of influence of physical factors of the environment on the accuracy of measurement of mass concentration of dust beta dust counters. Somikhin V.S. of page 182

Dust is one of five factors of pollution of atmospheric air substantially influencing health of the population [1]. Requirements to air pollution level firm particles very rigid, standard values of mass concentration are expressed by micrograms on air CBM. So small concentration demand long selection of test. External factors of the environment can significantly change during this time. Assessment of the errors of measurement of mass concentration of dust arising at the same time is of a certain interest both to developers of radio isotope dust counters, and to those who use these dust counters in the practical purposes. In article the radio isotope method of measurement of mass concentration of dust in atmospheric air is considered. Modeling of influence of various factors on result of measurement of mass concentration of firm particles is made. It is shown that at change of temperature in the device and also at change of atmospheric pressure air density in space between a source and the receiver of radiation can change. At the same time there is either an increment, or reduction of mass of the substance participating in absorption β -radiations that as a result, leads to increase absolute and errors of measurement of mass concentration of firm particles.

Keywords: Mass concentration, firm particles, radio isotope analyzer

Realization of the program complex including the imitating model aggregated with a mnogoagentny genetic algorithm and other components for the solution of a problem of multicriteria optimization Hivintsev M. Ampere-second. 185

Today problems of business informatics become problems of big dimension, big computing complexity and demand new approaches to the decision. One of such approaches is based on use of imitating modeling when the target functionality of an optimizing task cannot be written down in an explicit form and counted directly – it can be calculated only by means of imitating model. Therefore the program complex for finding solutions in difficult optimizing tasks aggregated with imitating model would be demanded in practice. The description of its realization is the purpose of this article.

The developed program complex consists of the distributed evolutionary computer network realizing a new mnogoagentny genetic algorithm for search of Pareto-optimal decisions; it is aggregated with the system of imitating modeling; contains the database with the found solutions; it is integrated with programs for visualization and narrowing of the front of Pareto. This complex functionality allows to find rational solutions in difficult imitating models, assisting in development and adoption of administrative decisions.

In article the example of successful application of a program complex for development of strategic and operational administrative decisions for large Online store is also shown.

Keywords: imitating modeling, multicriteria optimization, Pareto-optimal decisions, genetic algorithms, the distributed calculations.

Pulse laser impact on destruction of polymethyl methacrylate at high-speed blow. Tsechoyeva A.H. page 193

Now there is a big variety of polymeric materials which are widely used as constructional, warm and electroinsulating materials. It is connected with the fact that they have elasticity, durability at blow, specific electric properties, high resistance to influence of various active environments.

When receiving, processing and a research of polymeric materials the most various methods and processing methods are used. The majority of methods is based on power influences. Such methods allow to define heatphysical properties, to investigate in polymers transition processes at such influences, to receive necessary data for establishment of the equations of a state and to modify polymeric materials.

Polymethyl methacrylate is one of the most technological polymeric materials and as constructional material, is widely used also when carrying out explosive researches, serves as ideal material for creation of covers of layered spherical targets, at the solution of perspective problems of the operated nuclear fusion, in various installations connected with spacecrafts and installations.

In this article it was described that use of laser impulses at impact on polymethyl methacrylate is more effective for creation of conditions for otkolny destruction in comparison with high-speed blow though it was supposed that the general scheme of development of hydrodynamic processes remains same in that and other case. Thus, mechanisms of a kraterobrazovaniye and destruction at these pulse shock destructions significantly differ.

Keywords: process of laser influence, energy, the drummer from polyethylene, a target, a laser impulse.

To a question of participation of the lawful representative in investigative actions. Bilyan V.N. of page 196

The analysis of the criminal procedure legislation revealed a problem of participation of lawful representatives at a stage of initiation of legal proceedings: this form of participation not only is not regulated by criminal procedure norms, but also it is not provided at all. However the need for protection of the rights and legitimate interests of the minor arises from the moment of his involvement in criminal legal proceedings, already at a stage of initiation of legal proceedings. Need of the solution of problems for this sphere is caused by a purpose of participation of lawful representatives. In criminal legal proceedings it comes down to replacement of the criminal procedure capacity which is absent at the minor, and the maintenance of lawful representation consists in protection of the rights and legitimate interests of the minor. In this regard in this article teoretiko-practical recommendations and offers on the solution of problematic issues of legal regulation of participation of the considered subjects in the criminal procedure relations are offered.

Keywords: crimes concerning minors, the lawful representative, the minor, investigative actions.

Cooperation of Federal Bailiff Service with regional Commissioners for Human Rights in protection of the rights of children. *Wolves of N. Ampere-second*. 200

In modern conditions creation of the reliable mechanism of protection of the rights and personal freedoms is of particular importance that, in turn, predetermines security status, public order and wellbeing of citizens. In a preamble of the Convention of the UN on the rights of the child of 1989 the family is considered as the main cell of society and the habitat for growth and wellbeing of all her members and, especially children. In the last decade providing the safe and protected childhood became one of the main national priorities of Russia. In the Family code of the Russian Federation the right of minor children for receiving alimony is affirmed. However not always in practice realization of this right because of concealment by payers of alimony of real income and places of their receiving and also other circumstances is possible. Considerable impact on a solution of the problem of protection of the rights of children is exerted by cooperation and interaction of service of bailiffs with regional Commissioners for Human Rights and Ombudsmen for Children.

Keywords: service of bailiffs, human rights, rights of children, collecting alimony.

The criminological characteristic of the crimes connected with the organization or the maintenance of shooting galleries *Gusev A. S.* page 204

The problems connected with expansion of a turnover of narcotic substances are multidimensional and are characterized by big public danger. In article questions of the criminological characteristic of the organization and the maintenance of brothels for consumption of drugs, psychotropic substances or their analogs are considered. The author paid attention to high degree of public danger of this type of crimes, the harmful consequences arising in communication by existence of shooting galleries and also the reasons of narcocrime and factors promoting its distribution are listed. Besides, in article types of shooting galleries are allocated, the criminological portrait of holders of a brothel is given, difficulties of proof and involvement of these persons to criminal liability are specified, the main ways of legislative fight against this type of crimes are considered. The main tendencies of existence of this type of crimes in the territory of the Russian Federation for the last 5 years are also analysed, official statistical data on the number of the crimes registered in Russia connected with the organization or the maintenance of shooting galleries are provided.

Keywords: shooting gallery, narcocrime, holder of a brothel, criminological characteristic, criminological portrait.

Shortcomings of a standard regulation of conducting investigation and search operations *Gushchev M.E., Shuvalova A.M.* of page 208

In article shortcomings of a standard regulation of operational search activity are considered. Separate provisions Federal the law No. 144-FZ "About operational search activity" which not fully satisfies today requirements of society are analyzed. Problems of discrepancy of this branch to standards of the international and national law are noted. At the same time, the legislator does not undertake sufficient measures for elimination of shortcomings of legal regulation of operational search activity and one of the most essential contradictions in the system of the legislation remain the conflict between provisions of article 7 of the Federal law "About HORDES" and part 4 of article 157 of the Code of Criminal Procedure of the Russian Federation. Recognition of the evidence obtained on the basis of results of investigation and search operations inadmissible becomes result of inconsistency of provisions of regulations often.

In the conclusion the conclusion about expediency of change of provision of the p. 4 of Art. 157 of the Code of Criminal Procedure of the Russian Federation is drawn.

Keywords: order and conditions of conducting investigation and search operations, order of the investigator, inadmissible proofs.

Some aspects of peaceful settlement of corporate disputes. *Kozlitin G.A., Hamburg. And.* page 211

In article the main aspects of reconciliation of the parties of a corporate dispute, namely various opportunities of settlement of such dispute as at a pre-judicial, claim stage are consecrated, and during consideration of the case in arbitration court and even at a stage of execution of the judgment which took legal effect. Authors establish some reasons that the institute of mediation did not finish a stage of formation so far and did not gain due distribution at permission of corporate disputes. Important feature of the procedure of mediation is that on the one hand, at its carrying out freedom in establishment of rules of its carrying out is allowed, and on the other hand all dispute is in the strict legislative framework established by norms of corporate law. In article also legislatively set features of the conclusion of the settlement agreement concluded by the parties of a corporate dispute already at a stage of consideration and settlement of dispute by arbitration court, a guarantee of realization of the rights and legitimate interests of the parties at its conclusion are considered.

Keywords: Corporate dispute, conciliatory procedures, mediation, mediator, settlement agreement.

Innovative developments of E.B. Kurzenin in modern jurisprudence. *Mkhitaryan L.K.* page 214

Eduard Borisovich Kurzenin is the unique scientist of the international level whose contribution to development of the theory of human rights and a konstitutsionalnost of modern Russia is extraordinary. Its theoretical developments in the sphere of the Roman right, human rights and bases of the constitutional state, become a basis of the edition methodical and manuals which are used in teaching activity at most the universities of Russia and the CIS countries in the objects "Roman Right", "Theory of the State and Right" and "Constitutional right" are covered in article. On the basis of its legal developments many modern scientists conduct researches, defend dissertations for a degree of the candidate and doctor of jurisprudence. It is dear member of editorial boards of prestigious Russian scientific magazines and editions. He is constantly invited as the expert in human rights, the Roman right and bases of the constitutional system in legislature of the Russian Federation and in scientific communities abroad. On the basis of its researches the constitutional legislation of Russia of modern times was under construction.

Keywords: Eduard Kurzenin, Samuel Pufendorf, bases of natural human rights, formation of the constitutional legislation of Russia, fundamentals of the Roman private law.

The legal nature of bonus payments to the faces of civil personnel of the Armed Forces of the Russian Federation and criteria for their inclusion in calculation of average earnings. *Ponomareva O.M.* of page 217

The present article is devoted to a problem of inclusion in calculation of the average salary of payments of the stimulating character, the Armed Forces of the Russian Federation made to the faces of civil personnel according to the Order of the Minister of Defence of the Russian Federation of 26.07.2010 No. 1010 "About additional measures for increase in efficiency of use of funds of a monetary allowance of the military personnel and compensations of faces of civil personnel of the Armed Forces of the Russian Federation". The ambiguous interpretation by participants of labor legal relationship of criteria which developed recently by which the categorization of the payments considered when calculating average earnings is made was the cause for writing of the present article leads to violation of the rights of persons of civil personnel of the Armed Forces of the Russian Federation in the sphere of compensation. Consideration of the specified problem happens through definition of the legal nature of the stimulating payments which are carried out at the expense of the means released as a result of economy of the salary fund by means of the analysis of the existing federal legislation and also departmental regulations regulating labor legal relationship with application of the jurisprudence which developed on a case in point.

Keywords: The calculation of average earnings, the salary, an award stimulating payments, the faces of civil personnel, the system of compensation, the salary fund, economy of budgetary funds.

Problems of use of rules of international law in internal armed conflicts. Smirnov M.G. of page 221

In the modern world the great concern is caused by the situation connected with increase in number of armed conflicts. It is especially difficult to give a legal treatment to internal armed conflicts when the government is resisted insurgent by the unrecognized movements by the international community. At the same time legal qualification of such armed oppositions is not always defined rather precisely. Meanwhile, the international legal theory and practice developed enough the norms allowing to qualify correctly armed conflict and that is especially important, to protect civilians in a zone of military operations. Government troops in many cases do not know and are not guided by norms of international humanitarian law, insurgents have also no interest in observance of the Geneva Conventions. As the result, internal armed conflicts in the modern world differ in big bitterness, a significant amount of the victims among civilians, destruction of civil objects. Situation worsens also the fact that the mechanism of prosecution of participants of the internal conflicts allows to judge mainly at the national level, without a possibility of impartial international trial. All this promotes numerous violations of international humanitarian law, deterioration in a humanitarian situation in the region of the conflict in general. Acts of genocide, extermination of the prisoners wounded and civil, numerous robberies and expropriations – here frequent satellites of armed conflicts of not international character. The situation is aggravated also with the fact that government troops can not always regain control over situation in a short space of time that leads to dragged-out civil war and, subsequently, to an economic collapse of a zone of the conflict and the subsequent humanitarian disaster. Article task – to show opportunities for protection by means of international law in the internal conflict of all victims of war, first of all, of the civilian population.

Keywords: principles, international law, humanitarian law, armed conflict.

Law enforcement problems at investigation of criminal cases on which the pre-trial agreement about cooperation is concluded. Surikov A. S. page 226

Law enforcement at investigation of criminal cases on which the pre-trial agreement about cooperation is concluded, answers purpose of criminal legal proceedings. Special procedural guarantees for realization the rights of the defendant for protection and regulations on ensuring his personal security are legislatively affirmed. At the same time did not receive an unambiguous legal regulation ensuring the rights of the victim that it is represented corresponding to purpose of the pre-trial agreement about cooperation. Within article author's suggestions for improvement of the criminal procedure legislation are formulated:

1. Law enforcement at investigation of criminal cases on which the pre-trial agreement about cooperation is concluded is means of a statement of a legal regime of criminal prosecution of the person which is not challenging the participation in commission of crime.
2. Within law enforcement at implementation of criminal prosecution of the person who concluded the pre-trial agreement about cooperation regulations on creation of a complex of guarantees of the rights of the victim from crime did not gain development. It is represented reasonable prevalence of public interest – investigations of criminal case – over the private interest connected with indemnification, caused by crime.
3. Law enforcement at investigation of criminal cases on which the pre-trial agreement about cooperation is concluded concerning legal status of the defendant accepts two main directions: realization of its right for protection and personal security in this connection author's recommendations about its improvement are formulated.

Keywords: "the pre-trial agreement about cooperation", the "criminal trial" which was "injured" "the party of charge", "the party of protection".

Legal characteristic of emergence and termination of the parental rights and duties. Terkulov H. Ampere-second. 230

The submitted article is devoted to studying of a concept and specifics of the legal nature of emergence and the termination of the parental rights and duties. In it such main questions as the existing bases of emergence of parental legal relationship are considered that is determining in the modern family legislation by article subject; as the legislation provides a possibility of paternity proof; what relations of emergence of the relations between parents and child; what are provided circumstances for paternity proof in a judicial proceeding; how the parental rights and duties stop; as the state registration of paternity proof and some other questions is carried out.

The legal analysis is carried out taking into account standards of the existing family legislation of Russia for the purpose of identification of gaps of standard and legal regulation.

In article the conclusion is drawn that emergence of the relations between parents and the child requires the child's birth, and emergence of legal relationship requires action - the certificate of origin of the child from specific parents in the order established by the law, i.e. its documentary confirmation. The family code of the Russian Federation provides obligation of establishment and various order of establishment of motherhood and paternity.

Keywords: parental rights, right emergence, right termination, deprivation of the right, origin of the child, state registration.

Innovations of the basic course "Piano" in the system of the higher professional music education of Shilov O.E. page 234

The course "Piano" for students – not pianists is present at a cycle of vocational education of musicians of all specialties from first years of formation of training programs in the St. Petersburg and Moscow conservatories. But eventually basic methodical installations of old Russian masters were lost in force, both the objective, and subjective reasons in a certain measure. It is obvious that the course "Piano" not fully performs today the developing functions predetermined to it initially and it is directed mainly to development by students of a repertoire minimum, skills of reading notes at sight and accompaniment. The federal state standard of higher education of the third generation on all musical and performing specialties includes in number of the major competences which students have to seize, "ability to show skills of possession of playing a piano".

Keywords: piano, general piano, piano course, all specialties, technique, teaching, vocational education, repertoire.

Videocourse in the system of training of the linguist Abramov E.I. page 242

Article opens a role of the authentic video record in practical preparation on a foreign language of students in the Linguistics direction and represents the approved technique of work with the feature film. The analysis of the current state of a problem indicates that at awareness of need of use of video for educational process the technique remains undeveloped. At the increasing role of a visual component in modern education video records allow to model real speech activity and have didactic and methodical potential. Formation of lexical, grammatical, phonetic skills and sociocultural competence is based on blocks of the verbal and visual information selected from the movie or news release. The structure of work on the video record includes a previewing stage, primary and secondary viewings, a postviewing stage, the analysis and repetition. Experience shows that use of video records in a practical course of a foreign language promotes formation of common cultural, all-professional and professional competences of the student linguist.

Keywords: videocourse, movie, linguistics, competences, visual, information.

Development of ideas of freedom of worship and freedom of worship. Bulavina M.A., Zaikina I.V. of page 245

In this article the author analyzes such concept as "freedom of worship" and "freedom of worship" from the point of view of their historical formation. Different views on these concepts of process of their formation and till today are investigated. The author analyzes features of formation of the concepts "freedom of worship" and "freedom of worship" that is in many respects connected with significant differences in philosophical views of the different periods in which concepts of freedom of worship and freedom of worship, clearer idea of which appears only by the 20th century when the principles of the rights and freedoms of the person not only in the theory, but also practice when the states begin to enshrine consistently the principles of freedom of worship and freedom of worship in the acts take roots, were not always clearly differentiated. Now the concepts "freedom of worship" and "freedom of worship" are thought more often as relatives, but not coincident, and scientists emphasize a mnogogaspektnost of these concepts.

Keywords: Freedom of worship, freedom of worship, political and legal views, religion, freedom of worship and freedom of worship in the modern right.

Problem of "expansion of ISIL" on the western and Russian Arabic-language TV channels. Dergami Amin of page 249

In article important elements of ideology of ISIL are analyzed (Isla? msky gosuda? rstvo Ira? nt) and Leva? nt), its structure, priority directions and results of activity, social essence and features of representation of an image of ISIL by various Arabic-language TV channels. Transformation of reference points of activity, the loudspeaker of activity of ISIL, including the events of September-October, 2014 which are taking place on border of Turkey and Syria and specifics of formation of the international coalition against ISIL comes to light.

At the end of article the conclusion is drawn that aspiration of the Arab countries to more active participation in cross-border information processes as independent subjects of informing, and, on the other hand, the competitive relations between them connected with rivalry of the rich oil-extracting states for political and moral leadership in the Arab world. Considering possibilities of modern media, it is rather easy for technologically developed state to provide uniform interpretation of the taking place events in own favor. "Objectionable" information on any problem — is blocked, then is issued in the changed look in the uncontested mode and gains the maximum distribution.

Keywords and phrases: Media, Arabic TV channels, jihadism; ISIL, Islamic extremism; "The Islamic State in Iraq"; "al-Qaeda in Mesopotamia".

Psychological features of children with a Down syndrome of Murzin O.P., Verbina of page 253

To be given researches of psychological features of children with a Down syndrome in article. Questions of diagnostics and studying of children with a Down syndrome are considered, the main scientific approaches to a perspective of development of children with this syndrome are opened. It is shown that during the training and education of the child with a Down syndrome teachers and parents need to rely on its stronger abilities that will give the chance to overcome it more weaknesses. From experience of the experts and parents raising children with a Down syndrome it is shown that the level of opportunities of these children has to be estimated only individually. Therefore any generalizations are essentially wrong as knowledge of a physical or mental condition of the individual cannot be torn off from understanding of his identity. It is emphasized, that the child with a Down syndrome for development needs many incentives – that to do something, in something to practise, study. They constantly need the help and support of parents and relatives. It is noted that it is necessary, using all informative abilities of children, to develop at them vital skills that, having become adults, they could serve, perform independently themselves in life simple work.

Keywords: Down syndrome, children, development, psychology, education.

To a question of krosskulturny interaction and cooperation in space transgranichya. Yaroshenko A.V. of page 256

Questions and problems which permanently arise in the conditions of general globalization when in space transgranichya there is a krosskulturny interaction act as an object of research of this article. In article the emphasis is placed on need of development of an important tendency for the social thought of the last years showing increase of attention to active practically potential of space transgranichya to constantly arising factors braking or destroying a possibility of mutually beneficial cooperation, the caused differences in the mentalities, cultural values, laws governing the international and cross-border relations, etc. Theoretical, dialectic, heuristic methods of a research which have conditional and not mutually exclusive character are applied to a research of specifics of cross-cultural interaction in space transgranichya. The novelty of a research consists that in the course of studying of a perspective of krosskulturny interaction in the conditions of cross-border space the survey cross-disciplinary research with use of modern scientific works on philosophy, political science, cultural science, sociocultural anthropology and also examples of interaction in the context of sociocultural international cooperation was conducted.

Keywords: Transgranichye, globalization, border, sociocultural space, krosskulturny interaction, cooperation, cross-disciplinary research.

Mark and rating assessment of conditions of realization of market mechanisms of sustainable ecological development of advanced industrial regions. Verzhitsky D.G., Starchenko E.N., Chasovnikov S.N. of page 260

In article material about results of the conducted research on assessment of conditions of realization of market mechanisms of sustainable development in the region with the developed industry and big anthropogenic load of the surrounding environment is stated. The technique of assessment of conditions of development of the ecological markets scaled on the level of the country and region is offered. Actions for improvement of conditions of development of the ecological markets in Russia and the Kemerovo region which can be used when developing measures of ekologo-economic regulation are recommended.

Keywords: ecological market, ecological business, greening, mark and rating approach, assimilatory potential.

The choice of the optimum program for repair of the rolling stock for structural divisions of railway transport taking into account production risks Larionov A. Yu. page 264

Modern conditions of activity and implementation of activity quite often put before manufacturing enterprises a problem of the choice of the optimal administrative solution, first of all the optimum program for repair of the rolling stock for structural divisions of railway transport in the conditions of the increased production risks. At the same time the most rational way it is possible to call application of the economic-mathematical methods helping to formulate a task and to find only the right optimal solution in algorithmic language. Therefore when forming the program for repair of the rolling stock for structural divisions of railway transport there is a need for application of techniques of structurization of knowledge which are directed to identification of extent of influence of production risks. Together with it use of results of application of methods of mathematical formulation of a problem of the choice will allow to introduce new organizational methods for increase in efficiency of activity of structural divisions of railway transport at achievement of main goals of functioning: decrease in costs of production and increase in the got profit, decrease in waiting time of repair of the rolling stock, improvement of quality of service.

Keywords: rolling stock, repair, railway transport, production risk, stock of orders

Formation of system of monitoring of a condition of regional shadow economy. *Falinsky I.Yu.* page 268

In article questions of formation of system of monitoring of a condition of regional shadow economy are considered. The author carried out systematization of the indicators influencing a condition of shadow economy and the indicators corresponding to them are offered. With the help methods of expert estimates influence of factors on the level of regional shadow economy is defined.

Keywords: monitoring of a condition of shadow economy, regional shadow economy, counteraction to shadow economy, indicators of shadow economy, factors of shadow economy.

//Innovations and investments. 2015. No. 6.

Clustering in the system of tendencies of development of innovative economy. *Barashkin M.V.* of page 2

In article the author considers process of a clustering as a tendency of development of innovative economy. The clustering gives the chance of decrease in transformational and transactional costs and optimization of logical operations on the basis of transparency of the cluster organizations and also replaces the competition between the enterprises and firms with their cooperation, allows to increase competitiveness of the region and country subsequently. In the conditions of innovative economy formation of corporate culture happens on the basis of high-quality change of cultural space. The organization of a cluster is directed to achievement of an ultimate goal – improvement of quality of life of the population. The efficiency of a clustering depends on the choice of the liberal or dirigist model of cluster policy of the state. The institutionalization of cooperation between enterprise and government institutions, educational and scientific institutions which promotes integration of economic potential of subjects for the solution of regional social and economic tasks is considered basis of cluster policy.

Keywords: cluster, clustering, innovations, institutes, culture, region

Valuable identification of the Charlie Hebdo trigger in an innovative mediasreda of Russia. *Kurushkin S.V.* of page 6

Process of moving of a clean event of area of discourse to sacral and profanny discourses is considered by the author. As a method the specific form of the content analysis – the valuable analysis with fixing on one trigger was used (trigger analysis). As theoretical basis the post-structuralist theory of a discourse and also the theory of valuable identities was used, mostly. The scientific novelty consists in specification of the concept "valuable trigger" and also in the offered model of origin of valuable triggers in a media discourse. Besides, the author describes the mechanism of a sacralization and profanization of the trigger through their introduction in the corresponding discourses. As a result of a research the author gives a conclusion that valuable interpretation of the Charlie Hebdo trigger in the innovative Russian media sphere leads to the ancient conflict between sacral and profanny as the fact of shooting at the editorial office of the weekly was interpreted through stratification of the highest identities.

Keywords: valuable trigger, Charlie Hebdo, media discourse, sacralization, profanization, network community, valuable interpretation, clean event, asotsiation, valuable analysis.

Innovative development in the conditions of globalization *Markushenok K.* Ampere-second. 10

Modern innovative processes exert considerable impact on world economy. Development and improvement of science and technology, mutual integration of the countries in the scientific and technical sphere, the accelerated development of developing countries are the main characteristics of economy which develops in the conditions of globalization. The innovative economy is a basis for development of the countries in the 21st century. In turn, globalization also accelerates innovative development of the country. It allows to assume that the countries with the economy focused on innovations are involved in globalization process more actively. For confirmation of communication of this assumption were analysed given the index of globalization (KOF Index of Globalization) and the global innovative index (Global Innovation Index INSEAD). Results of the conducted research allow to draw a conclusion on high correlation between analyzed indicators and to confirm the assumption of communication of innovative development of the countries and their involvement in globalization processes.

Keywords: innovation, globalization, innovative development, economic system, innovative economy, economic development

Instruments of stimulation of innovative activity of the enterprises in the region. *Terebova S.V.* of page 13

Results of a research of scientific bases of stimulation of innovative processes in the region are presented in article. The main instruments and methods of stimulation of innovative activity are considered. Foreign experience of stimulation of innovative processes is studied. Monitoring of innovative activity and stimulation of innovative processes of economic entities in the region is carried out (on the example of the Vologda region). The research objective consisted in studying of theoretical bases and practical experience of stimulation of innovative processes in region economy. An object of a research are processes of stimulation of innovative activity of the enterprises in the region, a subject – the relations developing between regional state governing bodies and a business sector of the region in the course of innovative development. Main methods of a research: synthesis, induction and deduction, analogy, transition from abstract to concrete, observation, the description, comparison, sociological poll, method of expert evaluations. Scientific literature in the field of stimulation of innovative processes, magazines, electronic resources and also data of polls ISERT RAHN formed information base of a research.

Keywords: innovations, innovative process, innovative activity, stimulation of innovative activity, region.

Role and value of marketing in innovative activity of the enterprise. *Cousin M. N., Fedyushin N.A., Bardina N.Yu.* page 18

In article the marketing role during the developing and implementation of the innovative project is considered. The special part is assigned to the analysis of marketing activity as a key component of decrease in risk and increase in efficiency of the innovative project.

Keywords: innovations, innovative marketing, innovative project, marketing of innovations, factors of success of innovations.

Economic essence and concept of the state investment policy. *Boyakhchyan A.* Ampere-second. 20

Investments have key value for realization of any economic processes. Because of limitation of investment resources the financial and production capacity of the state, its effectiveness and efficiency, reproduction and branch structure of social production depends on optimality of their use. The importance of investments and a set of the problems and questions arising in the course of their attraction and use predetermines need of the state participation in the solution of the specified questions that means formation of effective and rational state investment policy. State regulation of investment activities is possible by means of administrative, legislative and economic methods, use, mainly, of administrative methods assumes a form of certain "coercion" to investment activities therefore it is necessary that the purposes of investment policy coincided with the purposes tax, social, financial, tariff and other types the politician for ensuring forward growth of national economy.

Keywords: institutional environment, investment projects, innovations, priority branches of economy, knowledge-intensive production

Factors of cost and efficiency of the enterprises and holdings. Golubev M. P., Popova E.V. of page 24

The role of factors of cost is considered: reputation, operational and property capital. Need of accounting of features, prioritization of the factors influencing the cost of the enterprises and holdings is noted. The methods and drivers of cost, factors reducing cost are given. Actions for its increase are recommended.

The list of steps for ensuring growth of cost, a standard complex of corporate tasks and the used drivers is formulated. Objective and subjective factors of cost are given. The major aspects for increase in reputation cost are noted, the role of uniform system of decision-making is noted. The comparative analysis of the key factors and tasks influencing operational cost is made. Importance of balance of powers and responsibility of the persons making decisions is shown. The priority role of property cost for the industrial enterprises and holdings and need of balance between risks and structure of assets is shown.

Keywords: Cost of the enterprises, holdings. Reputation, operational, property cost. Drivers of cost and efficiency.

Venture financing of small and medium business in EU countries. Vadkovsky A. Ampere-second. 30

In article, on the basis of the analysis of the current economic situation in the European Union the main aspects of venture financing of small and medium business reveal. The role of venture financing at the present stage of development reveals. As a result of the analysis of definitions of the international and foreign organizations, the maintenance of the concept "venture financing" is specified. On the basis of the analysis of reports of the large research companies the analysis of features of development of venture financing in the countries of the European Union is carried out in recent years. The analysis of structure and dynamics of transactions of venture financing depending on a stage of implementation of investments, branches of investment is carried out. It was defined that venture financing in the countries of the European Union is focused on the sector of high technologies. To a lesser extent venture funds in the European Union seek to finance projects of traditional branches in which the enterprises of small and medium business are just involved. But also there are venture funds which are engaged in support of small and medium business in the European Union.

Keywords: venture capital, venture business, European association of venture financing, state support of the venture industry, venture funds.

Management of the financial risks of the enterprise connected with the banking sector. Demyanov A. Ampere-second. 33

This article is devoted to a question of management of the financial risks of the enterprise connected with the banking sector. The relevance of article is proved by sharp surge in 2014 in revocation of licenses of a number of banks, in the investigation of what many subjects of economic activity in whole or in part lost reverse money. The main financial risks of the enterprises, stages of management of risk are presented in article, the analysis of financial risks is given, the recommendations submitted on decrease in probability of manifestation of financial risks for the enterprises are offered. Implementation of the offered approaches is based on provedness of organizational and economic actions during the dosobytiny, current and postevent periods of manifestation of financial risk. The directions of holding actions - maintaining risk; transfer of risk; localization of risk; dissipation of risk; evasion from risk. Taking into account the offered recommendations, in article, as an example management of the financial risk designated as "the termination of activity of bank in which there is a settlement and cash service of the enterprise" is considered.

Keywords: financial risks of the enterprise, management of financial risks of the enterprise, stages of management of risk, identification of risk, analysis of risk, control of risk, assessment of effective management of risk, reconsideration of risk, banks, termination of activity of banks.

Estimation of cost of the organization on the basis of the theory of behavioural finance: statement of a problem. Ostrava And. Ampere-second. 36

The modern economy is characterized by the increasing rates of development, the increasing economic instability and constantly changing operating conditions. The analysis of the situation which developed in the Russian and world markets. results in understanding of need of application of the most effective financial instruments and methods of estimation of cost of business. The concept of behavioural finance allowing to consider a number of subjective factors by which investors at adoption of financial decisions are guided becomes one of such tools. Application of the theory of behavioural finance to assessment of business allows to increase objectivity in the conditions of the increased risks and uncertainty.

In the present article the main prerequisites of emergence and development of the concept of behavioural finance in the conditions of turbulent economy are considered. The main psychological phenomena arising in the course of adoption of financial decisions in the markets, and also in the sphere of investment are lit. The main directions of further researches in the field of business assessment on the basis of the theory of behavioural finance are allocated.

Keywords: behavioural finance; turbulent economy; decision-making; theory of prospects; framing; rational investor; participants of the market; business assessment

Strategic management of commercial banks in Russia at the present stage of development of branch. Sherenov N. Ampere-second. 41

Article is devoted to the analysis of features of strategic management of commercial banks in Russia at the present stage of development of branch. The tendencies causing orientation of strategic management of commercial banks in Russia at the present stage are considered. Requirements to which strategic management of commercial banks has to answer are selected, on the basis of these requirements the factors predetermining orientation of strategic management of banks in Russia are specified. The recommendations concerning improvement of methodical ensuring strategic management of domestic commercial banks, namely expediency of use of a matrix of Shell, the GE/McKinsey and ADK-LC methods and also technologies of "a tree of the purposes", the Mendelou models, methodologies "interested person" are separately formulated. Also in article the attention to need of use of the informal approaches reflecting qualitative characteristics of the present stage of development of branch to which number it is possible to carry is focused: maintaining logs; use of external data and analytics; drawing up reports of external and internal auditors; imitating and scenario modeling.

Keywords: bank, strategic management, branch, methodology.

Influence of direct foreign investments on economic security of the country. Yushkevich O.S. of page 44

For the last decades the majority of the countries of the world considerably liberalized the legislation concerning foreign investments. The direct foreign investments (DFI) are the most attractive to the country recipient. In article various definitions of this concept are considered, the structure of PII is given, advantages of direct investment for the investor are analyzed and also the favorable effect of attraction of PII for the host country is studied. However, direct foreign investments besides positive impact on economy the country, can create threats for economic security of the country recipient. Thus, in the conditions of openness of economy to direct foreign investments, it is necessary to observe balance of interests between the state and the foreign investor: on the one hand, creation of too severe conditions which could frighten off the investor is inadmissible, and with another – it is necessary to minimize risks for economic security taking into account own interests of economic development.

Keywords: direct investments, international capital, economic security, threats, risks

Methodical problems of assessment of effective management of a public debt. Romantsova T.V., Stokov A.I. page 46

In article the main methodical problems of assessment of effective management of a public debt taking into account the triple nature of realization of this task are considered. The existing methodical approaches and indicators of assessment of effective management of the state loans are presented, their shortcomings and the existing problems in the field of assessment of effective management of a public debt taking into account need of application of flexible methods risk management are considered. Basic elements of a triple task of management are considered: financial, political, organizational aspects. Synthesis of recommendations of the World Bank and International Monetary Fund is carried out. The basic principles of debt management are concretized: transparency, clarity and accountability. The main indicators on which the condition of a public debt when carrying out audit of efficiency is estimated are considered. The express analysis of legal base of regulation of a case in point on the basis of which recommendations about increase in efficiency of procedures of state regulation of activity of participants of process of management of a public debt are created is carried out. The main approaches to carrying out the analysis of debt stability are grouped and also the system of indicators of effective management of the public external debt on the basis of which elements of the effective mechanism of management of a public debt are created is adapted. Settlement indicators of debt stability of the Russian Federation for 2012-2015 are given.

Keywords: method, problem, public debt, management, assessment, efficiency.

Development of chemical industry of Russia in the 18th century. Production of gunpowder, saltpeter Konotopov M.V., Chernov K.E. are also gray. page 52

In this article restoration of a statistical picture of development of branches of chemical industry of Russia of times of the serfdom is continued. The considered period – 18th century – it is considered to be the beginning of a statistical era in Russia: really, the remained statistical data are enough that it is quite detailed to restore dynamics of the key productive and economic indicators of development of branches, such as volumes of production, import and export, number of the enterprises and workers, and on the basis of it to calculate such analytical indicators as labor productivity, concentration of production, etc.

The 18th century continues to be an era of domination of the state in economic life of the Russian society, and we completely devote this article to the analysis of development of such state branches of chemical industry as production of gunpowder, saltpeter and sulfur. These branches satisfying the state order provided its military needs. Production of potash which was important article of the state export was one more main branch of chemical industry of the 18th century in Russia. And productions of products of the main chemistry (chemicals and paints) our following article will be devoted to restoration of a statistical picture of development of production of potash and also other timber-chemical productions.

Keywords: Economy history, history of branch, history of Russia, retrospective statistics, chemical industry, gunpowder, saltpeter, sulfur

Work as basis of economic reality Ibragimov U.F. page 56

With the advent of the market of labor the full-fledged market economy where all factors of production (work, the earth, the capital) are purchase and sale objects is formed. The market relations become norm of public life for all holders of factors of production (workers, landlords, industrialists-businessmen), the category "market" is approved as the standard metaphor expressing sense of the western civilization. At the same time there is an economic science in that form which is represented to modern understanding as science about the market. Modern virtual forms of work, cost (capital) and economy developed during sociocultural, social and technological, geopolitical changes in the capitalist world by the end of the 20th century as a result of which there were so-called "markets of intellectual property", "innovators, generators and distributors of the ideas", and "global financial and information networks". In a research it is revealed that in the course of historical development, changes of the intrinsic parties of work led to transformation of other economic objects: cost (capital) of economy. Therefore work can fairly be considered as "parent" of economic reality.

Keywords: Work, labor market, capital, work economy, economic reality.

Methodical approaches to the concept "quality of work" Kozimyanets K.V. of page 60

Author's definition of the concept "quality of work" is presented in article. In it roots of this definition are listed. Among them there is an approach of "International Organization for Standardization" to the term "quality", the two-factor theory of motivation of F. Gertsberg, etc. The emphasis is placed on identification of the main parties interested in work and distinction of their requirements to work. The main interested parties are consumers of the products and services created in the course of work, personnel and owners of the organizations. Degree of satisfaction of each of the parties includes concrete indicators. The satisfaction of consumers is connected with competitiveness of production; the satisfaction of personnel usually results in his high motivation, and it can be estimated, being guided by motivation models; The Interest of owners consists in receiving profit and achievement of other purposes. Listed is requirements of interested parties to work. In many cases they contradict each other. The determination of "quality of work" presented in article creates a basis for studying and overcoming these contradictions.

Keywords: quality of work, satisfaction of consumers, personnel, owners of the organizations

Restructuring of electrodynamics attracts changes in the theory of a structure of elementary particles and in general in the theory of the device micro and a macrocosm. Mashkov V.V. of page 63

In this article the author enters amendments to basic provisions of electrodynamics and the essence of forms of a material world (a vacuum, the field, radiation, substance) reveals. It attracts changes in the theory of elementary particles and in the theory of the device micro and a macrocosm. The conclusion that electromagnetic properties of a material world have to be described theoretically not by two, but three physical manifestations is drawn, namely: electric field, magnetic field and charged particles (stationary, or being in the movement). In the course of the research, the author studied theoretical works in the field of a microcosm and received additional theoretical material which compared with the results of specifications of Electrodynamics which are available for it. Not the discrete mathematics is applied. An opportunity to consider numerous properties of a physical vacuum and an opportunity theoretically consistently to explain all known characteristics of elementary particles is represented. The limitation of action of the principle of "mass defect" reveals.

Theoretical developments of the author show that except thermodynamic processes in the atmosphere of Earth under the influence of variously alternating electromagnetic fields there can be a multiplication of abnormal individual events, i.e. there can be a decomposition of elementary particles in energy and at the same time the arising microdot power sources, possessing torsion impulses (vortex impulses), create in these or those points of space mini-whirlwinds which quantity can increase considerably (under the influence of the changing intensity of electromagnetic fields of the earth), at the same time their orientation can coincide and it turns into formation of powerful vortex streams which depending on additional factors can develop into any natural physical phenomena.

Keywords: electrodynamics, forms of a material world, not a discrete microcosm, locality of the principle of "mass defect".

Features of development of the modern world market of administrative consulting. Berchenko V.S. of page 66

The author focuses the main attention in work on the modern world market of administrative consulting. Characteristics of consultation are allocated and described and the concept and definition of the term consulting understands. Considerable attention is paid both to general information about administrative consulting, and to the detailed analysis of the market in a money equivalent and on geographical sign. The author seeks to track change

of segmentation of the market of administrative consulting during 2011-2015 and sorts the reasons and prerequisites which influenced the happened market changes. In article key segments of the market of administrative consulting, such as strategic consulting, operational consulting, financial consulting, personnel consulting and consulting in the sphere of information technologies are considered and the list of the key tasks solved by each of segments is formed. In conclusion features of the competition in the market of administrative consulting are considered and tendencies for a short-term outlook are analyzed.

Keywords: Administrative consulting, consulting market segmentation, analysis of the market,

Straight lines and outer effects from fragmentation of production in world economy. Drapkin I.M. of page 70

The modern world economy is characterized by high extent of fragmentation of production, i.e. narrow specialization of the companies at separate stages of production and finding of various production stages in the different countries. In this article effects which arise in economies as a result of production fragmentation are considered. Direct and external and also horizontal and vertical types of effects are allocated. These effects are consistently considered for the following forms of fragmentation of production: horizontal direct foreign investments (DFI), vertical PZI, offshoring and international outsourcing. Effects of fragmentation of production are considered as in the accepting economy, i.e. economy where technological production phases are taken out, and in the exporting economy, i.e. economy from where these technological stages are taken out. The factors exerting impact the sign and size on horizontal and vertical effects of fragmentation of production in the accepting economy are allocated.

Keywords: production fragmentation, direct foreign investments, outer effects from PZI, vertical intercompany interrelations, horizontal PZI, vertical PZI, the international outsourcing, theories of direct foreign investments.

Innovations in the taxation of foreign accounts to the USA and their influence on the Russian stock market Zverev N.O. of page 78

In article some aspects of introduction in the Russian practice of FATCA (Foreign Account Tax Compliance Act) — the American law on the taxation of foreign accounts which main goal to interfere with evasion of taxes of the American citizens working and living in the territory of other states are considered.

The essence of the law which obliges banks and other financial institutions to provide information on the clients — natural and legal entities to tax administration of the USA (IRS) *reveals*. It is emphasized that opening information, the organization gets under direct control of IRS.

In article key Dates of Introduction of the law in force and its impact on the Russian legislation are considered. So on June 28, 2014 amendments to the Federal law No. 173-FZ *were adopted*

The Russian banks should observe requirements of FATCA since July 1, 2014 otherwise punishment is prescribed. Sanctions can be appointed in the form of penalties, and closing of corresponding accounts will be applied in some cases. Against the background of sanctions it substantially complicates activity of the financial organizations in the international markets.

Keywords: FATCA, counteraction to evasion of taxes, financial accounts, foreign taxpayer, organizations of the financial market, standards of automatic exchange of financial information.

Transformation of interrelations of the Russian industry indexes of actions with factors of a world economic environment. Mitrofanov V.I. page 80

In article the assumption of existence of long-term interrelation between the Russian industry indexes of actions and factors of a world economic environment becomes. The assumption is confirmed by means of the theory of a kointegration. From industry indexes three major are considered: RTS of oil and gas, RTS of finance, RTS of metals and production. Throughout all history of calculation of industry indexes the economic situation in the world was not uniform. Both sustainable development of world economic system, and sharp changes economic conditions was observed. In this regard three temporary periods were allocated. On each of the periods the model of interrelation of industry indexes of actions with factors of a world economic environment was constructed. On the basis of comparison of models the analysis of transformation of interrelations under the influence of the changes happening in world economy is made. Despite distinctions of the considered sectors of the stock market, the general tendencies are found. Recommendations about practical use of the received results are made.

Keywords: stock market, kointegration, industry index

Formation of an automated control system, planning and control for effective management of the higher educational institution Gorelov B.A., Korzhuyeva L.M., Tikhonova A. Ampere-second. 86

Article is devoted to questions of ideology and approaches of construction in HIGHER EDUCATION INSTITUTION of system of management accounting, to its features and characteristics. Creation of system of management accounting in HIGHER EDUCATION INSTITUTION will allow to solve problems of increase in efficiency of financial and economic activity, and thus to promote achievement of main objectives: to creation of the new directions of training; to increase in degree of satisfaction of need for educational scientific and technical services; to carrying out basic and applied scientific research and other. Unfortunately, today the methodology of management accounting is not developed for HIGHER EDUCATION INSTITUTIONS, and direct application of foreign experience is impossible. Each higher educational institution will need to conduct a number of specific researches of the working processes and also dependences of costs on parameters and elements of these processes. Article is devoted to questions of ideology and approaches of construction in HIGHER EDUCATION INSTITUTION of system of management accounting, to its features and characteristics. Much attention is paid to the description of structure of system and its opportunities of integration with information systems 1C

Keywords higher educational institution, management accounting, educational and scientific activity, information system

Management of hazardous production facilities: audit or controlling. Akulova S.V. of page 91

The relevance of a question of ensuring industrial safety is proved in article. The problems influencing safety of hazardous production facilities are investigated. Basic elements of holding auditor procedures are considered: comparison of data on the initial remains on the relevant article of the balance sheet; analysis of correctness of synthetic and analytical account; comparison of these registers of accounting and summary data. The author's technique of audit of reserves of financial means for localization and mitigation of consequences of accidents and auditor procedures is given and also need of creation of system of controlling of hazardous production facilities is proved. Including, basic elements of the auditor procedure are considered: accounting of formation and use of a reserve of financial means for localization and mitigation of consequences of accidents; accounting of expenses on formation of reserves of financial means for localization and mitigation of consequences of accidents. Basic elements of controlling as process are concretized: collection of information about the state and processes happening at operation of OPO; its comparison with accepted standards, rules and standards; a research of the obtained information on extent of its influence on the resulting characteristics of process; the diagnosis of a condition of OPO by results of a research strong and weaknesses; consultation at the known diagnosis and the required state, i.e. modeling of outcomes and decisions.

Keywords: controlling, audit, industrial safety, hazardous production facility, technogenic catastrophe.

Management model: comparison of the Russian and European approaches. Zhdanov. Ampere-second. 95

In article the directions of improvement of domestic model of management, incorporation in it successful foreign administrative the practitioner are considered. It is noted that today the Russian model is closest to the European. In this regard key elements of modern European management are allocated, comparison of two approaches is carried out, the possible directions of modification of domestic model of management are designated. Comparison of the possible directions of development of the Russian model of management is carried out, and pluses and minuses of each approach are defined. On the basis of the carried-out comparison it is noted that the approach focused on adaptation of the western management has indisputable advantages. They are connected with the fact that in that case there is an opportunity to use extensive experience of foreign partners, to apprehend all rich capital of knowledge acquired in the countries with the developed market economy. As a result as priority, steps are determined by improvement of organizational structure of the enterprises, activation of potential of employees at company management, their social skills, use of "soft" methods of management ("soft skills").

Keywords: management models, modification of methods of management, soft management skills.

Development of administrative decisions in the course of formation of the development strategy of the industrial enterprises. Rajevski S.V., Tsarikayev A.Yu. page 99

Development of administrative decisions with their subsequent acceptance and realization is difficult process of collecting and the synthetic analysis of the basic data required for justification of the made decisions which are subject to the subsequent fixing in the corresponding form (oral or documentary). Proceeding from it, development of administrative decisions in essence and to contents represents one of the main functions of management of any enterprise and also an important stage of an administrative cycle of all organizing activity of the management.

In article the complex algorithm of formation of the development strategy of the industrial enterprises on the basis of the modified cycle Deminga which emphasizes the continuity of this process is offered. Distinctive feature of such approach is the combination of theoretical developments (the modified cycle Deminga, the theory of restrictions) and economic-mathematical methods (the integrated analysis, the radar method) allowing to prove methodologically adoption of administrative decisions at the choice of the directions of the development strategy of the industrial enterprises.

Keywords: development strategy, industrial enterprises, cycle Deminga, theory of restrictions of Goldratt, integrated analysis, radar method.

System effects of formation of an educational cluster in the region Valinurova L. S., Kazakova O.B., Kuzminykh N. Ampere-second. 102

In article the major factors constraining transition of regional economic systems to innovative type of development are designated. Relying on domestic and foreign experience, the expediency of formation of a regional educational cluster is proved and proved. The basic features of an educational cluster distinguishing it from other cluster structures and defining possibilities of activation of an innovation of social orientation in regional economy are marked out. On the basis of domestic and foreign experience system effects of formation of an educational cluster in the region are marked out, their manifestation for all participants of integration is shown: enterprise, research, educational, etc. structures. The importance of formation of an educational cluster for improvement of quality of life of the population is proved. Influence of an educational cluster on development of innovative activity in the region is allocated, its contribution to formation of economy of knowledge is reasonable.

Keywords: innovative development of the region, educational cluster, system effects

Factorial management of risk models in a security system of aviation activity Dyomin S.S. of page 106

In article the author proves need of creation of a control system of safety of aviation activity according to requirements and the recommended practice of International Civil Aviation Organization. On the basis of author's treatments it is offered to define risks of safety of aviation activity by comparison of settlement risk with acceptable level. The author notes that when developing methods of categorization of crucial objects of a matrix of risk analysis are applied without use of probabilistic indicators, but with calculation of possible damages. The solution in adoption of the new doctrine and input of the relevant amendments for technically difficult systems is proposed. The author considers the existing models of risk management and offers new approach in the form of use of the theory of predicates and temporal logic. Need of uniform methodological approach to justification of threshold values of risks and development of indicators in various directions of aviation activity is considered.

Keywords: aviation activity, safety of risks, difficult technical systems, mathematical logic, predicate, indicators of aviation activity.

Main problems and prospects of the state support of social and economic development of municipal unit. Dzhamaludinova M. Yu. page 110

The local government holds special position in political system of society. Having the dual public and state nature, the local government is a peculiar intermediary between the state and society, the central and local government. The value of local government consists in its potential to maintain dynamic balance of the state and public interests, to develop such administrative interactions and organizational practitioners who most adequately answer degree of complexity and a variety of social problems.

The question of the state support of social and economic development of municipal unit is represented especially important in the modern conditions differing in strengthening of processes of differentiation, fragmentation and localization of public life. On the one hand, fragmentation and individualization of society reduce relevance of collective actions. But in these conditions there are opportunities for new ways of the collective organization, out of the centralized system of the state and within the capacity of local communities to self-government and self-organization.

Keywords: municipal unit, social and economic development, social services, social and economic development of municipal management, territorial system of public management, ICT competence, territorial organizations of self-government.

Factors Kakaliya I.M. influencing development of tourism in Abkhazia page 115

In article major factors which have the potential of development of the tourist sector in Abkhazia are considered and are the most perspective. The state-of-the-art review of the available recreational resources allows to draw a conclusion on the available fundamental base of static character. At the same time the condition of infrastructure demands capital investments of various forms for restoration, modernization of objects of tourism in Abkhazia and constructions of new. Also it is necessary to take into account social and public changes, the increased interest in society in alternative types of tourism (water, горный, спелеологический, археологический, религиозный, гастрономический, этнографический) that it is fully possible to realize in the territory of Abkhazia. In Abkhazia development of all types of tourism is possible, they can become a powerful incentive of development of national economy. Unique tourist resources of the republic create conditions for improvement of various types of the industry of rest. The territorial arrangement of Abkhazia is unique, the combination of proximity of the sea and a mountainous terrain creates a surprising combination. Development of tourism will allow to change an economic situation of the republic, will increase income, as in the state budget, and the income of locals.

Keywords: Abkhazia, tourism, tourist and recreational sector, water, mountain, speleological, archaeological, religious, ethnic, gastronomic tourism.

Analysis of opportunities of innovative development of the sphere of culture. Noskova N. Ampere-second. 118

In article the analysis of the current state of the sphere of culture in the Russian Federation is carried out. Potential opportunities of development of the organizations of the sphere of culture are defined. The author proves need of implementation of rational innovative activity for social and economic development of the country and also maintenance of its competitiveness in the market. At the same time the emphasis is placed on innovative development and assessment of innovative capacity of the sphere of culture. Now the role of the sphere of culture comes down not only to satisfaction of traditional set of cultural spiritual needs of society. The sphere of culture acts as the field of the social and economic relationship characterized by the high level of the competition today. Besides, in the Russian culture the residual phenomena of crisis state of the country of the middle of the 1990th and the end of the 2000th years are still observed that also confirms need and relevance of assessment of innovative capacity of the sphere of culture for its further development. The analysis which is carried out by the author on branches of the sphere of culture, allows to use the received conclusions as starting points at implementation of innovative activity.

Keywords: sphere of culture, innovative potential, innovations, organizations of culture

Influence of integration processes on economic security of the country. Prikladova A. Ampere-second. 121

In article the author considers development of the theory of the international economic integration and defines integration processes as the external factor making impact on economic security of the State Party of association. Trade liberalization within integration group promotes increase in a tovaropotok between member countries as result of strengthening of specialization of the state on export of a separate type of production and/or significant increase in import. The data set of processes leads to decrease in diversification of economy in general, to increase in the competition in domestic market and to closing of some part of the domestic enterprises not capable to resist to foreign players. In this regard, degree of dependence of the state on the partner countries increases, therefore, the level of economic security decreases. At more irregular shapes of integration the high level of development of economy can become the stimulating factor of emergence of the social and economic tension connected with the increasing inflow of labor from neighboring countries that negatively affects economic security of the state. Besides, by transfer of a part of the functions to supranational bodies the country leaders become less free in decision-making, the concerning questions of foreign and domestic policy.

Keywords: integration, trade liberalization, institutionalization, integration association, economic security, export diversification

Formation of rating of territorial subjects of the Russian Federation on the level of structural efficiency of activity of regional health care systems on the basis of indistinct and multiple approach. Russians T. N., Tinyakova V.I., Shishkina L. Ampere-second. 124

Article is devoted to a problem of assessment of efficiency of activity of regional health care systems of territorial subjects of the Russian Federation. The main emphasis is placed on structural efficiency. In modern conditions of the organization and activity of regional health care systems in territorial subjects of the Russian Federation serious financial and structural disproportions remain. In this regard the task of the comparative analysis of efficiency of health care systems and the systems of obligatory medical insurance is represented very relevant. Authors constructed the ratings of territorial subjects of the Russian Federation on the level of structural efficiency of activity of regional health care systems. The offered approach to formation of ratings provides use of indistinct cluster procedures and introduction of the reference subject which is characterized by averages across the Russian Federation values of indicators of efficiency. The reference subject allows to carry out substantial interpretation of the constructed typological groups. As criteria of efficiency two groups of indicators are considered: indicators of security with medical shots and indicators of activity of medical institutions. Leading subjects and subjects outsiders are revealed. Results of an empirical research testify about: lack of territorial subjects of the Russian Federation with the high level of efficiency of activities of their health care systems for both groups of indicators of structural efficiency; high differentiation of territorial subjects of the Russian Federation on the level of structural efficiency; low territorial differentiation in levels of structural efficiency of activity of regional health care systems between federal districts of the Russian Federation.

Keywords: health care, efficiency, structural efficiency, efficiency indicators, clustering, typology.

Threats of economic security of the region Hadisov M.G. of page 128

In article threats of economic security of Russia, a condition of its economy are considered, the problems connected with financing from the state budget of Russia to a number of regions, but the actual development of the region both in the economic plan are analyzed, and in social does not occur, an example is the North Caucasian Federal District to which as for the objective reasons the considerable sums were allocated, it was connected with the fighting which were taking place in the 90th, but large injections of money without due control are ineffective. In work the following threats are allocated: strengthening of structural deformation of economy; decrease in innovative and investment activity; weakening of fuel and raw capacity of the country; strengthening of an importozavisimost; capital outflow; strengthening of property stratification of society. Processes with introduction of food ban by Russia in response to the imposed sanctions by Canada, the USA, Australia, the countries of the European Union and Norway concerning Russia are considered. In this connection there is a need for development of the market, support of domestic businessmen.

Keywords: economic security, economic threats, region, North Caucasian Federal District, resources, import substitution.

Trading operations of the energy company: principles, strategy, risks. Tsaplina M.G. of page 131

Formation of the liberalized market of electric energy, being the major structural transformation, resulted in need of creation of tools and methods of effective hedge and exploitative management. The principles of practical use, suitability degree and also level of riskiness of these or those tools are topical issues at making decisions on the organization of deliveries or settlement operations. Problems of insurance or leveling of risks are the important tasks demanding detailed studying of financial instruments and search of optimal strategic solutions on settlement of relationship of participants of the market today. In article the main external, branch and internal risks of the energy company are analysed and classified. In compliance with this classification methods of assessment and monitoring of risks and also types of risk management by participants of the energy market are allocated. The author offered an algorithm of formation of trading strategy of the enterprises of the power sector on the basis of use of cash and urgent instruments of the energy market. At stages of creation of strategy specific features of tools of an electrical power segment, their difference from instruments of the stock market are considered. Use of the offered algorithm allows to standardize the procedure of creation of strategy for decrease in level of riskiness of the performed operations.

Keywords: market of the electric power, power derivatives, energy risks, trading strategy, insurance of risks.

Analytical modeling of IK-services of NGN networks of Artamonov Ya.S., Maksimenko V.N. of page 136

In article current problems of modern science – analytical modeling of IK-services of NGN networks are considered. It is reasonably noted that the modern situation in the world is characterized by the crisis phenomena which owing to the scale and the importance for society gain the nature of global processes, events, factors. And in this case the role and value of information and communication technologies increases in various fields of activity, especially where life, health, safety of considerable number of people, destinies not only certain citizens, the interests of societies and states, but also the future of civilizations in general depend on actions of experts. In article the main features of creation of infocommunication networks are analyzed. The generalized life cycle of IK of service is given. The problem of classification of infocommunication services reveals. Stages of modeling of IK-service according to a technique of a system method of development of infocommunication services. Contours of model of infocommunication exchange, multimedia services and also assessment of a control system of life cycle of the developed IK-service are defined.

Keywords: telecommunication networks, infokommunikation, infocommunication exchange, quality of services, charts of the sequence of service, system of real time, object-oriented programming languages, network elements, standard services.

Universal formula for calculation of quantity of simple cycles in any count *Astakhov M.S., Shirokov I.V., Shutenko A.V.* of page 143

Now there is no algorithm, effective on time, for the solution of a problem of search of quantity of simple cycles of the set length in any count. At the solution of such task in special cases resort to the analysis of the count with the purpose to simplify a task or to widely known methods, in particular to such methods as "search in width", "search in depth", "coloring", etc. which in turn come down to simple search or on extremely measure are comparable with it on time expenditure on the solution of a task. In view of the fact that this task is a NP full task, time expenditure on its decision in case of a large number of tops in the column will surpass optimum admissible time frames. In this article the different approach to the solution of a problem of search of cycles of the set length in any count, in particular search of a Hamilton cycle is offered essentially. The way leaning only on a matrix of contiguity of the count is offered. Labor input of a problem of search of simple cycles to come down to labor input of a problem of multiplication of matrixes, constructions of matrixes in degree. In article the method of creation of a universal formula for search of quantity of simple cycles in any count is in detail described.

Keywords: a contiguity matrix, a matrix trace, the modified matrix trace, a simple cycle, a Hamilton cycle, quantity of cycles, any count.

To the analysis of efficiency of multi-stage productions. *Talyanov S. Yu.* page 146

Need of assessment of efficiency of difficult productions of possible interference of effectiveness of their separate stages is proved in work. The method of accounting of this interference in stochastic boundary methods is offered. For private distributions of factors of inefficiency indicative distributions are chosen. The possibility of variation of parameters of these distributions is discussed. In a communication research problem between effectiveness of separate stages and process in general the question of joint distribution of factors of inefficiency of separate stages is allocated. It is offered to set this joint distribution by means of kopul Farley – Gumbelya – Morgenshterna. Analytical expression for density of the sum of factors of inefficiency of two stages is presented. It is shown that it is possible to allocate in the considered set of the enterprises of group with qualitatively various nature of interaction between consecutive production subprocesses. The received results are applied to assessment of efficiency of municipal heat supply.

Keywords: stochastic boundary methods; efficiency estimates; probabilistic distributions; indicative distribution; method of maximum likelihood; multi-stage processes; FGM копулы; municipal heat supply.

Modeling of system of environmental monitoring behind a condition of the selenic status of the population of *Burtsev T.I., Notova S.V., Rocky A.V., Zhivayev N.G.* of page 149

The real research it is devoted to definition of factors of environmental risk, and assessment of environmental risk of development selenium of the dependent states contributing to the development, selenium of the associated diseases. 1270 people participated in a research, 525 tests of water and 525 tests of seed of wheat are analysed. Determination of content of selenium in the diagnosed biosubstratum (hair) was carried out on the basis of the testing laboratory ANO Center of Biotic Medicine accredited by the Federal center of Gossanepidnadzor of the Russian Federation according to the methodical instructions TORMENTS 4.1.1482-03, 4.1.1483-03 approved by MZ of the Russian Federation. Researches on definition of selenium in objects of the environment and food carried out fluorimetricesk to Scientific Research Institute Pitaniya Russian Academy of Medical Science laboratories. The Fluorimetrichesky method was carried out in strict accordance with (TORMENTS 4.1.033-95).

As a result of performance of a research the algorithm of risk modeling which includes three stages is developed: identification of environmental risk (scarce or superfluous); general risk modeling; private risk modeling. It is developed, the mathematical model of environmental monitoring for calculation of environmental risk allows to use data on the content of selenium in water, wheat or concentration of selenium in hair. As a result of application of risk modeling and mathematical calculation of environmental risk, territories of high and average degree of environmental risk on a human body are defined (the deficiency of selenium is observed).

Keywords: environmental monitoring, risk assessment, selenium deficiency

Training in Chinese as foreign within joint management of the university of China with SCO member countries. *Wang Guoqing* of page 153

This article considers model of joint management of the university on the example of a formula "2+3", orientation of management of the university, the concept of training and a tendency of development of informatization within special educational disciplines. The author noted that the purpose of training of cross-disciplinary specialists in a foreign language in the 21st century - training of specialists for all spheres of life of society on type: "the qualified knowledge of a foreign language + skills + knowledge of the direction and specialty". This tendency dictates need and features of training in a foreign language and Chinese as foreign. Training in Chinese, besides, has to coincide with the international rules, carry out internationalization of the concept of training and orientation in the specialty. [3] Therefore, in the mechanism of joint management of the university of China with SCO countries in process of expansion of scale of management the way of training in Chinese as foreign is still far.

Keywords: special educational disciplines, training in Chinese as foreign, Chinese-foreign joint educational programs.

Professional interests of young teachers and research of their dynamics. *Vatashchak I.S.* of page 155

In article results of the All-Russian research of adaptation, fixing and professional development of young teachers are described. The concept of professional interest, his understanding and application concerning teachers with an experience from 0 to 3 years, possibilities of studying of professional interest and its dynamics is considered. In a research attempts of studying of dynamics of interest depending on an experience, features of the educational organization, regional system and policy in the field of education as countrywide, and in each territorial subject of the Russian Federation are made.

The data received as a result of fixed consideration of dynamics of professional interest depending on various factors are able to afford to create the directions on work with young teachers, considering in what questions they represent homogeneous group and in what – demand more individualized approach.

The results received during the events of a research will be able to interest heads and specialists of the Ministry of Education and Science of the Russian Federation, public authorities of the territorial subjects of the Russian Federation which are carrying out powers in education, specialists of the general education organizations, heads and pedagogical employees of the general education organizations.

Keywords: professional interest, dynamics of professional interest, professionalizing, pedagogical activity, young teachers

System analysis and complex assessment of filtrational and capacitor properties of oil layers. *Gavrishenko V.S.* of page 160

The Geological and Technological Researches (GTR) are a component of geophysical surveys of oil and gas wells and ensuring implementation of nature protection requirements is intended for control over a condition of the well at all stages of its construction and commissioning for the purpose of studying of a geological section, achievement of high technical and economic rates and also.

The main objective of studying of this subject allows to use competently methods, approaches and ways for increase in coefficients of an uglevodorodaotdacha of a subsoil and also to considerably increase technical and economic indicators of production of the field. Generally, detailed studying of the considered subject will allow to prove the optimum strategy of exploration and production of fields and also to make the project documentation of developments.

Complex assessment of collectors and trade indicators which receive at hydrodynamic tests is very important and relevant not only for the existing fields, but also for studying of the new developed deposits. Assessment and the system analysis allow to specify a condition of filtrational and capacitor properties of oil layers that gives further the chance to create new optimal variants of development.

For the solution of geological and prospecting tasks in horizontal wells, generally in the region of Western Siberia, the main complex geological and technological researches are applied.

Keywords: Geological and technological researches, GIS, layer, well, FES, porosity, permeability

Use of the technological SUPO-1M complex for minimization of technogenic impact on a lithosphere at construction of wells of different function *Zhabrikov S. Yu.* page 164

Geocological aspects of application of a technological complex of mobile execution of SUPO-1M realizing integration mineral and matrix technology (IMM-Tekhnologiyu) for minimization of the negative anthropogenic impact on the environment made at works on construction of wells of different function are covered in article. An example of use of this equipment at construction of operational wells for drilling on oil and gas is reviewed, with the subsequent integration of the received product - the soil of the strengthened technogenic (SST) in a motion cycle of inventory items on the site of works. Results of the laboratory researches showing considerable decrease in migration ability of the ekotoksikant who are built in low permeable structure of the created material are given. The example of potentially possible decrease in negative technogenic impact on a lithosphere at construction and arrangement of a standard well pad for extraction of hydrocarbons is shown, after introduction of IMM-technology.

Keywords: integration mineral and matrix technology, the soil strengthened technogenic, geocology, the mobile SUPO-1M installation.

Use of qualimetric indicators in stockpile management of macaroni production. *Ingovatova O. Ampere-second.* 168

In article questions of application of qualimetric indicators in stockpile management of macaroni production are designated and the possibility of determination of quality of pasta on the basis of mark assessment is considered.

In too time, it is noted that standards of the existing standards, undoubtedly, allow to obtain information on quality macaroni products and control of it, but at acquisition of raw materials and the choice of suppliers there is a requirement quickly quickly to estimate quality of raw materials and to stop the choice on this or that supplier-contractor. Alternative express assessment of quality of raw materials on the basis of mark system is offered.

The decision of problems is offered to be passed on the basis of development of qualimetric indicators for assessment of raw materials and finished products characterizing food usefulness, economical use of resources, ergonomic indicators, esthetic indicators and also ecological indicators. Generalization of results is carried out by means of the integrated mark assessment.

Keywords: stockpile management, qualimetric indicators, food industry, macaroni production, stock rate, economical use of resources, organoleptic properties.

Development of the system of a ballot of the Academic council on mobile platforms. *Kurkin A.V.* of page 171

Today information technologies and the Internet are widespread everywhere and are used for optimization of the majority of the processes connected with receiving and information processing. Also such important process as vote where in connection with the imminent need of refusal of paper vote and in view of the growing popularity of mobile devices, it is expedient to pay attention to development and deployment in broad practice of the systems realizing a problem of carrying out vote in electronic form does not stand aside. In this article realization of the system developed by the author for holding a ballot among members of the Academic council of higher education institution is in detail described. Need of introduction of such system is proved, process of technological realization is in detail described. The practical orientation of a research is extremely important – introduction of the described system will allow to make vote more convenient and less expensive. It is also necessary to pay attention to that circumstance that the educational institution as technologically advanced will allow to position introductions of the offered approach and also will lead to the maximum economy of financial and human resources.

Keywords: Ballot, electronic vote, mobile devices, system of electronic vote.

Conditions and means of formation of professional and pedagogical competence of future teacher of technology and business. *Mironenko I.V.* of page 174

In article the problem, conditions and means of formation of professional and pedagogical competence of future teacher of technology and business are considered.

Keywords: teacher of technology and business, professional and pedagogical competence, didactic conditions.

Use of hybrid intellectual systems for the solution of a problem of information search on the Internet of *Prikhodko S.S.* of page 177

The problem of effective search of certain information presents objectively difficult task in constantly renewed databases now. The problem of effective information search is generally connected with typical problems of redundancy of answers to the set search queries at extraction of necessary information. At the same time, the principles of full text search on exact compliance do not yield satisfactory results with inaccuracy of input, typos. Besides, it carries out to a surplus of a conclusion of data, i.e. it is necessary to enter additional information for search, complicating inquiry. In this work the possible solution of these problems on the basis of an algorithm of search of the maximum approach of a search query to sets by similar to it on the basis of the device of fuzzy logic is investigated. The idea is based on the semantic analysis of a source. Problems are considered within a problem of an indistinct clustering of text information at the choice of unique function of a fuzzification of system.

Keywords: information search, fuzzy logic, fuzzification, defuzzification, hybrid system, indistinct clustering, artificial neural networks.

Fractal growth of microorganisms on powder and fibrous loading of the biofilter and an intensification of sewage treatment. *Pukemo M.M., Simakov Yu.G., Alekseev E.V.* of page 181

The research of the modified loading of the biofilter for purification of local sewage is conducted. It is shown that the structure of loading of the biofilter with multilevel distribution of a biofilm promotes faster gain of microbiological community. It is for the first time revealed that in loop-shaped structures of loading the bacterial film forms fractal bridges that speaks about the directed growth of community of the microorganisms forming matriks to the opposite side of a loop. The biofilm which filled a loop interior gets bilateral contact with the purified waste water that increases its working surface twice. It was succeeded to show that fractal distribution of bacteria and mushrooms in a biofilm matriksa on polymeric loop-shaped material, promotes RNA synthesis, and, therefore, leads to increase in metabolism of a biofilm in general; The express analysis of determination of metabolites activity of a biofilm with application of the luminescent analysis at vital coloring to akridinovy DNA, orange for identification, and RNA is developed. From the practical point of view, the revealed scientific provisions give the chance to recommend for an intensification of biological cleaning waste loading of the biofilter with a modifitsirovaniy surface from fibrous and polymeric materials.

Stimulation of fractal growth of a biofilm, due to creation of a multilevel surface of loading, does not demand use of chemical reagents and expenses of the electric power for increase in metabolism of bacteria and allows to intensify purification of local sewage in the bioreactor without difficult constructive reorganizations.

Keywords: biofilter biofilm, multilevel loading, fractal growth, synthesis of DNA and RNA. Metabolism.

Mitotic activity in the culture of cancer cells of A-549 at influence of the pulse Kamena generator and nozod *Simakov Yu.G., Mezentsseva M.V., Bunin K.G., Basina M.G.* of page 186

Work on definition of influence in sharp experience (48 hours) of medicine-nozod from a tear of the eye and pulse electric field generated by the device "Kamena" on mitotic activity in the intertwined culture of cages of a carcinoma of easy A-549 is carried out. It was succeeded to show that influence by low-intensive pulse electric field of the device "Kamena" with a frequency of 15 Hz leads to increase of the mitotic index (MI) almost twice. Application of nozod from an eye tear, on the contrary, lowers MI in the culture of cancer cells approximately by 25% in comparison with control. At joint action of pulse electric field of the device and a nozod stimulation of mitoses electric field is removed and the MI level falls even below, becomes almost twice lower than control. In this case action below additive is shown. The revealed effect of complex influence of the low-frequency pulsing electric fields and nozod, MI influencing decrease in the culture of cells of cancer of lung, can find application in therapy of malignant tumors.

Keywords. Pulse electric field, the device "Kamena", nozoda from a tear, the culture of cages a carcinoma of easy A-549, the mitotic index (MI), complex action of electric field and nozod.

Experience of application of visceral manual therapy at treatment of pains in a back. *Apriamashvili G. G., Tatarintseva R. Ya., Tikhonova N.N., Ageeva A.V.* of page 190

Article is devoted to integrated improving approach at treatment of pains in a back which is more effective, than separately taken techniques. The complex of the used methods unites myagkotkaney manual therapy, phytotherapy, purpose of a balanced diet and rendering social psychological assistance. In this complex a key role is played by visceral manual therapy.

The traditional methods of inspection applied in modern medicine, such as computer and magnetic resonance imaging, a X-ray analysis and others allow to reveal already developed pathology of a backbone and internals and do not reflect changes at the level of functional violations and premorbidny states.

The express diagnostics method across Nakatani which is carried out on the Mediskrin complex was sensitive to changes in a functional condition of the patient before performing visceral therapy. It recommends express diagnostics method across Nakatani as one of objective methods of assessment of a functional condition of an organism and allows to expand borders of its application in clinical practice of the manual therapist. As a result of therapy the organism moves to optimum level of functioning.

Keywords: backbone pains, manual therapy, visceral dysfunctions, an integrated approach, visceral therapy, noninvasive methods, traditional Chinese medicine, the Mediskrin complex, a method across Nakatani.

Influence of biomodification on properties of kollagensoderzhashchy raw materials. *Titov E.I., Apraksina S.K., Litvinova E.V.* of page 196

In this article the way of modification of kollagensoderzhashchy raw materials for the purpose of receiving the collagenic hydrolyzate containing fragments of collagenic fibers is considered and also the possibility of its use in technology of meat products is studied. In particular, new parameters and the modes of technological processing of kollagensoderzhashchy raw materials are set. Properties of products of enzymatic processing are studied and the level of replacement of meat raw materials is determined. The possibility of biomodification of kollagensoderzhashchy raw materials of cattle various not only on structure, but also on morphological features is considered. The developed way predetermines use of fermental medicine of animal origin – a collagenase from a gepatopankreas of the Kamchatka crab. Such biomodification of low-grade raw materials promotes improvement of functional and technological properties of the received products in comparison with native raw materials. Change of nature of interrelation of protein,

fat and water promotes increase water connecting, water - and zhirouderzhivayushchy abilities for each type of the modified raw materials. There are prerequisites for creation on the basis of the received fermented products, in combination with minor components, to create biologically active complex.

Keywords: Kollagensoderzhashchy raw materials, biomodification, collagenase, products of enzymatic processing, property

Optimization of calculation of retaining walls on the basis of evolutionary and neural network technologies of Shatokhin S.I. page 200

Practice of design, despite progress of mathematical optimization and improvement of settlement complexes, is usually limited to calculation and comparison of several versions of the project and the choice from them the most rational. In particular, for new effective designs of retaining walls by means of engineering calculations the rationality can be reached, but this work can be accelerated considerably. The gap between requirements of practical problems of optimization of designs and small opportunities of mathematical optimization of real designs has to be overcome due to development of the hybrid methods connecting possibilities of settlement complexes and means of optimization. Despite the fact that in various branches of production there are certain practices in the field of design methodology including the works on search and designing of new objects at the level of invention noted above feature of early design stages of construction objects did not receive due mathematical models and their justification for formation of effective technologies of works and obtaining qualitative decisions yet. In this article the new hybrid method of the solution of a problem of design of a thin retaining wall with use of a hybrid method on the basis of technology of soft calculations is offered.

Keywords: Design, neural networks, retaining walls, automation, genetic algorithm, evolutionary methods, hybrid methods.

Improvement of the production technology of beef of Shkalov I. P. of page 202

The research of the main directions of increase in the production of beef with improvement of its quality and reduction of prime cost is presented in article. The author following the results of the conducted research draws a conclusion that there is a possibility of essential economy of grain concentrates in diets of bull-calves due to increase in specific weight of voluminous forages that is proved by ability of cattle to their consumption in a large number. On the other hand, there is a risk of decrease in intensity of growth and indicators of meat efficiency of animals, but the expediency of reduction of expenses of concentrates to optimum level is approved by need of increase in efficiency of use of limited resources: arable lands, fuel energy, etc. at increase in indicators of beef to the level of modern requirements. In this direction it is necessary to improve the production technology of beef in significantly the changed organizational and economic and climatic conditions of domestic livestock production.

Keywords: livestock production, cultivation, gain, dairy period, growth, beef, efficiency, production technology.

Influence of illegal cash flows on shadow economy Vlasov A. P.S. 207

In article influence of illegal cash flows on shadow economy is analysed. The shadow economy in Russia is inseparably linked with illegal financial flows (it is as about illegal capital outflow, and its inflow). Unlike lawful, these streams in both directions do harm to official economy. Therefore, at calculation of negative impact on official economy, it is senseless to balance illegal inflows with illegal outflows. Obviously to estimate harmful effects of illegal streams one economy best, having summarized the sum of receipts with the outflow sum.

For assessment of volume of shadow economy the method of demand for currency is used. This approach estimates a difference of currency demand with the taxation and without it. It is based on the assumption that higher taxes stimulate shadow economy and that the increased volume of use of cash, in such economy, increases demand for currency. If assessment of shadow economy of a research of the World Bank (founded on model of multiple indicators and the reasons (MIMIC)) during 1999-2007 – 43,8% of official GDP since 1999 on 2007, then when using a method of demand for currency average for the same period – 46,0% of official GDP.

In article the reasons of flight of the capital and illegal cash flows are analysed (both outflow, and inflow). The novelty consists in Russian-language classification of ways of calculation of illegal cash flows. Having analysed data, the author came to a conclusion that there is an interrelation between a condition of the general public administration in Russia and the general illegal financial flows to Russia and from it.

Keywords: Flight of the capital, unemployment, business climate, GDP, income, employment, salary, investments, inflation, indirect methods of assessment, macroeconomic, a method of soft modeling, a method of the hidden variables, a monetary method, microeconomics, assessment method, the informal sector, the unregulated sector, informal employment, informal economy, capital outflow, direct methods of assessment, labor market, the hidden economy, demand for work, decrease in growth rates, a structural method, shadow economy, shadow economy in Russia, a loss, black salary, economy

Main directions of information confrontation: problem of legal regulation. Aliyev A.R. of page 212

Object of research is the problem of legal regulation of information confrontation in the international aspect. Author's definition of information confrontation is given. The main directions of information confrontation at the interstate and interstate levels and need of its international legal regulation are shown in article. Among them there is an electronic fight as an applied method of conducting information confrontation for the purpose of decrease in information opportunities of the opposite side, the psychological fight directed directly to mentality of people, the "hacker" fight meaning implementation of "attacks" to various components of computer networks and the information resources which are stored in them, economic information struggle in forms of an information blockade and information expansion, fight against control systems within information operations and information and prospecting operations in the conditions of military operations. The problem of definition of legal levers on the international information terrorism or cyberterrorism is especially allocated and considered.

Keywords: information confrontation, electronic fight, psychological fight, "cybernetic" and "network" fight, cyberterrorism, legal regulation.

Modern features of implementation of public prosecutor's supervision in the system of internal troops of the Ministry of Internal Affairs of the Russian Federation of Berezhtkov N.F., Tarasov M.Yu. page 214

Providing questions of legal regulation of passing of the public military service with citizens of the Russian Federation in the system of the Ministry of Internal Affairs of the Russian Federation, law enforcement and ensuring this or that safety and also defense of Russia, are nowadays modern because in recent years (2012-2015) are partially reconsidered by the President of the country and legislators. Questions in sphere of activity of prosecutor's office and internal troops of the Ministry of Internal Affairs of the Russian Federation (further – Interior Ministry Troops of Russia) demand scientific and practical interpretation. According to authors nowadays they have to pass from comprehensive positions, including departmental and taking into account the developing situation. Also questions of legal literacy including in the system of Interior Ministry Troops of Russia have to be improved especially today. And authors are right that the Main Military Procuracy of the State Office of Public Prosecutor of Russia directs subordinate military prosecutors and control their activity. Besides, they exercise public prosecutor's supervision of the correct performance of laws by district and appropriate authorities of military management. They also exercise supervision of the course of production of criminal cases about the most difficult from the point of view of the investigated crimes by military investigators of SK of Russia. In really in the system of Interior Ministry Troops of Russia acceptable to have the departmental concept in the field of legal education (education) of the military personnel of all levels and also patriotic education.

Keywords: (premium) serviceman, military, military unit) in / h, garrison, the state, the citizen, the official, the law, the ban, execution, the person, the personality, supervision, the Russian Defense Ministry, the Ministry of Internal Affairs of the Russian Federation, responsibility, the relation, defense, restriction, the right, the prosecutor, service

Private security of police of the Ministry of Internal Affairs of the Russian Federation in regulation of migration policy (safety) Vasilyev F.P., Konyushok A.V. of page 220

The considered problem authors in essence is relevant because migration questions and activity of certain services (divisions) of police are often reconsidered and cases in point act as threat not only for this or that territorial subject of the Russian Federation (Russian Federation), but also threatens national security of the country of (Russia). These problem aspects concern for any participant of legal relationship today (state agencies – subjects of management, to owners). Or for each region of Russia (especially for Sevastopol) they are specific certain problems. Especially in present conditions - economic sanctions against our state from many foreign states. Really, authors are right that these and other questions, probably, have to be resolved within requirements of the Russian Federal Laws (about nationality, entrance and departure of foreign citizens, about a legal status of foreign citizens, registration of citizens of the Russian Federation, etc.) and also requirements of the President and the Government of the Russian Federation (except that Minister of Internal Affairs of the Russian Federation and the Director of FMS of Russia). The demand of article from various categories of readers is that in recent years (2013-2015) state reconsidered not only questions of migration policy, administrative regulation (gosuslugovy questions and execution of separate state functions) and also providing these or those types of safety (including questions of technical regulation - federal technical regulations and regulations of the Customs Union).

Keywords: administrative, safety, department, citizen, GUVU, foreigner, air defense, order, standard, science, regulation, registration, regulations, union, technical, requirements.

Features of the valuable and motivational sphere of active representatives of civil society. Glazov L.G. of page 226

In the present article the research conducted by the author within studying of influence of term of stay of people as active members of NPO on their valuable and motivational reference points is described. Author's definition of the term "civil society" is given, the characteristic of active representatives of civil society is provided. Research hypotheses are considered and proved. The key directions of questioning are in detail described; the fact that at activity assessment in modern conditions it is necessary to be guided by youth is reasonable.

The novelty of the ideas described in article consists in representation of author's approach to definition of civil society; also the offer to consider as active members of civil society of those people who are capable of purposeful, organized, joint activity within civil activity is submitted. The motivation and values of active representatives of civil society – participants of territorial structures of political parties and political associations, psychological motives which induce people to take part in associations *is of interest to a research* (on the example of territorial structures of political parties).

Keywords: Civil society, territorial structures of political parties, active representative of civil society, motivation, values, psychological features of values.

Prospects of development of criminal liability and counteraction to raiding. Zhadan V.N. of page 229

The research of the current state of criminal and legal counteraction to the phenomenon of illegal takings of legal entities (raiding) is presented in article. The author noted that proceeding from the general definition of a criminal legal mechanism of counteraction to crimes, the criminal legal mechanism of counteraction to illegal takings of legal entities can be defined as the system of the criminal and legal measures fixed in norms of the General and Special parts of the criminal law intended and (or) used for counteraction to illegal receiving a possibility of implementation of administrative powers concerning the legal entity, and it is equal to alienation of property and (or) the property rights belonging to the legal entity, in favor of the guilty person or other persons, made as a result of illegal receiving a possibility of implementation of administrative powers concerning such legal entity.

Keywords: capture, counteraction, legal entity, criminal precepts of law, implementation of administrative powers.

Theoretical aspects of additional qualification of an organizatorstvo of crime. Zatsepin A.M. of page 233

In article it is considered qualification of an organizatorstvo of crime which is predetermined by specifics of criminal and legal regulation of a concept of the organizer. The author noted that additional qualification of an organizatorstvo of crime on the basis of the organization of commission of crime is based on two circumstances: organization and commission of crime. Therefore, it is concrete the forms of government performers belong to the leadership in execution of crime from provided in literature only at implementation of standard function by them. Outside crime execution the leadership in execution cannot occur. The author draws a conclusion that allocation of the organizer as the person who created organized group or criminal community (the criminal organization) causes objection because, on the one hand, it is carried not to all forms of partnership, and with another – makes a stay impression out of the organization of commission of crime. On the basis of Art. 35 of the Criminal Code of the Russian Federation crime is recognized as perfect "as a group of persons if two or more performers without previous concert" in common participated in its commission (p.1), and "a group of persons by previous concert if the persons who in advance agreed about joint commission of crime" (p. 2) participated in it. Thus, in that and other criminal group accomplices specially do not unite, and just in common participate in commission of crime. Means, such groups cannot be created at all. On the contrary, in organized group and criminal community (the criminal organization) accomplices unite specially.

Keywords: qualification, organizatorstvo, organized group, criminal community, crime, criminal organization, accomplices.

Questions of prevention of careless crimes of minors. Zorkina A. Ampere-second. 237

Article is devoted to a current problem of modern criminal law and criminology – to prevention of careless crimes of minors. The actions directed to prevention of careless crimes of minors and the prospect of their improvement are considered. It is necessary to apply more actively measures of group prevention at school by forces of teachers and social teachers and also to make changes to the main educational program connected with training in skills of safety. At asocial behavior of teenagers to send for registration to division for minors. Social patronage, systematic holding educational conversations with involvement of psychologists, employees of law enforcement agencies and medical institutions, public organizations are of particular importance. The placement of minors to the center of temporary isolation of minors up to 45 days at violation by the minor of the measures provided by the p. 2 of Art. 90 of the Criminal Code of the Russian Federation is offered.

Keywords: careless crimes, crimes of minors, prevention of crimes.

About some problems and the prospects of scientific judgment of a phenomenon of legal statehood within libertarian and legal and positivistic legal paradigms Karpov V. A. page 241

In the present article one of the most influential legal paradigms from the point of view of which judgment of a phenomenon of legal statehood in modern Russian science is carried out are considered: libertarianism and legal positivism. At the same time some contradictions in judgment of legal statehood within these paradigms are investigated. So, large-scale recognition by Post-Soviet domestic jurisprudence of the idea of legal statehood led to fundamental changes in the most legal science. Along with positivistic approach to statehood in general and to the constitutional state in particular, in legal science considerable weight was received by various not positivistic approaches. The analysis of works of adherents of the libertarian and legal concept showed that within a libertarianism some absolutization of the idea of the constitutional state and the principle of a priority of the rights and freedoms of the person and citizen is allowed. Besides, teoretiko-methodological installations of a libertarianism the principle of the constitutional state conflicts to the principle of the social state as the last assumes an exit for strict equal rights of citizens – some of categories of

citizens acquire more rights, than others, owing to their social vulnerability. In article solutions of contradictions of positivism which the author considers the most perspective approach which did not exhaust the cognitive and gnoseological potential in the new millennium are offered.

Keywords: constitutional state, legal statehood, libertarian and legal approach to the constitutional state, positivistic approach to the constitutional state, principle of the rule of law, principle of legality

Prevention of corruption risks of Nikodimov K.I., Nikodimov I.Yu., Novikova N.G. of page 245

Fight against corruption is one of paramount problems of many administrative structures. In this article the concept of corruption, determination of corruption risks is considered. At the moment development of society questions of public administration and state audit gains the increasing importance in process of strengthening of centralization of government and society. Though this problem is not new and in the history of development of our state this problem periodically arose with various degree of relevance, but now this problem acts as the most relevant now. Side effect of any centralization is increase in the corruption phenomena, strengthenings of aspiration of regional and specialized structures to use official position in the mercenary interests. Therefore definition of emergence of possible corruption zones and determination of corruption risks is relevant and it is necessary for management of the modern state.

Keywords: (Corruption, corruption risks, zone of corruption risks, assessment of corruption risks, prevention of corruption risks)

Some features of application of civil means for stabilization of the relations of the parties of the contract of delivery. Perepechyonov D.V. of page 247

In article some features of application of civil means in the relations of the parties of the contract of delivery are considered.

Article purpose – to analyse the legal institutes allowing to establish interrelation of existence of such institutes in the course of realization by the parties of the contract of delivery of the rights with stability of relationship of the parties of the contract of delivery.

General scientific methods of the analysis, synthesis and hermeneutical, and also chastnonauchny methods entered a basis of a methodological part of article (legallistic, statistical, comparative and legal).

The author of article defends the position of rather exclusive status of the parties of the contract of delivery which existence speaks about professionalism of participants of the contract of delivery as only presence of this status at the parties as civil means, allows the person to participate in the contract of delivery. Among other civil means those legal designs, existence of conditions about which in the contract allows to speak about stability of relationship of the parties of the contract of delivery, were considered. In article civil means of property responsibility, excitants of operational impact were analyzed.

As a result, the author came to a conclusion that stability of the relations of the parties of the contract of delivery can be reached only on means of independent use of rules of law that, in fact, is civil means. And the emphasis of these civil means has to be placed on incentive measures of operational impact, with the purpose to induce the contractor to commission of positive actions.

Keywords: Civil law, contract of delivery, stability of the contract, civil means.

Application of a penalty in credit legal relationship Ponazhev Yu.O. of page 250

In article various aspects of application of a penalty in the relations of consumer and corporate crediting are considered. The author considered some problems of penalty for violation by the borrower of obligations in credit legal relationship, in particular, questions of a penalty order, of need of indemnification in case of penalty, about penalty in the relations following from the contract in the form of a credit line are investigated. Besides, in article modern jurisprudence concerning decrease in the size of a penalty is analysed, criteria and limits of reduction of a penalty in credit legal relationship are defined, approaches of vessels to a problem of harmony of a penalty in the relations of corporate and consumer crediting are considered. The author also analysed the Federal law "About a Consumer Loan (Loan)" and marked out concrete features of application of a penalty in the relations of consumer crediting.

Keywords: credit agreement; credit legal relationship; responsibility for violation of obligations; application of a penalty; reduction of a penalty.

Administrative responsibility for offenses in the sphere of subsurface use and protection of a subsoil in modern scientific research. Seifbekov I.R. of page 254

In article the main achievements of the Russian scientists in the field of a research of problems of administrative responsibility in the sphere of subsurface use and protection of a subsoil are considered. For the analysis and the solution of the put problems the author uses materials of scientific research of the last years, gives comments to the Russian legislation on environmental management in the aspects designated by article subject. Besides measures for improvement of development of information bases of the departments responsible for observance of the current legislation in the sphere of subsurface use, optimization of communication between them are proposed. The fact that the institute of administrative legal responsibility in the field of protection of a subsoil and subsurface use, in general, promotes achievement of the goal of law enforcement in this sphere of legal relationship is noted. At the same time continuous and dynamic development of the public relations in the sphere of conservation and subsurface use demands constant improvement of methods and implementers of the administrative legislation. The author comes to a conclusion about need of further studying of a problem with the purpose of improvement of the mechanism of legal regulation of the public relations for this sphere.

Keywords subsurface use and protection of a subsoil, administrative and legal responsibility, scientific work.

Deprivation of the parental rights as type of abuse of the right Terkulov H. Ampere-second. 258

In private law to which also family precepts of law where the main methods of regulation are right investment and a dozvolitelnost, and abuse of the subjective rights - the phenomenon frequent belong. The submitted article is devoted to deep studying of a concept of "abuse of the right" in the context of family legal relations. In it norms on limits of implementation of the subjective rights are characterized; the discussion on the positions explaining the causes of designs of "rights duties" and inevitability of their existence for regulation of the family relations is given; the perspective of the operating modern norms of family law in relation to the relations of parents and children is considered; the circle of limits of implementation of the family rights is outlined; questions of refusal in protection of the right, sanctions for abuse of the right and some other are considered; examples of concrete lawsuits are given.

The comparative and legal analysis of this category provided in article within civil and family and legal regulation allows to reveal imperfection of legislative regulation of institute of deprivation of the parental rights in Russia.

Keywords: abuse of the right, parental rights, right termination, deprivation of the parental rights.

Responsibility of legal entities for a condition of ecology as bases of tolerance of society. Chebunina Yu. P.S. 262

In article questions of need of improvement of the legislation of the Russian Federation concerning the legal entities committing criminal acts in ecology are considered.

The facts demonstrating violation of the ecological legislation are given. The objective party of such crimes is predetermined by deterioration in a condition of natural resources in the territory of the Russian Federation. Such relation of legal entities to the nature significantly influences an opportunity to provide tolerance in the society suffering from illegal acts of work collectives which for receiving profit ignore public opinion and their actions lead to deterioration in health of the population.

Negative actions of domestic legal entities on these questions will not be conformed with the general tendencies of the world community concerned by deterioration in state of nature.

It is offered to improve the criminal legislation of the Russian Federation taking into account a criminological situation and the international standards on ecology.

Keywords: Ecology, legal entities, ecological crimes, administrative law, criminal law.

Victimization polls in the USA as a method of assessment of latent crime. Shkurinsky A.M. of page 265

The purpose of this article are to give a general idea about polls of victimization of the population in the USA. Problems of reliable methods of assessment of scale of latent crime exist worldwide therefore studying of experience of foreign countries is of great value. The analysis of the methods of assessment of latent crime used abroad promotes improvement of ways of obtaining exact information on this negative phenomenon. Polls of victimization are often used for studying of latent crime. Researches of victimization of the population in the United States are conducted more than 40 years and differ in the scale and validity that does them important for studying. In work the short analysis of polls of victimization of the population is submitted and some information on methodology of holding national poll of criminal victimization (NCVS) is provided in the USA. The main attention in work is concentrated on studying of national poll of criminal victimization as it represents one of the most large-scale and reliable researches such. Further the main advantages and shortcomings of this way of measurement of crime are presented in article.

Keywords: criminology, latent crime, victimization, polls, foreign experience.

Impact of state regulation on development of branch of dairy cattle breeding Bykovskaya N.V., Kormiliitsina A. Ampere-second. 268

In article the main functions of the state in the market of milk and dairy products are considered. According to historically died *main stages* the countries and functioning of its national economy are allocated stages of development of dairy cattle breeding. Distinctive feature of development of branch of dairy cattle breeding at the present stage, since 2006, is significant increase in the amount of the state support of branch. Assessment of efficiency of the state support of branch is executed based on the ratio of the budgetary financing and a gain of production of milk.

Keywords: dairy cattle breeding, state support, development stages.

Cross-disciplinary approach in a research of ornithological figurativeness in the Russian and Chinese poetry of the first third of the XX century At Han of page 271

In article the possibilities of cross-disciplinary approach to the analysis of art semantics of ornithological images in literature on the example of symbolics of a cuckoo in the Russian and Chinese poetry of the first third of the XX century are considered. The Chinese poets of different eras (Li Bo, Lu Xin, Ai Qing, etc.) and the Russian poets (O. Mandelstam, A. Akhmatova, N. Klyuev, S. Yesenin) address an image of a cuckoo. The art sense of this image in lyrics of two people is close, and studying of the reasons of this similarity taking into account knowledge of zoology, in particular, gives to ornithology the chance to establish its reasons put in biological features of a bird. The first value of an image of a cuckoo in the Russian and Chinese literature is caused by the fact that the cuckoo makes the specific sounds reminding crying therefore the image of a cuckoo as the embodiments of grief is characteristic of lyrics of the Russian and Chinese authors. The second value, the general for poetry of two people, is connected with other biological feature of a cuckoo: this a bird gray and imperceptible by sight is almost invisible that creates her a mystery aura, and the voice of a cuckoo is heard only in spring season.

Keywords: image, symbol, ornithology, komparativistika, art semantics

Dialectics identical and other in two models of the European philosophizing. Tsurkan A. Ampere-second. 274

Article is devoted to two main types of philosophizing in the European tradition in that look in what they arose owing to a parmenidovsky discourse concerning life. One of the main conclusions is that each of types in effect was created *by the* according to accent either on Identical, or on Other as a cornerstone of the corresponding ontologic model. Though the postmodernism contribution to this problem considerably undermined thinking model based on a primacy identical, interaction between these two approaches, apparently, continues to stimulate philosophical process, up to today. Consideration of two types of philosophizing based on a primacy Identical or Other allows to claim that in both cases it is about attempt of a solution of the problem of a temporalnost of human life, prospects of its neantization. In the first case (a primacy Identical) – it leads to a celebration of ontologic fundamentalism and religious consciousness, in the second (a primacy of Other) – to refusal of identity of the personality identifying life in its banefulness, a deconstruction of gestalt model of life and its subsequent reconstruction on the basis of a primacy of otherness (virtual reality).

Keywords: Identical, Other, life, Gestalt, rhizome, nomadologiya, virtuality, ontology, postmodernism, logocentrism.

Information and consulting service of agrarian and industrial complex as mechanism of influence on sustainable development of rural territories Arefyev A.N. of page 278

In article authors consider the possibility of use X as the mechanism of achievement of new technical and economic level of agrarian and industrial complex on the basis of wide use of achievements of scientific and technical progress.

Keywords: information and consulting service, sustainable development of rural territories, regional agriculture.

//Innovations and investments. 2015. No. 7.

Modern design analysis: 7 principles of Nikonov I.A., Fedotova M. Ampere-second. 2

In article on the basis of the analysis of foreign and Russian practice the basic principles of the modern design analysis of investment projects providing the maximum compliance of the actual results of the project planned, i.e. the maximum effectiveness of design and investment activities are formulated.

The analysis of modern practice of the analysis and assessment of investment projects is carried out, need of continuity of the design analysis at all stages of life cycle of the project, especially at a stage of realization, projects with state participation *is proved*.

Authors disclosed the content of integrated multicriteria approach to the analysis of the project and to the analysis of its efficiency, the responsible financing conforming to the international standards and practitioners and sustainable development.

Authors offered the system of indicators of effects and efficiency of the project and also approach to assessment of economic effect of the project at a stage of its realization on the basis of business assessment methodology.

Need of release of new edition of official methodical recommendations about assessment of investment projects is confirmed.

Keywords: project, design analysis, project financing, project assessment, business assessment.

About some aspects of application of the scheme of system environmental monitoring in a zone of influence of the petrochemical enterprises of the Khanty-Mansi autonomous district Yugra. Astapenko E.O. of page 8

The research of the scheme of system monitoring of the natural and technical complex including the petrochemical enterprise and components of the environment is presented in article. On petrochemical productions production control of sources of pollution (industrial emissions, sewage, subjects to warehousing of waste) is carried out regular and environment components – atmospheric air and a soil cover on border of the sanitary protection zone, surface water – in 500 m is higher and lower than dumping of sewage. Following the results of the conducted research the scheme of system environmental monitoring in a zone of influence of the petrochemical enterprises which unlike a traditional way of the organization of monitoring within which control of sources of pollution is carried out is submitted (promvybros, sewage, contents of sludge collectors, etc.) and recipients, the offered scheme is added: by vulgar methods of a research (laying of soil cuts (holes) and exploratory wells); control of ground deposits on problem sites of superficial water objects both on degree of impurity of UV, and on a condition of a macrozoobenthos; wide use of hromatografichesky methods at a research of a technogenic stream of oil UV in environment components.

Keywords: system monitoring, natural and technical complex, industrial emissions, sewage, subjects to warehousing of waste, petrochemical enterprises.

Innovative activity of regions and enterprises: research of a conceptual terms framework Mazin A.L., Zakharov V.Ya. page 13

In article the basic concepts of innovative activity, klyuchy innovative processes, Wednesday and climate of the region and the enterprise are considered. also the microenvironment of the organization is considered as makrosreda. The interrelation of elements innovative environments is analysed: social, technological, economic and political sphere and process of implementation of effective innovations.

The concept of innovative climate as the conditions which developed for a certain period of time of an environment of the organization influencing efficiency of ee of innovative activity is opened. The concept of innovative capacity of the organization as sets of various types of resources, including the material, financial, intellectual, scientific and technical and other resources necessary for implementation of innovative activity is given.

On a result of article the conclusion is drawn that determination of level of innovative development of the enterprise constructed on assessment of innovative climate, Wednesday and capacity of the organization is a basis for elaboration of further innovative strategy.

Keywords: innovative environment, innovative climate, makrosreda, microenvironment, innovative potential, enterprise.

Research of models of innovative activity on the basis of process of commercialization of innovations Shamin A.E., Frolova O. Ampere-second. 18

In article process of commercialization of innovations which is supported by various economic institutes, such as manufacturing enterprises, governmental bodies, scientific and educational institutions is considered. The review of a role of various institutes in the course of commercialization of technological innovations is provided in this article. The manufacturing sector as one of the largest creators and users of innovations is allocated, the main problems of the domestic enterprises, such as are designated: need of improvement of quality of production and technology, development of business processes of the enterprise, need of improvement of production and decrease in cost of production.

The model of the innovative process characteristic of the Soviet period is considered and in comparison the innovative process which is carried out in open market economy is shown. On a result of article the conclusion is drawn that in Russia, now, search of the effective organization of innovative process and satisfaction of market requirements at the expense of opportunities of new technologies is conducted.

Keywords: innovative activity, model, innovative process, commercializations of innovations, economic institutes

Innovative approaches to the modular organization of professional development of preschool teachers. Petrova S.N. of page 21

In this article the reasons which are not allowing preschool teachers to fulfill qualitatively the state requirements to educational activity of the preschool organization are considered, the main reason which consists in backwardness of innovative activity of teachers is distinguished from them. The short analysis of the reasons of problems of preschool teachers in the creative solution of a number of problems of preschool education is given, certain opportunities for development of innovative orientation of professional activity of teachers of the preschool organizations and also the conditions providing development of high level of their general and professional competences guaranteeing successful development of pupils are allocated. Intrinsic characteristics of innovative model of the modular organization of professional development of preschool teachers, questions of technology of its realization reveal and the content of the interconnected activity of students and the teacher in one of modules is in detail lit.

Keywords: professional development, innovative activity, modular training, model of the modular organization of professional development, innovative educational environment, preschool educational organization, competences.

Development of cluster regional economy in the Russian Federation Germanovich A.G. of page 26

Innovative modernization of economy in the Russian Federation is one priority directions. Regional and local authorities have to solve this problem. In many regions the maneuver is necessary for overcoming traditional schemes of management. He assumes overcoming the existing forms of territorial branch management of economy. New forms of the territorial organization and innovative activity will allow to diversify structure of regional and local economy. To respectively increase its competitiveness.

With regional integration of the enterprises at local level there are chains of the organizations and enterprises. They prepare shots, conduct scientific research, etc. Such forms of the organization and management of regional economy belong to clusters.

Basis of formation of clusters in the Russian Federation are technological platforms. The expanded programme of development of clusters is based on presence of cluster potential at the local level.

Cluster potential and at the local level is measured in regions by the known system of economic coefficients. For further development of cluster economy in the Russian Federation investments have a strategic importance.

Keywords: innovative modernization, diversification, development of clusters, cluster economy, localization coefficient, coefficient of shower production, coefficient of specialization of the region.

Improvement of tools of the state investment policy for sustainable development Boyakhchyan A. Ampere-second. 29

Limitation of financial and investment resources, on the one hand, and need of modernization of economy of Russia, with another, assume the importance of a role of the state in carrying out the state investment policy aimed at sustainable development of the Russian economy in that or other branch, and the success here in many respects depends on a position of the state.

Now the relevance of the matter is especially high. In article it is said that a fundamental condition of forward growth of the Russian economy is strengthening of the measures of the state influence directed to transition to innovative model of functioning, stimulation of policy of import substitution, increase in competitiveness of the Russian producers. Sustainable development of national economy will allow to provide the offered directions of improvement of tools of the state investment policy (the choice of priority activities, privileges, preferences of the enterprise of the specified kinds of activity, etc.).

Keywords: system of coefficients, innovative development, investment attractiveness, competitiveness

Transition to sustainable development: time imperative Volynchikov A. Ampere-second. 32

In article prerequisites of formation of the concept of sustainable development at the national and global levels are analyzed, characteristic features of this concept are distinguished. The retrospective analysis of tendencies of economic development of the Post-Soviet period of Russia is carried out. On the basis of statistical data the main negative lines of modern social and economic model of Russia from which are distinguished come to light: demographic crisis, raw orientation of export, economy importozavisimost, institutional "traps". The comparative analysis of dynamics of gross national income and the corrected net savings of Russia which shows that taking into account exhaustion of natural resources, negative impact of emissions of harmful substances in the atmosphere on health of the population and volume of expenses for education economic progress of the last years looks not so convincingly is provided. Need of transformations for the balanced, sustainable development of social, economic and ecological spheres is proved. The leading role in this process is assigned to the state.

Keywords: economic development, sustainable development, stability, the corrected net savings, hi-tech export, the environment.

Strategic anti-recessionary planning: methods of forecasting of global financial and economic crises. Kalashnikov P.K., Samarin I.V., Fomin A.N. of page 36

The hierarchy of crises allowing to identify on a condition of the financial markets the global crisis phenomena at early stages of their emergence is presented. The fundamental reasons of modern financial and economic crises are designated. The being of methods of their forecasting on the basis of use of the generalized indicators of the financial markets capable to consider an overflow of the financial capital between separate segments and also influence of the market of derivatives is considered. Structures of the generalized indicators, schemes of their formation from private financial indicators of the main countries of the world and possible interpretation of values of the generalized indicators on the basis of "temperature" analogy are offered. The analysis of dynamics of the main segments of the world financial market is carried out: share, commodity, currency, market of precious metals. It is shown that in recent years the main tendencies of the world financial market are strengthening of US dollar in relation to other financial assets and also the advancing growth of the world stock market, generally due to growth of the markets of the Asian countries.

Keywords: dynamics, hierarchy, indicator, crisis, method, world system, forecasting, financial markets, economy.

Features of recognition and accounting of net assets of non-profit autonomous institutions according to the Russian and international standards of Legenkov M.K. page 43

Problems of accounting and reflection in the reporting of net assets and an order of their formation taking into account specifics of economical legal status of property of non-profit autonomous institution are in one of the most debatable when conducting account both according to the Russian standards, and according to IFRS for subjects of the public sector.

Research objective is justification of rules of reflection in accounting of net assets of non-profit autonomous institutions. In a research methods were applied: comparison, synthesis, analysis, logical approach, system approach. In article legal aspects and specifics of recognition of property of non-profit autonomous institutions according to national standards, with drafts of federal standards of account in the sector of public administration and with IFRS of OS are considered. It is offered to consider sources of formation of property as the complex category in a certain share corresponding as to signs of gross receipts of economic benefits (a share of net assets), and obligations of establishment.

Keywords: non-profit institutions, net assets, obligations, especially valuable property, International standards for the public sector.

The analysis of security of Russia with factors of production and efficiency of their use in the conditions of the competition in the world market. Simonyan S.M. of page 46

Subject/subject. In the international market falling of cost on a number of positions of raw branches is observed, the global economy is unstable. It is considered and degree of security of Russia with factors of production, for prevention of dependence of our country on raw materials cost in the world market and ensuring economic security of our country.

Purposes/tasks. The research of degree of security of Russia with factors of production and extent of their use for development of national economy is conducted. Stages of development of the theory of factors of production are tracked.

Methodology. Extensive material of the Russian analytical agencies and departments, scientific theoretical works of domestic and foreign scientists is used. In work aspects of the economic theory and statistical analysis are combined. As objects of a research the production factors which are available for our country are chosen.

Results. Russia in prosperity is provided with all factors of production, except for, maybe, information if to understand as this factor of technology. At the same time, at sufficient providing, our country does not use fully the available advantages arising due to security with production factors.

Conclusions/importance. Thanks to backwardness of our economic system we very strongly depend on the world prices for resources, on a rate of world currencies, at last, on import of means of production and technologies. Though, we have all reasons to be considered as leaders in all mentioned aspects. Having such extensive territory as at us, with such volumes of reserves of minerals, such scientists as the academician Sakharov, etc., having the modern productions capable compete in the world market in the country we could leave from dependence on import, on dependence on exchange rate and the world prices for resources. Domestic manufacturers, could process all got resources in the country and deliver already processed, hi-tech production on the market.

Keywords: economic system, production factors, world market, competition.

Informal economic activity in Russia: negative and positive consequences of Tskhadadze N.V. of page 50

In article social and economic consequences of informal economic activity in Russia are analyzed. Distribution of the informal sector leads to serious negative consequences for conducting business activity, economic growth and development of the country in general. However consequences of informal economic activity are not so unambiguous, under certain conditions not too large-scale informal employment can have and positive influence. Negative consequences of informal economic activity are: non-democratic system of decision-making and unreasonable policy; irrational distribution of resources and delay of economic development; undermining competitiveness; expansion of uncontrollable trade in low-quality goods; degradation of the principles of social behavior; weakening of trust to institutes of the government; increase in social vulnerability of the population; corruption growth; impoverishment and strengthening of inequality of the population; deformation of tax system and difficulty of carrying out measures of macroeconomic regulation.

If the informal sector is not big on the scales, it has also positive sides, such as: the stabilizing role, is the social shock-absorber, promotes realization of enterprise potential and increase in cumulative demand.

Therefore regulation of informal employment has to be extremely thought over and weighed.

Keywords: informal sector, informal economic activity, informal employment, informal income, labor productivity, economic resources, production costs, production efficiency, competitiveness, business activity, economic growth.

Assessment of an economic condition of catering establishment and ways of a solution of the problem of its bankruptcy. Ionenko P.T. page 55

Against the background of the economic crisis caused by sanctions from the countries of the West and the USA in Russia the tendency by recognition by bankrupts of many enterprises is looked through. Financial difficulties could not but affect the sphere of public catering.

In this article ways of an ochushchestvleniye of financial control are given in conditions a bankrotstvapredpriyatiya, methodical approaches to assessment of bankruptcy of the enterprise and their use on the example of catering establishment.

Keywords. Bankruptcy, crisis, creditor, catering establishment.

Adaptive technique of intra-corporate training of personnel. Onopriyenko A.V. of page 60

In article the option of an adaptive technique of intra-corporate training of personnel, allowing to maintain professionalism of the shots allowing to solve strategic problems and to provide competitiveness of the organization adapted to needs of consumers is offered. It is shown that adaptive training focuses on change in response to change development of the environment of business and it is necessary for survival of the organization. The system of training includes: risk analysis of personnel and definition of requirements of training, statement of the purpose of training, formation of criteria for evaluation of result of training, determination of content of programs of training, choice of methods, forms, types, training approaches, formation of the budget of training, organization, selection of experts and carrying out training, assessment and discussion of results of training, active actions for realization. Within the concept the main value and competitive advantage of the modern company studying the organization is the "Knowledge" accumulated and created in the organization therefore in an algorithm of a technique the Store of Knowledge of the Organization block is allocated. Development of the offered technique is supposed for implementation of the concept of the self-training and learning organization.

Keywords. Technique, intra-corporate training, system, personnel.

Validation and documenting of special assessment of working conditions. Shadlov A.I., Dmitriyenko G. V. of page 65

Through special assessment of working conditions validation of the control system of labor protection created at the enterprise as a result of which deviations and discrepancies come to light is carried out. Attention is especially paid to documents of a control system of labor protection and working conditions. Results of assessment are fixed according to the procedure of documenting of results for the purpose of confirmation by the employer of the fact that all actions were organized and held and correspond to the legislation. At the same time there are internal risks which conduct to mistakes. Mistakes can be divided into two groups: incomplete structure of documents and incorrectly made documents. To minimize risks and to avoid a mistake by drawing up and paperwork of a control system of labor protection in article the analysis of system of documenting is carried out, the structure of documents reveals, a number of the measures directed to the correct drawing up documents is proposed, and measures for maintenance of documents in working order are proposed.

Keywords. Documenting in a control system of labor protection, special assessment of working conditions, structure of the document on labor protection, validation of documenting in labor protection

The trend discriminant analysis of labor productivity in the agrarian sector of the Moscow region Ziroyan M.A., Tinyakova V.I., Harcheva I.V. of page 67

In article the technique of the trend discriminant analysis of labor productivity in interrelation with the salary of the agricultural enterprises is offered. The idea of complex use of econometric models (autoregression models and regression models from a qualitative dependent variable) for the purpose of definition of dynamic and entropy stability of the discriminant decision is the cornerstone of the offered technique. Such integrated approach allows to estimate the stimulating salary role in increase in labor productivity and to reveal potential opportunities for strengthening of this role. Applied aspects of a technique of the trend discriminant analysis are shown on the data reflecting dynamics of labor productivity and the average monthly salary in the agricultural enterprises of the Moscow region. By results of an empirical research within which the entropy coefficient was calculated and the limit analysis of factors is carried out, the following conclusions are formulated. The stimulating salary role as factor of increase in productivity of work at the agricultural enterprises of the Moscow region remains very high and therefore thanks to its stimulating opportunities the current unstable classification of areas can undergo essential changes. For all enterprises without exception there is an opportunity to strengthen the competitive positions due to increase in productivity of work by strengthening of the stimulating salary role.

Keywords: labor productivity, salary, discriminant analysis, model of the binary choice, entropy coefficient, marginal effect.

Cooperatives in realization of economic interests Maryanovsky V. A., Konotopov V.M. of page 72

In article cooperatives as organizationally the issued voluntary and self-governed associations of people for the purpose of implementation of various activity in the sphere of the economic relations are considered. Cooperative (joint) assignment of the corresponding objects is the cornerstone of such associations: means of production, exchange or consumption.

The direct purpose of cooperatives is ensuring certain advantages (economy of means, efforts, time) to the members by connection of separate economic functions in the organization. Transfer of a part of such functions to cooperative objectively leads to the fact that the material benefits and services received as a result of public housekeeping are distributed between members according to extent of transferring of the economic functions by them on cooperative.

Despite differences in spheres, methods of activity and the social importance, two signs are inherent in all cooperatives. First, cooperatives promote satisfaction of economic interests first of all of the members. The nature of cooperative property is limited by a quantitative framework of this association. Secondly, process of cooperative assignment it is necessary it is connected with direct material participation of members in formation of objects of its property that causes the corresponding rights and duties of each member.

Keywords: cooperative, cooperative property, cooperative form of managing, voluntariness, self-government, material participation.

Small and medium-sized enterprises of the industry in economy of the Russian Federation: a role and the place in the corresponding dimensional and branch segments. Vlasov M.M. of page 76

In this article the role and the place of small and medium-sized enterprises of the industry in economy of the Russian Federation are considered, the main statistics defining value of small enterprises of the industry for various aspects of development of the country is analysed. The major factors defining current state small and average of the enterprises of the industry in the Russian Federation are analysed, the characteristic is given to their branch distribution, sources of investments into fixed capital and also a contribution of small and medium-sized enterprises of the industry to economy of the Russian Federation are presented. Key indicators of activity of small and medium-sized enterprises of the industry are analysed, the

characteristic of dynamics of their development is given. The analysis of intrasegment differences of activities and focal branches and also the nature of activity and distribution of investments between small and medium-sized enterprises is carried out. The main features of a segment of small and medium-sized enterprises of the industry are marked out. The conclusion is drawn on need of creation of conditions for development of small and medium-sized enterprises of the industry for ensuring stable development of national economy in general. In the matter are distinguished from the main directions of efforts: improvement of the antitrust law, development of infrastructure of support of small business, motivation of small enterprises of the industry to invest the capital in innovative, knowledge-intensive projects with the term of turnover of the capital it is more than a year, special tax benefits, consulting, information support and support in the field of preparation, retraining and professional development of shots.

Keywords: economy; enterprise; industry; small and medium-sized enterprises

Features of formation of system of management accounting of expenses of the telecommunication companies of Gibelnev E. Ampere-second. 83

The purpose of work is identification of features of financial and economic activity of the telecommunication companies which have to be defining when forming system of management accounting. The relevance of a research consists in need of a research of the existing techniques of management accounting of expenses and a possibility of their adaptation for the companies - participants of the infocommunication market. When carrying out a research general scientific methods of knowledge, a method of group of data, system approach are used. In work preparatory activities on the organization of system of management accounting of the telecommunication companies are formulated. The carried-out analysis of advantages and shortcomings of systems of management accounting, such as direkt-kosting, standard-kost, target-kosting, kayzen-kosting, AV-kosting, allowed to make recommendations to the telecommunication companies about expediency (inexpediency) of their application. The organization of management accounting of expenses according to the marked-out features will allow to modernize process of adoption of administrative decisions.

Keywords: management accounting; expenses; telecommunications.

Organizational and economic aspects of increase in effective management of regional housing stock. Shchurov B.V., Kozhin V. A. page 88

The key problems of effective management of regional housing stock including high degree of wear of housing stock, a monopoly position of producers and suppliers of housing and communal services, non-execution by budgets of different levels of the obligations are revealed. It is shown that it is possible to provide the most effective management of housing stock only at the level of association ZhKK of sparsely populated territories in the uniform integrated complex. The system of effective management of regional housing stock with the uniform center of responsibility led by specialized state institute is offered that will allow public authorities of management to organize providing the available housing and communal services conforming to the international quality standards.

On a result of article the conclusion is drawn that creation in Russia of forms state-private partnership in the sphere of management of housing stock will promote carrying out regular monitoring of a condition of housing stock and municipal networks, priority distribution of budgetary funds, increase in efficiency of functioning of the studied economy segment.

Keywords: regional housing stock, public-private partnership, effective management of housing stock.

Optimal portfolio solutions in the conditions of globalization. Karyagina T.V., Lebedeva M.V., Fetisov V. A. page 91

The main objective of a research which results are discussed in article consists in development of models of justification of investment decisions in the conditions of globalization. It is supposed that all effects of globalization taking place in the financial markets are concentrated in market indexes and therefore a research of processes of globalization it, first of all, a research of dynamics and interaction of market indexes. When modeling these processes there is a need for complex reflection of this dynamic interaction. In article it is offered as the device for modeling of effects of this interaction to use the main components. By means of main the component is formed of market indicators a set of statistically independent factors considerably of the regression equations expanding a possibility of application in models of portfolio investment which was for the first time realized by Sharp in his diagonal model. Use of this expanded opportunity allowed to construct the modified option of diagonal model of Sharp in which through main to a component integration effects of globalization are considered. Properties of statistical independence main a component allowed to generalize the modified model on a case when the adequate description of global effects turns out only in case of application of several main a component. The given results of empirical researches confirmed need practical a possibility of use of the offered models for justification of investment decisions in the conditions of globalization.

Keywords: globalization, diagonal model of Sharp, single-index model, unicomponent diagonal model, the main components, regression on the main components.

Innovative methods of measuring systems in technical diagnostics of the power equipment Kunina P. S., Parasuk A.A., Bratchenko I.V., Kostin S.P., Chernova Yu.N., Klyumova N.Yu. page 96

In work the main requirements imposed to types of the measuring systems used in processes of diagnostics of the heavy power equipment by methods of nondestructive control are submitted. The main merits and demerits of each type of measuring systems are investigated. Thus, connection between quality of measurement and quality of the carried-out diagnostics of the power equipment is established. Influence of errors of measurement on obtaining the end result for determination of technical condition of system is established. The analysis of the being criteria of errors of measurement is carried out, at diagnostics of the power equipment which consist of an error of measurement and an error of devices and have the gradation. Authors came to established that for assessment of influence of random errors on the end result it is necessary to take a series of measurements, the number of measurements in which is defined by methods of mathematical statistics. So-called "gross blunders (misses)" caused by miscalculations of observers are subject to an exception.

Keywords: Monitoring, unit, control methods, parametrical, vibration

Comparative analysis of material structure and properties of kaolins of fields of South Ural Bayandina M.A., Bayandina T.V. of page 102

For reduction of dependence on import deliveries of kaolins it is necessary to use as binding in production of high-aluminous fire-resistant materials kaolins of the Russian fields. The Urals are the only region supplier of kaolins in Russia. In the territory of South Ural such fields of kaolins as Kyshtym and the Crane Ravine are developed and operated. The material structure and properties of kaolins of the Kyshtym field and the field the Crane Ravine in comparison with a high-quality kaolin of the Oboznovsky field (Ukraine) is studied.

It is established that the Kyshtym nonenriched kaolin because of the high content of quartz cannot be used as high-aluminous fire-resistant material, binding for receiving. The enriched kaolin of the Kyshtym field is of a lower quality than the enriched field kaolins the Crane Ravine and the Oboznovsky field.

On properties the enriched kaolins of the Oboznovsky field and field the Crane Ravine are comparable. The enriched field kaolin the Crane Ravine can be applied as high-aluminous fire-resistant material, binding for receiving.

Keywords: high-aluminous refractory materials, kaolins the Kyshtym field, the field the Crane Ravine, a nonenriched kaolin, the enriched kaolin, the Oboznovsky field binding.

Identification of efficiency of model and technology of training of future teacher for fasilitiruyushchy communication with hearing-impaired younger school students Butko S.S. of page 105

The results of consideration and studying of requirements to professional standard of the modern teacher which allowed to develop model of training of the teacher for fasilitiruyushchy communication with hearing-impaired younger school students means of a foreign language and the technology of its realization including such components as subjects of the doctrine, function, the purpose, tasks, the principles, contents, technology and result are presented in this article.

The carried-out comprehensive analysis of methods, forms, contents and also new tendencies of communicative development of students allowed to allocate communicative training in a foreign language and "active methods of training" (games, trainings, communicative exercises, etc.) as leaders in purposeful process of training of future teacher for fasilitiruyushchy communication with hearing-impaired younger school students and development of communicative competence [1, with. 15].

The confirmation of quality of the obtained data following the results of the forming experiment illustrated with reliability of statistical differences in distribution of values of the studied indicators is result of realization of model.

The comparative analysis of the obtained data with use of methods of mathematical statistics allows to claim that in experimental groups of examinees essential and significant differences in achievement of indicators of development and formation of the main components of communicative competence in comparison with results of control group are revealed. It is expressed in reliability of differences between distributions in control and experimental selections, prevalence of the high levels of development of key indicators of communicative competence of experimental groups and also insignificant differences between indicators of experimental groups on the main criteria of a research.

Keywords: hearing-impaired younger school students, fasilitiruyushchy communication, training of future English teachers, competence-based approach, model and technology of training of teachers

Research of correlation of a gross metabolism and training load taking into account its parameters and the surface of a body at troyeborets of the highest sports categories *Larin O.S., Gavrilov A.N.* of page 109

Article contains the analysis of dynamics of gross exchange at troyeborets of the highest sports skill taking into account intensity of loading of feature of the concept of a block periodization of loadings at a stage of the transforming mesocycle and also size of a surface of a body. It was visually shown that heat production of an organism substantially depends the formation of urea of nitrogen passing through a cycle which was determined by a daily diuresis of the emitted urine. Determination of this parameter happened laboratories of the Center of Molecular diagnostics. Dynamics of changes of a gross metabolism, in proportion to change of size of a surface of a body which was defined according to weight category of the acting athlete is also shown in article. For descriptive reasons dependences of heat production participated in a research the athletes acting in weight categories "to 82,5kg" and "up to 100 kg". For demonstration of dynamics of changes of gross exchange correlation interrelations of volume of a training load and also its intensity with heat production of an organism are displayed.

Keywords: gross metabolism, correlation interrelations, powerlifting

Modern psychology and pedagogical conditions, means and methods of the educational environment of higher education institution *Gasanova R.R.* of page 111

Article is devoted to a current problem to modern psychology and pedagogical conditions, means and methods of the educational environment of higher education institution. Modern psychology and pedagogical conditions, means and methods represent the qualitative characteristics of factors, processes and the phenomena of the educational environment of higher education institution reflecting the main requirements to the organization of activity, sets of the objective opportunities of psychology and pedagogical influence which are purposefully created, realized, providing the solution of the objectives, a packages of measures promoting increase in efficiency of the educational environment of higher education institution in general.

In article the analysis of the applied psychology and pedagogical means and methods is developed. The conclusion that creating certain psychology and pedagogical conditions under which students in the course of mastering a training material join in active cognitive and practical activity is drawn, we thereby, exert impact on abilities of the student to get knowledge and to put them into practice, to rely on ourselves, forming high degree of independence and initiative. At students social skills and creative abilities develop, the motivational and semantic sphere of the personality will be transformed, the informative activity inducing the subject of the doctrine to self-education and self-development increases, expanding borders and level of claims to itself.

Keywords: psychology and pedagogical conditions, means, methods, activity, educational environment, subject, higher education institution.

The Tsitokinovy status at the syndrome of the angry intestines (SAI). *Dustov A., Abdullaev A.Sh.* of page 115

It is established that concentration FNO-a and IL-1, IL-6 and IL-8 in serum of blood of sick SRK with prevalence of locks is reliable above, than in control group of healthy faces. At the same time patients with diarrheal option of SRK have serumal concentration FNO-a and IL-1, IL-6 and IL-8 authentically exceeded similar indicators in group of patients with SRK with prevalence of locks. The expressiveness of endoscopic damages of a mucous membrane of a stomach was in inverse correlation relation from the level of anti-inflammatory cytokina IL-10[6]. Concentration of FNO- α , IL-1 β , IL-6 sick SRK with erosive damage of a mucous membrane of VOPT had average values of concentration of the majority of pro-inflammatory tsitokin statistically authentically above similar indicators in groups of sick SRK without erosive defeat of mucous VOPT[6,11]. The research of system of regulatory tsitokin at SRK has important predictive value as the level of intercellular mediators of inflammation correlates with expressiveness of the leading clinical symptoms. Level of pro-inflammatory tsitokin at sick SRK allows to give an assessment to weight of a condition of the patient and to carry out purposeful therapy [2,6].

Keywords: a syndrome of the angry intestines, superficial, erosive, hypertrophic gastroduodenit, diarrhea, a lock, a meteorizm

The choice and classification of the factors influencing for work of persons on duty on the railway stations *Kandybina S.A., Kalikina of So-called* page 119

In work the analysis and a research of factors which are sources of emergence of a dangerous situation in the railway station (intermediate) is carried out; the research of hardware of railway stations is conducted; a research of work of persons on duty on the railway station in the existing conditions, constant and additional working conditions are defined; the number of the operations which are carried out by the person on duty of the intermediate station and a problem, arising at various intensity of the movement, when performing the current works on service and repair of devices of infrastructure is defined, during production of shunting work, at the organization of works in "window", emergence of "failure" of technical means; the interrelation of factors and conditions determining load of the person on duty by the railway station during change which promotes commission of the wrong (wrong) actions by the person on duty on the railway station in certain conditions is established; risk factors of emergence of a dangerous situation, depending on the amount of the movement, hardware of stations and adjacent stages, throughput and carrying ability of sites are defined and estimated.

Keywords: control system of traffic safety, railway station, transport event, analysis, factors, dangerous situation, person on duty of the railway station.

Kompleksirovanny measuring system of forces of rotational cutting. *Katsay. Ampere-second.* 126

In article schemes of measurements of forces of cutting are considered by the milling unit of hand-operated rotational type. The unit is intended for surface treatment of pavings. By means of the unit it is possible to level an asphalt covering, to delete frost and any other firm educations. Unit advantages in its small dimensions and high specific efficiency. Processing of material is made by the cutting edges at a small speed by an obkat method. In a zone of destruction of material there is its shift from a cutting zone. This property is caused by the difficult law of the movement of the cutting edges concerning the processed material. Three schemes of installation of tensometric sensors for measurement of longitudinal, vertical and cross forces of cutting are submitted. Giving of the cutting tool is controlled by means of the ultrasonic sensor. By means of the system of technical sight depth of processing of material and cross shift of the tool is estimated. The Kompleksirovanny measuring system is necessary for a research of forces of cutting in the conditions as close as possible to real operation of the rotational tool as the hinged equipment.

Keywords: rotational milling, cutting forces, tensometric sensor, technical sight.

Application of adjusting actions in the conditions of recession of a passenger traffic. *Kitanina K.V., Kalikina So-called* page 130

Article is devoted to research and development of conditions of application of adjusting actions at recession of a passenger traffic in the Far Eastern Federal District. In article the factors exerting the greatest negative impact on the organization of passenger traffic in the Far East region are designated. In work the research of a passenger traffic of the formation by the Far East branch JSC Federal Passenger Company following in trains on the basis of which the tendency of recession of a passenger traffic is established is conducted and its reasons are established. The hierarchical scheme of adjusting actions in relation to trains is investigated by formation by the Far East branch JSC Federal Passenger Company. On the basis of the hierarchical scheme of adjusting actions transition conditions from one level of actions to another are developed and also check of the developed technique is made for trains of the Far East region. The example of association of trains is presented. Economic assessment which showed efficiency of association of trains is made. Defects at association of the presented trains are revealed. Schedules for the presented trains which confirm efficiency of application of the presented calculation for the trains plying in the Far Eastern Federal District are provided in article.

Keywords: passenger train, transportation of passengers, increase in a passenger traffic, recession of a passenger traffic, train capacity, adjusting actions, passenger traffic.

Development of the device for early diagnosis of diseases on the basis of the analysis of composition of saliva by method of mikrokantileverny sensors. *Kolesov D.V., Yaminsky I.V., Silina E.V., Stupin V. A.* page 135

The work purpose - demonstration of a possibility of use of kantileverny sensors for creation of the device for forecasting and early detection of diseases on the basis of the analysis of composition of saliva of the person by means of the implanted biotouch means.

In the first part of work the principles of operation of mikrokantileverny sensors are described and the review of their application as biosensors is submitted. The second part contains experimental data on modification of a surface of sensors a receptor layer and results of definition of S-jet protein in buffer solution by means of dvukhkantileverny micromechanical system. Data on the analysis of a receptor layer with method of atomic and power microscopy are submitted.

As discussion the concept of the compact self-contained biotouch unit on the basis of microfluid technologies which can be implanted into a mouth for long continuous diagnosis of various diseases, including a heart attack and a stroke is submitted.

The developed system will allow to increase quality and speed of diagnosis of various cardiovascular diseases and to prevent their progressing that it as a result will allow to keep lives and to lower budget expenses.

Keywords: kantilevery sensor, saliva, S-jet protein, diagnostics, superficial tension.

Optimization of introduction of LTE in Russia *Mazkhar J. of page 141*

Features of introduction and use of LTE technology in Russia are considered.

At the moment construction and work of LTE networks are carried out on the basis of a row non-optimal for client devices and the operator of parameters. It creates problems of quality and availability of service and also generates excess load of infrastructure of the operator and influences energy consumption of client devices negatively.

Inclusion of support of technology Voice over LTE, cDRX, optimization of Inactivity timer value and use of parameter of switching of Redirection instead of Handover and RRC connection release will allow to avoid parasitic loading from a repeated re-registration of client devices in network, it is essential to accelerate switching between base stations and to considerably reduce energy consumption of devices.

At the moment the client devices working at decisions from Qualcomm, ZTE, Intel and Huawei support these functions, and infrastructure in the large cities allows to start their realization from outside ON operators.

Keywords: LTE, cDRX, energy consumption, VoLTE, optimization, energy consumption of client devices, switchings, frequency parameters

The concept of application of neural classical and quantum calculations for search of unstructured information on the information telecommunication Internet of *Prikhodko S.S. of page 143*

Object of research is the concept of application of quantum classical and neural calculations. The author pays attention that an important role is played by the chosen interpretation of quantum mechanics among which it will be considered both the Copenhagen interpretation, and a Feynman formalism of integrals on trajectories and everettovsky interpretation of the multiple worlds. The author in detail considers such aspect of a subject as the choice of interpretation of quantum mechanics important for search of unstructured information on an initial step of a clustering by means of establishment of analogies between quantum mechanics and neurocomputing. The quantum mechanics is the linear theory, however the purpose to apply it to significantly nonlinear data processing as, for example, search of unstructured information, the general problems of a clustering and data processing. Method of a research is mathematical modeling, namely application neural networks when using functions of accessory (fuzzy logic). The main idea - use of function of accessory to a clustering of data. The novelty of a method consists in its universality allowing to avoid on the one hand, accounting of considerable set of parameters for creation of model of artificial intelligence, and with another, will allow to create model, full for work in the conditions of incomplete and inexact initial information at recognition of search queries.

Keywords: Information search, fuzzy logic, function of a fuzzification (accessory), indistinct clustering, artificial neural networks.

Detection of phytosterols in beer *Rapota M.O., Tyrsin Yu. Ampere-second. 147*

As substances of the lipidic nature, from various vegetable sources, including from grain, many foreign publications are devoted to release of phytosterols. However the researches revealing behavior and influence of phytosterols on process of preparation of beer were not found in literature. Raw materials for preparation of beer according to GOST 31711-2012 is malt brewing barley, wheat, nesolozheny grain products – barley, wheat, rice, corn, etc. The listed grain raw materials contain phytosterols in the structure. Phytosterols are in cereals in the form of free sterols, air with fatty acids and fenolokislota, glycosides and atsilirovanny glycosides. Existence of these classes varies among various cereals and in various parts of grain. For the purpose of the solution of a question of presence of phytosterols at beer, developed a tool method of definition of phytosterols. Came to a conclusion that the content of phytosterols completely depends on the grain raw materials applied at overwrite. The more as a part of malt, the content of phytosterols is higher. Phytosterols collect in beer owing to their extraction from raw materials – nesolozheny grain products, malt and hop.

Keywords: phytosterols, grain raw materials, detection of phytosterols in beer

Application of special heads of the higher mathematics in a question of increase in efficiency of use of mobile power means. *Shpilyov E.M. of page 150*

Schematic diagrams of running systems of the mobile power means containing the triangular caterpillar propeller for the tractor of a class 1,4 and the combine harvester are considered. The mathematical apparatus for calculation of interaction of the triangular caterpillar propeller with the firm basis is given. The regularity of resistance to rolling of pneumatic wheels of the operated bridge, to rolling of the leading triangular caterpillar propeller of mobile power means owing to deformation of the soil is received. The regularity of formation of the tangent draft developed by the triangular caterpillar propeller of mobile power means is also received. Results of use of the replaceable triangular propeller are given in the scheme of the running device of mobile power means. Experimental traction characteristics of the production wheel tractor of a class 1,4 and the tractor of a class 1,4 with the triangular caterpillar propeller are submitted, at the same time the conclusion is drawn that the experimental tractor has higher traction and coupling properties. The high efficiency of use of the triangular caterpillar propeller is shown.

Keywords: Mathematical dependence, tractor, combine, triangular caterpillar propeller, normal pressure, traction and coupling properties, traction characteristic, technogenic influence.

Information investment options in the executable file of the .Intel HEX format by means of language of the *Shterenberg S.I. Assembler., Vitkova L. Ampere-second. 154*

In a modern computer steganografiya there are two main types of files: the message - the file which is intended for concealment, and a container - the file which can be used for concealment of the message in it. Ways of an investment information in the executable file of the .Intel HEX format by means of the Assembler programming language, for the choice of the most optimum method of an investment are provided in this article. Before executing a message investment in a container, it needs to be transformed to a certain look, convenient for packing. In many cases resistance of the received stegosobshcheniye to distortions is also desirable. The executable file of a format of Intel of HEX very much is suitable for such transformations. Processors of the x86 family have an excess set of instructions. The same operation can be performed by means of various instructions. Such redundancy can be used for the hidden investment of information in the executed code, without breaking at the same time its integrity. In article the methods of the hidden investment of information which are not changing the size of a code and using a set of instructions of general purpose are considered and analyzed.

Keywords: Assembler, IntelHEX format, Information technologies, steganografiya, stegosistema, NOP chain

About approaches to development of the constitutional system of the rights and freedoms in the context of modern understanding of the constitutional state *Karpov V. A. page 157*

In the present article the modern understanding of the constitutional state which is guided by the author's concept of four criteria complexes – ideological, formal, prakseologicheskyy and psychological is offered; in the context of the offered understanding of the constitutional state the prospects of development of the constitutional system of the rights and freedoms of the person and citizen are considered, possible approaches to the directions of such development come to light; author's approach to this problem from the point of view of a reasonable combination of conservatism and modernization for the benefit of stable forward development of sovereign legal statehood is proved in Russia.

Keywords: *The constitution of the Russian Federation, human right, the constitutional system of the rights and freedoms of the person and citizen, legal statehood in Russia, criterion of the constitutional state.*

Property right to an action as subject to protection *Zakoshansky M.V. of page 162*

In the present article the author carries out the comparative analysis of scientific and literary and standard definitions of one of the central institutes of the Russian civil law - the property right. Results of long-term works of outstanding domestic and foreign erudite civilians and kommertsialist are given in work and also prerequisites of fixing of results of their works for creation of the most perfect standard regulation of the property relations arising at implementation of the property right on the example of security are investigated. Since the period of the most ancient Roman right scientists by means of various lexical designs sought to find the most substantial and universal formal determination of the property right capable to delimit unambiguously and, thus, to provide protection to various property benefits. Whether there is a difference in perception of the property right by the academic researchers and representatives of the public power who are directly carrying out rule-making activity and standard regulation? Whether joint combination of efforts for creation of more perfect mechanism of protection of private interests in a modern legal paradigm is possible? Whether there are conditions for creation of new institutes of the private-law institutes directed to protection of property interest? In work suggestions for improvement of the modern civil legislation regarding fixing of institute of possession as integral element of the property right are also analyzed.

Keywords: *determination of the property right; possession; property right elements; real right; protection of possession.*

Tendencies of development of a regulation of the settlement agreement Zeynalov R.I. page 165

In this article it is told about settlement agreements in agrarian and industrial complex of the Russian Federation and the CCP of the Russian Federation, the comparative analysis of the norms regulating settlement agreements is carried out. The stimulating measures of agrarian and industrial complex of the Russian Federation for the conclusion of the settlement agreement are considered. An opportunity return to the claimant of a half of the state tax and also lack of some similar privileges in civil process. Entering of some additions and changes into civil production seems expedient. Ways distribution of the state tax depending on a case and also distribution of the state tax in Arbitration court of the Saratov region. A package of measures and ways for assistance of the conclusion of the settlement agreement. Assistance of court and inducement of the parties by court to the conclusion of the settlement agreement. Positive sides of the conclusion of the settlement agreement for the parties and for judicial system. What provisions of the Tax Code of the Russian Federation regulate the settlement agreement and return of the state tax and that we consider fair to add. And also the statistics of the conclusion of affairs by settlement agreements is given in Arbitration court of the Saratov region.

Keywords: The settlement agreement, the state tax, ways and measures of stimulation and to inducement by court to the settlement agreement.

The administrative and legal bans as means of anti-corruption in the system of law-enforcement bodies Zimin S.I. page 169

In article the administrative and legal bans directed on anti-corruption in law-enforcement bodies are considered and also classification of the administrative and legal bans is given. Following the results of the conducted research the author noted that the administrative and legal bans as means of anti-corruption in Department of Internal Affairs aim prevention and elimination of corruption manifestations i.e. prevention of corruption in Department of Internal Affairs. Also the author focuses attention that the administrative and legal bans applied in Department of Internal Affairs make the complete system of these bans as means of anti-corruption to the public civil service of the Russian Federation, military service of the Russian Federation and service in other law enforcement agencies of the Russian Federation that talks the states uniform anti-corruption politics. At the same time, as the author notes, the administrative and legal bans as means of anti-corruption in Department of Internal Affairs, in modern conditions received the fixing in federal laws. The legislator in modern conditions goes on the way not only expansions i.e. introduction of the new administrative and legal bans, but also establishes rigid responsibility for their non-compliance.

Keywords: anti-corruption, corruption manifestations, law-enforcement bodies, legal means, administrative and legal ban, federal law.

Legal activity of citizens in criminal trial Istratov A. Ampere-second. 173

In article questions of legal activity of citizens in criminal legal proceedings are taken up. The author investigates a concept of legal activity, procedural status of citizens of criminal legal proceedings, efficiency of realization of the rights and fulfillment of duties granted lawful. The concept of legal culture of society as general category within the legal framework of the state and the legal culture of the certain individual as parts of his general culture comes to light.

Are investigated a concept of the legal activity of citizens which is expressed in participation of the last in criminal procedure and other legal activity. Within article the role of public control as one of forms of legal activity of citizens is considered. Taking into account need of strengthening of participation of citizens for criminal procedure activity the interrelation between legal status and legal activity of the personality in criminal legal proceedings is considered.

In article theoretical and law-enforcement aspects of participation of citizens and public associations in activities for ensuring achievement of purpose of criminal legal proceedings are considered.

Keywords: activity, legal status, sense of justice, interaction.

Children's ombudsman: comparative characteristic of laws of the Republic of Poland, Kingdom of Norway and the Russian Federation. Pavlova T. G. of page 176

Today there are not a lot of authors who in the works paid the attention to institute of the Ombudsman for Children. However any of authors does not consider the matter by comparison of institutes of children's ombudsmen of the different countries. In our opinion it is necessary to consider these institutes in those countries where it is already rather stable. On it we will try to compare the children's ombudsman of Norway, the country where for the first time there was a children's ombudsman as the specialized defender of the rights of the child, on more exactly with the defender of human rights, and the children's ombudsman of the Republic of Poland, the only state in the world in which Constitution the provision on the status of the Ombudsman for Children is enshrined. We consider that for increase in efficiency of activity of institute of the Commissioner for the President of the Russian Federation by the rights of the child it will be useful to borrow the considered Norwegian (the first country of the world where the institute of the ombudsman was created) and Polish (the only country where the status of the ombudsman is set by the constitution of the country) experience. The practical and scientific importance of the conducted research consists in a possibility of applicability of the received conclusions.

Keywords: Standard and legal regulation, Ombudsman for Children, children's ombudsman, institute, children, protection of the rights of the child.

Regulation of concession agreements in the Russian legislation: experience and problems. Ponomarev R.V. of page 178

In article the system of public-private partnership in general and concession agreements in particular is considered. The author noted that in Russia the mechanism of public-private partnership as interaction of the state and business for the purpose of the solution of problems of social and economic development, is not innovative. For example, in the 1920th years in the period of deficiency of public resources for creation of infrastructures of remote territories in the Soviet Union concession agreements with the foreign companies were actively used. Following the results of the conducted research the author draws a conclusion that adoption of the federal law "About Bases of Public-private Partnership in the Russian Federation", including regarding a possibility of transition of the property right to an object from one its party to another can significantly expand the range of the applied models of PPP. At the same time, implementation of new models of PPP will depend substantially on a final version of the bill, and regulations adopted in its development. On the basis of provisions of the Federal law "About Concession Agreements" can be concluded that despite existence of the instruction p.1 of Art. 13 of the Federal Law "About Concession Agreements" indicating the need the conclusions of the concession agreement according to results of the held competition, this act at the same time gives ample opportunities for refusal of respect for the principle of competitiveness when forming subject structure of such agreement. At the same time not only the legislator or the Government of the Russian Federation, but also directly the parties of the agreement has the right to seize the specified opportunities.

Keywords: public-private partnership, concession, agreement, state, business, project, private sector.

Role of media in electoral process in Russian regions of Simakov E.V. of page 182

The Mass Media (MM) are periodic printing editions, radio - TV and video programs, film chronicle programs, other forms of dissemination of mass information. Participation of media in creation of representative and other electoral bodies has great theoretical and practical value. They act as information channel of voters (for example, about registration of candidates, setting a date of elections, formation of polling precincts, etc.), the tool of a pre-election campaign and means of civil control. The most important part of electoral process – its information support promoting publicity of

elections, conscious desire of voters and including a pre-election campaign and informing voters. Media create the most important institute of formation of sense of justice of voters. Distribution through them objective information materials about activity of candidates, election commissions, other participants of electoral process promotes growth of level of legal culture of voters, their active participation in vote on elections. During an election campaign of media act not only as a source of informing voters, but also the instrument of public observation.

Keywords: mass media, election campaigns, a role of media in elections and policy

The problems arising at inheritance under the law Filatov A.Yu. page 186

In article the analysis of current problems of inheritance under the law for the purpose of their systematization is carried out. The author showed four main categories of current problems of inheritance under the law: problems of procedural character (difference of existing rules from usual notarial practice, gaps of formal character), information problems (are connected with difficulties of the analysis of jurisprudence), practical problems (are reflected in jurisprudence), theoretical problems (are designated in scientific works on studying of questions of inheritance on the law). In work the analysis of the Civil Code of the Russian Federation, notarial office-work, explanations of the Supreme Court of the Russian Federation and modern scientific works which reflect modern problems of inheritance under the law is carried out. Within work the author designated legal mechanisms of inheritance under the law which realization in practice is followed by a large number of lawsuits. Studying of problems of inheritance under the law in system has to optimize the corresponding complex work of competent subjects of law-making and law enforcement.

Keywords: inheritance under the law, the notarial procedure, rules of notarial office-work, the successor of the first stage, the right of representation, the unworthy successor

Words with a figurative sense in lexicon of Christianity of Goryushin R.I., Rosikova of Ampere-second. 190

The present article is devoted to development of figurative senses in lexicon of the confessional sphere. In it the materials illustrating semantic development of lexicon of the religious sphere are collected, the specifics of development of new values in the literary language are shown. On the basis of figurative, secondary senses of the presented lexemes three theme groups are allocated. The critical relation to religious doctrines in seventy years of the Soviet power, release of book-Slavic lexicon from church contexts contributed to the development of polysemanticism in words clerical by origin. The examples given in article illustrate as the literary language masters secondary values in all their variety.

It should be noted that in connection with increased in society interest in church and by that to the Bible, measures are taken that without distortions to restore to life of a word and the highly moral concepts standing behind them. Therefore during the modern period of development of language of a word of the church language sphere are actively used in direct senses, and in this article special attention is paid on initial, religious and dogmatic values of the considered lexemes.

Keywords: Lexicon of the confessional sphere, figurative senses, theme groups, development of polysemanticism.

Motivny structure of a literary oneyrosfera of Pankratov M.N. of page 194

In article the structure of a literary oneyrosfera is analyzed. Interaction of an onirichesky allomotiv with thematic blocks visit of other world / death and interaction of an allomotiv of a dream with game model is considered. Allomotiv the motifema-motive-allomotiv is understood within system, according to A. Dandes's concept. Such actants of an onirichesky motifema as the informant, the conductor, the conductor-mistagog, information, the director are allocated and described. On the example of the story by Ch. Dickens "A Christmas Carol in prose. The Christmas story with ghosts" and the novel by F.M. Dostoyevsky "Crime and punishment" their realization is shown. The doubling of an actant of snovidets connected with deformation of actants the actor and public is analysed. The basis of a literary nightmare is revealed, one of options of formation of a plot of life dream in the European literature is considered. As an example of life dream, more precisely than a zhini-trance the novel by V.Ya. Bryusov "A fiery angel" is briefly characterized. The structure of an onirichesky motifema is created, its obligatory and additional actants are described.

Keywords: oneyrosfer, onirichesky motive, motive of a dream, theory of literature, structure of motive.

Combined atherosclerotic defeats of various vascular pools in population of inhabitants of the European North of Russia. Fedotova E.V., Popov V. A. page 197

The purpose of the real research was identification of regularities of the combined atherosclerotic defeat of vascular pools at inhabitants of the European North of Russia. As subject of the analysis served data of the autopsies executed on the basis of pathoanatomical offices of a number of clinical hospitals of the Arkhangelsk region (only 289 cases). Data were analyzed with application of the SPSS 18 program. Took level for the critical level of the statistical importance $r < 0,05$, the criterion χ^2 was used.

In article results of a research on identification of regularities of the combined defeats by atherosclerosis of various vascular pools are presented to populations of inhabitants of the European Server of Russia. Most often coronary arteries, unpaired visceral branches and the disteel course are surprised atherosclerosis ($r = 0,000$). The number of the combined atherosclerotic defeats of vascular pools at men and women differs. In some cases moderate degree of narrowness of communication between age of the patient and atherosclerotic process comes to light.

Keywords: atherosclerosis, the combined defeats, vascular pools.

//Innovations and investments. 2015. No. 8.

Territorial clusters as basis of development of innovative infrastructure of the region Shamin A.E., Chernov V. A. page 2

The relevance of realization of cluster policy at the level of the region is shown in article. The possibility of formation of innovative infrastructure of the region on the basis of territorial clusters is considered. Territorial clusters are presented as merging of the enterprises, the research, educational other organizations connected by the relations of proximity and functional dependence in the sphere of production and realization of goods and services. During creation of innovative infrastructure on the basis of territorial clusters as the elements making it budgets of the enterprises of a cluster, marketing departments of the operating enterprises of a cluster, departments of research and development, the legislation in the sphere of protection of the rights for intellectual property items, the legislation in the sphere of the contractual relations are selected. On a result of article the conclusion is drawn on increase in efficiency of use of potential of development of clusters as one of the priority directions of development of competitiveness and diversification of economy.

Keywords: territorial cluster, region, innovative infrastructure, innovative development, starting investments.

Modernization as the mechanism of realization of administrative innovations at the enterprises of special construction Vygulyarny V.V. of page 6

In article the role and essence of the basic concepts in management of innovations at the enterprises of special construction in the modern world reveals. Features of innovative development and administrative innovations in special construction are revealed. It is shown that modernization is one of mechanisms of realization of administrative innovations at the enterprises of special construction since allows to adapt in a short space of time to

requirements of special construction an innovation on the basis of the existing technological platform. At the same time it is shown that according to D. Sakhal's approach, the dependence of effect of introduction of administrative innovations on costs of them is considered as the S-shaped trajectory limited to a technological limit and determined by cumulative accumulation of innovations. The conclusion is drawn that each new stage of modernization realized in special construction by means of design approach in management demands more and more new, difficult, innovative solutions capable to provide growth of competitiveness of the enterprise in the long term. That process of modernization becomes complicated the integrated approach to implementation of projects in construction providing sustainable development of the enterprise on the basis of realization of a complex of administrative innovations is required.

Keywords: modernization, administrative innovations, special construction, portfolio, sustainable development.

Statistical analysis and modeling of innovative development of Russia. Kabalina M.Yu. page 9

Development of methodology and carrying out the statistical analysis of innovative development is especially relevant task for Russia as development of the social and economic relations in the country dictates need of activation of innovative activity, development of the knowledge-intensive productions that, in turn, is one of the most important factors of economic growth.

In article the author offered the system of the factors exerting impact on development of innovations and innovative activity in Russia and territorial subjects of the Russian Federation taking into account their specifics. At the same time, the analysis of structure of types of economic activity is carried out, the regional analysis of development of innovations in economy is realized and structural shifts in change of production technologies are estimated.

In general work is devoted to consideration of methodology of forecasting of the concrete social and economic phenomenon regarding identification, modeling (tendency models with application of polynoms of various degree are given) and forecasting of the main tendencies in development of innovative activity in Russia till 2016.

Keywords: innovative activity, advanced production technologies, regional structure, cluster.

About efficiency of measures of state support of project financing in the Russian Federation Nikonova I. Ampere-second. 14

Article is devoted to the analysis of a state and tendencies of development of project financing in Russia, the analysis of the last legislative innovations in this area for 2013-2015, the analysis of the Resolution of the Government of the Russian Federation of 11.10.2014 No. 1044 "About the approval of the Program of support of the investment projects realized on the basis of project financing" is carried out. The author draws conclusions about simplification of a concept of project financing of the Russian practice in connection with a release of laws and resolutions of the government of 2013-2014, increase in a role of the state and state support of investment projects on the basis of project financing, need of development of methodology of the design analysis and assessment of investment projects.

In article the author gives an assessment of possible economic consequences and risks from implementation of the program of state support of project financing for the Bank of Russia and other participants of transactions according to the Resolution of the government of 11.10.2014 No. 1044.

The inconsistency of terminology and selection criteria of projects, criteria of granting the state guarantees used in the Russian regulations *is shown*. The author formulated relevant problems of the state and private business of development of investment activities and project financing in particular.

Keywords: project, design analysis, project financing, legislation, state support

Features of assessment of efficiency of projects of public-private partnership in health sector (on the example of the onkoradiologicheskyy center) Sizova E.S. of page 19

Concern and special attention to oncology – one of characteristic features of health care of all developed countries that is caused by a steady tendency of growth of oncological incidence. Oncological diseases are one of the key reasons of mortality around the world. The Russian medical practice needs serious support from the state for creation and implementation of projects of onkodiagnosticheskyy orientation. One of options of such support is the public-private partnership, namely concession. In the present article the method of calculation of economic efficiency of the project for the concessionaire reveals. The author considers various options of implementation of the similar project on the example of the onkoradiologicheskyy center. Also the question of the social and economic importance of the similar project based on statistical data and the concept of estimation of cost of human life is taken up. Concerning the specific patient - his this return to work and active life in society, satisfaction with medical care. At the level of all branch - this increase in duration of the forthcoming life of the population, decrease in level of indicators of mortality and disability.

Keywords: public-private partnership, health care, oncological incidence, medical services, concession, investment, construction

Development of strategy at realization of the mechanism of microfinance Hamidov A. Ampere-second. 28

On the basis of the analysis of the microfinancial market and strategic planning need of formation of strategy of the microfinancial organization taking into account market condition is shown that allows to reduce its risks in the course of the activity. The algorithm of the choice of strategy of microfinance taking into account key factors is reasonable. It is shown that as a result of licensing, on the basis of adoption of new amendments to laws the volume of the shadow market when crediting decreases that promotes the importance of sustainable development of the microfinancial sector. At the same time, need gives the chance to provide the driver of stability of the microfinancial market as if bureaus of credit histories effectively interact with the microfinancial organizations to provide to the microfinancial organizations information on borrowers in bureau of credit histories, then crediting rates in the market will decrease, and the potential of decrease in risk will appear. An integrated approach to realization of strategy of IFI gives coordination of indicators on functional spheres of activity, divisions of IFI and allows to improve competitiveness in shorter terms in comparison with other methods of management.

Keywords: strategy of the microfinancial organization, microfinancial market, strategic planning.

Development of the cotton industry of Russia by 1861-1900 Lembersky M.N., Konotopov M.V. of page 32

The industrial revolution in the cotton industry by the beginning of the 20th century was finished. Its social consequences in Russia were almost same, as in England at the beginning of the 19th century. The revolution sharply lowered the prices of fabrics, having made them available to poor segments of the population. Factory sites forced out a homespun cloth. Increase in labor productivity, concentration of production and vertical integration of spinning, weaver's and tinctorial and stuffed productions became direct economic consequences of an industrial revolution. Formation of a class of industrial workers in Russia became the main social consequence.

Also it should be noted that foreign trade did not play an essential role in ensuring domestic market of Russia with cotton production, in sales of products of the Russian factories. At the same time by 80th of the 19th century Russia took the 4th place in the world on cotton-raw consumption, the 5th - on number of spindles in the cotton industry. From the leading countries of the world the highest growth rates of the cotton industry were in Russia.

Keywords: economy history, history of Russia, history of national economy, textile industry, cotton industry, economic statistics, hlopkopryadilnyy production, hlopkotkacheskyy production, tinctorial and stuffed production

TO a question of definition of initial concepts of marketing management of territories Zakharov I.S., Kasayev B.S., Klimov D.V. of page 40

In article initial concepts of marketing of territories are discussed, it is shown that marketing for territories can be considered as difficult system with the specific set of elements and communications between these elements. Are brought chronology of development of marketing of territories in works of the Russian and foreign authors.

It is emphasized that development of marketing of territories as independent discipline requires joint consideration of various fields of knowledge in activity of the person.

Keywords: system, territory, marketing of territories, material, power, information communications, classes of territories, functional zones, groups of consumers of a territorial product.

Some questions to a concept of Bogocharov V.S. holding of page 45

In article the author conducts a concept research "holding". On the basis of the stated signs the author draws a conclusion that the holding corresponds to basic regulations on legal entities and on this basis has legal personality. Following the results of a provoyedenny research the author represents an author's concept "holding". At the same time the author notes that the holding participates in one legal relations, but does not participate in others. And this differentiation is carried out accurately on branches of the legislation. On the basis of the above signs, it is represented that the holding corresponds to basic regulations on legal entities and on this basis has legal personality. At the same time it should be noted that the holding participates in one legal relations, but does not participate in others. And this differentiation is carried out accurately on branches of the legislation. So, for example, the holding in the form of a group of persons participates in competitive legal relationship, but does not participate in civil legal relationship (for example, cannot be the party of the contract). It turns out that holdings are not subjects of the civil relations in sense of requirements of the Civil Code of the Russian Federation, however participate in civil circulation as a certain complete education, as uniform economic entity. Thus, it is possible to add a conclusion about presence at holding of legal personality with specification that the legal personality of holding is special as the holding is a participant only of a certain circle of legal relationship within branch of this or that right. Holdings have no status of the legal entity, however have special legal personality and speak at various commodity markets and services as the uniform, consolidated subject.

Keywords: holding, legal entity, legal personality, legal relations, branches of the legislation.

Strategic anti-recessionary planning: methods of forecasting of financial and economic crises in Russia Kalashnikov P.K., Samarin I.V., Fomin A.N. of page 48

Dynamics of the main financial indicators of the Russian economy is presented in recent years. The comparative analysis of a situation of 2008 and 2012 on the key macroeconomic parameters is carried out. Tendencies of change of GDP are given to the specified period. Methods of forecasting of financial and economic crises for the Russian conditions characterized by high dependence of national economy on export of energy resources are considered. Correlation dependences of the key social and economic parameters on sizes of income from export of the Russian oil are presented. Forecasting methods on the basis of the forecast of the oil prices in the world market are offered. Data of opinion polls on a situation on the termination of 2015 and the corresponding forecasts of the main analytical structures are considered. The system of the developed methods and techniques will allow to improve procedures of strategic state anti-recessionary forecasting and planning, to develop warning facilities of the crisis phenomena at early stages of their formation.

Keywords: dynamics, crisis, method, oil prices, forecasting, economy.

Debatable problems of prosecution of the persons distributing the discrediting information (false rumors) in the Internet in the territory of the Russian Federation and the People's Republic of China Zveryanskaya L. P.S. 56

In recent years the scope of the Internet of a mnogoprofiln is a search and exchange of information, search of people, places of entertainment, carrying out currency transactions, business, works, etc. But along with positive aspects of use of the Internet, there are discussions and about its negative influence on people more and more. The anonymity, a transgranichnost of the Internet, complexity of search of cybercriminals often push people to dissemination of the discrediting information (false rumors). There is a number of problems on involvement of such persons to responsibility both in the territory of the Russian Federation, and in the People's Republic of China. Due to the perspective of a research the main debatable problems of dissemination of the discrediting information (false rumors, fakes) are considered, consequences of distribution of false information on the example of the Russian Federation are visually shown and also foreign experience of involvement of persons to responsibility in the People's Republic of China is analysed. As conclusions are given versions of the solution of problems in legislative level.

Keywords: Internet rumors, false rumors, fakes, Internet space, the discrediting information, responsibility for false rumors.

Optimization of system of customs administration as prospects of integration developments of the Eurasian Economic Union of Horns of A.V. of page 59

In article are considered optimization of system of customs administration. The author noted that improvement of customs regulation is intended to promote an intensification of business activity of the countries through reduction and simplification of procedures of passing of customs formalities, so to development of integration of the countries. Improvement and increase in efficiency of elements of customs administration is the main task at implementation of integration processes, in particular at the initial stages of formation of regional associations. As a result of standardization of customs rules all freights arriving as import to one of the CU countries after its customs registration in its territory acquire the status of "goods of the Customs union" and the right of free circulation in all its territory. Following the results of the conducted research the author noted that for future improvement of process of customs regulation the paramount value has creation and introduction of joint information structure of necessary interstate and interdepartmental data exchange and documents in an electronic form within the uniform market of the CU on the basis of the integrated information system of foreign and mutual trade. Results modernization of process of administration of customs procedures have to promote improvement of investment climate of the countries - partners in integration, increase in competitiveness of a business environment of the countries of the CU.

Keywords: customs administration, customs regulation, integration processes, "goods of the Customs union", information structure, customs procedures, investment climate.

Protection of children in the Democratic Republic of the Congo in the light of international humanitarian law of Serikp A.R. of page 62

Article is devoted to the analysis of the events which were taking place in the Democratic Republic of the Congo. In article probleia about protection of children and the civil wars in the Democratic Republic of the Congo, a role of the international community in settlement given a problem are considered. The author analyzes a concept of the military conflict and considers this definition in relation to participation of children in the war and also gives the characteristic on protection of children in situations of armed conflicts. Following the results of the conducted research the author noted that an important factor would be providing the document with tools of pressure upon the countries and the organizations for which protection of children has no priority in the solution of a question of armed conflicts. Emergence of the document such significantly would improve position of the children who

appeared in armed conflict since the majority of disagreements of various countries would be on this matter settled. Until such document is not accepted at the international level, the key moments for realization of International humanitarian law in a question of protection of children in armed conflicts are: careful monitoring and the notice on compliance of national legislations to the Optional protocol, political will and emphasis on the rights of all children during the conflict and after its termination.

Keywords: armed conflict, insurgents, protection of children, settlement process, Democratic Republic of the Congo.

Features of regulation of concession agreements in foreign countries. Ponomarev R.V. of page 66

In article the research of some features of regulation of concession agreements as a matter of experience of foreign countries is conducted. The author notes that he as shows foreign experience, the problem of a private financial initiative comes down to financing of public subjects of spheres, traditional for influence, which gradually became burdensome for the state. The private initiative is designed to provide performance of a part of the state functions and to make profit for the private investor - in it mutual benefit of partnership consists. The question of creation and functioning of so-called governing bodies of public-private partnership on the basis of concession agreements is important. Following the results of the conducted research the author draws a conclusion that in the Russian Federation there is no developed system of governing bodies of public-private partnership on the basis of concession agreements. In our opinion, it interferes with elaboration of uniform state policy of rather this organizational and legal institute. Such system needs to be created taking into account social and economic and political realities and also according to the legislation.

Keywords: public-private partnership, concession agreement, financial initiative, private initiative, partnership, governing bodies, uniform state policy, organizational and legal institute.

Current trends of updating of subject structure of the Russian Federation. Kiselyova A.V. of page 71

In Russia, as well as in many other countries there are continuous geopolitical changes needing continuous doctrinal monitoring. Essential updating of subject structure of the Russian Federation and a tendency to change of bases of its organization served as the purpose of writing of this article. Similar updating is constant and the progress adequate to development of the actual relations within state system. Nevertheless, the processes happening nowadays are especially bright, significant, needing deep judgment and having far-reaching consequences. It is quite possible that these processes can change the Russian federalism radically. The methodology of a research is based on the analysis of standard, doctrinal and empirical elements. The research is one of the first in a cycle articles about new federal model of Russia and global centrifugal and centripetal trends. Work can be used for optimization of state system of the Russian Federation. Article forms public consciousness for deep understanding of basic social and political processes on the basis of which it is created and the modern statehood develops. Article is intended for use in work of public authorities, scientific research.

Keywords: Federation, confederation, Union State, contract on association, people, state construction, accession, sovereignty.

Cooperation of subjects of the tax relations as factor of increase in efficiency of tax planning of Stagniyev S.I., Pozdnyakova T. Ampere-second. 76

In this article the author considers features of development and creation of partnership in the course of tax planning and forecasting at the state level between tax participants, the state and society on the one hand, both the state and business with another. The systems of tax planning at the state level and at the level of economic entities are various, in fact and in realization forms. Nevertheless, these systems are closely interconnected with each other as course of any economic process irrespective of another within the state is not possible. Payment of taxes and tax accounting at the enterprise are considered as an integral part of its economic activity. And activity of each taxpayer, economic entity, is a component of activity of the state. And in the conclusion the author of a research, offered the principles observance which contributes to the development of cooperation between participants of the tax relations at the macrolevel.

Keywords: tax relations, tax forecasting, tax planning.

Import substitution as dynamic process of ensuring economic security of national economy Abbasov A.R. of page 79

Due to various interpretations of import substitution by the author various approaches to understanding of this phenomenon and process are considered. Usually understand production in the country as import substitution as economic category and sale in domestic market of analogs of goods and production which were imported earlier. Import substitution problems because of introduction of mutual economic restrictions between Russia and the western countries public authorities pay special attention now. In this regard consideration of economic aspects of import substitution in the conditions of the accruing crisis and need of ensuring economic security in the conditions of the strong external pressure upon economy of Russia is of interest to the current development of national economy. In article various interpretations of a concept of import substitution are considered, process of import substitution in economy of Russia in various conditions of its development from the point of view of ensuring its economic security is concretized, it is offered to consider process of import substitution taking into account its pendular characteristic which is explained by existence by inertia of changes which arises when conducting import substitution by the state of policy.

Keywords: import substitution, inertia of changes, pendular model, economic security

The main criteria of ensuring food independence and safety in Russia Tskhadadze N.V. of page 83

Article is devoted to the analysis of the main criteria of ensuring food security in Russia. Food security – the most important qualitative characteristic of social and economic system of any country and world in general, the integral component of the national and international security. Ensuring food security in the modern world, is the complex multipurpose problem covering: political, social, economic, demographic, ecological and other aspects of public life. Its decision is designed to guarantee physical and economic availability of food and also safety of food to all segments of the population. In this regard scientific recommendations for institutional, economic and social security of food security in Russia taking into account development of the intercountry relations in export and import of food, in development and implementation of the international innovative projects of development of agriculture, processing industry, production and social infrastructure *are proved*. The Russian option of interpretation of food security coordinates production quality assurance to technical regulations, and the necessary level of shower consumption with its rational norms on main types of food. Criteria of ensuring food security and independence coordinate with indicators of specific weight of domestic production in a total amount of commodity resources of domestic market.

Receipt of low-quality food on the market and consumption by its population is threat not only providing food security, but also all nation. That is why the social wellbeing of the population of the country, including food security *has to be the main criterion of economic efficiency*, and it is the main task of the state, but not the market.

Keywords: the national food system, quality and the range of products, the food market, food independence, food security, export of food, import of food, self-sufficiency by food, import substitution, economic availability to food, the income of the population, quality of life.

To a question of preparation of talents in higher education institution *Nikulin L.F., Odegov Yu.G., Sulimova E. Ampere-second. 88*

An attempt to present a problem of possible preparation of talents at the level of a bachelor degree and a magistracy is made. The special relevance is given by requirements of transition to new sixth technological way. If victories in "wars for talents" directly answer this question, reducing a perspective only to professionalism, then in educational process – it is more difficult.

At the present stage of wars "I" and "Ego" it is necessary to consider surely: scientific hypothesis, concept and practical importance. The matrix scheme hypothesis of the mechanism of realization of talents and also a matrix of diagnostics of efficiency of activity of systems is presented in article. Authors regard as of paramount importance the concept "classification" of generations and the relevant decision for formation of talents is provided in the higher school, comparison of two approaches – Anglican is considered (X, Y, Z) and domestic.

Keywords: paradigm, chaos, way, globalization, static character, dynamism, synergy, leadership, creative, competence.

Features of holding procurement procedures in the sphere of the *Astashkevich A.I. fuel and energy complex. page 96*

In the sphere of fuel and energy complex of the Russian Federation the system of purchases which cannot be estimated by analogy with purchases for ensuring economic activity of the enterprise was created. It is proved by special orientation of purchases on delivery of the unique and innovative goods made only for implementation of the specific project. Respectively approach which in the Russian legislation is uniform for the majority of purchases in the sphere of energy industry has to differ in increased requirements to quality, safety and innovation. At the same time, in the analysis of the tender documentation it becomes obvious that each subject of the market shows the criteria at selection of suppliers who on the one hand are directed to the maximum observance of interests of the customer, with another – are not the requirement of the legislation. Besides features of the tender documentation, the procedure of purchases differs in a certain approach in definition of lots of purchase and also to the choice of the procedure of purchases. In this case, what price criteria when purchasing capital-intensive production stops being is essentially important it is paramount important.

Keywords: purchases, fuel and energy complex, competition, capital-intensive production

Identification of the priority directions of development of the regional sphere of housing construction: methodical aspects. *Karkavina A. S. page 100*

In article the possibility of use of a problem-oriented technique of the solution of tasks on the basis of expert estimates for definition of the directions of development of the regional sphere of housing construction is considered. The offered technique differs from traditional in more difficult problem definition: "a tree of problems – a tree of decisions" and also accounting of qualification of experts. The carried-out analysis of security of the population of the Novosibirsk region with housing and utilities revealed set of problems in this sphere: low level of income of the population, lack of incentives of effective work of housing and public utilities, outdated technologies of construction, etc. Approbation of the offered technique allows to formulate, on the basis of the revealed problems, the priority directions of development of the sphere of housing construction. Minimum structured regional monitoring with application of a problem-oriented technique of the solution of tasks on the basis of expert estimates for definition of the directions of development of branches of housing construction will help to enhance considerably objectivity, the importance and scientific substantiality of the proposed solutions in the studied field of state regulation of territorial development.

Keywords: housing construction, problem-oriented technique of the solution of tasks, security of the population with housing and utilities, Novosibirsk region, social infrastructure.

The analysis of tourist capacity of the region taking into account risk factor on the example of the *Nizhny Novgorod Region Kochkurova E.A., Shimin N. Ampere-second. 106*

In article the main tendencies of development of the sphere of tourism in the world, Russia and in the Nizhny Novgorod Region are considered. Tourist potential is positioned as a component of priority investment potential of regional development. Served as methodology a method of theoretical generalization – for the analysis of the current position of branch, SWOT analysis for identification of potential and risks of development of tourism in the Nizhny Novgorod Region. As a result of a research the risk factors influencing development of branch of tourism in the area are marked out: political, currency, economic, criminal, social, infrastructure, investment. Authors come to a conclusion that different types of risks differently influence internal and entrance tourism and can work as in one direction, and in different directions, increasing a flow of one tourists and reducing others. Development of the system of anti-risk actions on the basis of application of innovative approaches to formation of recreational and tourist cluster educations will allow to strengthen positive influence of branch on the economic capacity of the region and to create area "brand".

Keywords: tourism, tourist industry, region, economic risk, investment potential, infrastructure.

Problems of the academic titulatura in scientific illumination of *Korshunov N.L., Chiang Nan of page 110*

Object of research is the source study and historiographic base on a problem of formation and development of the academic titulatura in Russia. Stages and schools of sciences of researches of scientific and domestic certification system are allocated. Problems and features of development of system of the higher education of the Russian Federation in state and administrative, prosveshchensky, national, international and other aspects are systematized. As the main the source study base – a complex of normative legal acts of different level concerning an education system is marked out, its continuity in contradictory development of the imperial, Soviet and Russian periods is shown.

NOVELTY and conclusions the historiographic review of literature on the stated problem which is Carried out by authors laid the foundation of a complex research on history of the higher school in Russia. The ideological features of historical eras defining estimates and conclusions of authors of researches are marked out. The school of sciences of G.G. Krichevsky is presented to fundamental history of academic degrees in special researches in Russia. The conclusion is drawn that researches of the Soviet control system of science and education, and their standard and legal base are capable to provide continuity of state policy in the explored sphere, to prove innovations.

Keywords: academic titulatura, university, science historiography, research and educational personnel.

Approaches to studying of gender orientations of children of younger school age. *Kurbatova Yu.V. of page 117*

According to the concept of modern Russian education, complex revaluation of the main available values and the statement of new systems of values is carried out. At the same time rather essential transformations affected also the general education in which the presented system and activity approach is defining the value of value-oriented moral education of the identity of the citizen of Russia is high. At the same time essential attention is paid to questions of gender features of the identity of children of younger school age in the conditions of training and education within secondary education. Acquaintance with the main theories of formation of gender identity and polorolevy behavior gives the full grounds for broader and versatile studying, judgment and understanding of this important question from the point of view of development of specifics of gender aspects of modern education and education of younger generation.

Keywords: younger school age, gender distinctions, stereotypes, behavior, training, education, psychosexual development.

Application of methods of designing of the future in medical and sports psychology. *Mikhalsky A.V. of page 120*

In article issues of designing of an image of the future in medical and sports psychology are discussed. In medical psychology connection of an internal picture of a disease and its influence on a condition of the patient and also on the relation to the future is established today. The image of the future is transformed and can be inadequate at many somatic diseases. The protective phenomena are most often formed: shift of temporary orientation to the past, or, on the contrary, - in imaginations, tendency in the future. In sports psychology work with images of achievement is not less important. In preparation of sportmen the set of the facts when visualization of receptions, details of a performance, all performance in general made the significant contribution to success of work of the athlete at competitions is known. At internal "playing" of actions and the

sequences of events there is a development of the corresponding groups of muscles, neural communications, fixing of patterns of behavior. It, as well as "real trainings" promotes successful activity in further event reality.

Keywords: medical psychology, sports psychology, image of the future, designing of an image of the future, internal picture of a disease, sport, sporting achievements

Social and biological aspect of competitiveness: competition and conflict. *Tsurkan A. Ampere-second. 122*

Article is devoted to phenomena of the competition and the conflict as to the main forms of competitiveness in sociocultural process. One of the main conclusions is that the competition should be considered as derivative of violence. The competition limits excesses of violence and can serve as an alternative "wars of all against all". Competitiveness through forms of the implementation - the competition and the conflict - provides to the individual an exit in new quality of life, finding, expansion of new resource opportunities. A competitiveness most important task in social practice - life prolongation, up to its extreme values (immortality), finding of new (other) quality of life, up to an exit in superhuman (divine). Thus, an exit from self-identical in other - is overcoming banefulness, a temporalnost of human life.

Keywords: Competition, competitiveness, violence, right, conflict, morals.

Pilot study of a method of video and computer correction of a psychophysical condition of the person with use of medical devices *Anuashvili A.N. of page 126*

Results of pilot studies of a method of video and computer correction (VKP) of a psychophysical condition of the person with use of medical devices are given in this article. The analysis and generalization of the received results is provided. Experiments are made by group of skilled experts. Structure of group: Pilipenko Vitaly Fedorovich, psychologist, member of the St. Petersburg psychological society, Brylyakov Alexander Leontyevich, doctor, neurologist, reflexologist. The used devices: the Lotus device of Dinamika resolved by the Russian Ministry of Health on control of psychophysiology of an organism. In the VKP method visual biological feedback with two images displaying a condition of two cerebral hemispheres is applied. These images represent two portraits received by connection of two left and two right halves of the face of the studied person. Contemplation of a difference of the subconscious emotions shown on them leads to start in a brain of the person of the mechanism of psychophysical self-control. As a result, as showed pilot studies, a number of psycho-physiological indicators improve and there is a rejuvenation of biological age.

Keywords: video and computer correction, psychophysical state, Lotus device

Features of operation of the power line with bilateral food *Great I.V., Yerokhina T. P., Kraysler I.I. page 129*

In article aspects of operation of power lines with bilateral food and ring type are considered. Special attention is paid to ensuring trouble-free operation of network and selectivity of devices of relay protection. The questions of operation of devices of relay protection and ensuring the correct work of relay protection are raised. In particular aspects of operation of the relay of the direction of power are affected. The main shortcomings and problems connected with operation of the relay of the direction of power are described. The device and the principle of operation of the relay of the direction of power with one entrance size is considered. The algorithm and options of operation of the relay of the direction of power is described. The relay of the direction of power considered in article with one entrance size has a number of advantages in comparison with the available similar relays due to refusal of chains of tension and a new algorithm of processing of a signal from the current transformer. The last accidents arising because of mistakes in operation of the relay of the direction of power led to big economic losses and showed not efficiency of the relay of the direction of power constructed on the principle of voltage measurement and current.

Keywords: The power line with bilateral food, the relay of the direction of power, relay protection, the directed protection

Systemacity of modern organizational management: theoretical and applied aspects. *Gumerov M.F. page 131*

Article is devoted to identification of the key parameters determined for the systems of organizational management in the course of their design and construction. For designation of this activity the new concept about a sistemization of organizational management which, unlike inductive process of systematization, is process deductive when the general is divided into the private elements working as system is entered. The washed-up purpose of a sistemization - determination of the parameters of system of organizational management important from the point of view of its users. As the main such characteristic in work energy of organizational management which is analyzed in aspect of two main modern administrative theories is considered: PAEI administrative codes of I. Adizes and And. N. Drogobitsky and existential classification of economic systems of G.B. Kleyner. On the basis of synthesis of two these approaches the generalized classification of types of energy of organizational management intended for further practical use at design and creation of its systems is developed.

Keywords: organizational management, systemacity, administrative energy, PAEI codes, existential characteristics of economic systems

Development of tools of the final and element analysis on the basis of component technology *Dobromyslov V.V., Alexandrov A.E., Vostrikov A. Ampere-second. 135*

Need of development of applied program systems of the final and element analysis by means of modern object-oriented methods is proved in article. On the basis of component technology the principles of creation of tools of the final and element analysis in the form of library of algorithms with an open source code are offered. The developed final and element library of algorithms is a tool basis for creation of the software applications realizing the MKE various mathematical models. Distinctive feature of this library is that to each component of the initial differential equation of a final and element task there corresponds the algorithm of formation of a global matrix and a global vector. The carried-out object decomposition of mathematical model allowed to mark out logically connected categories of classes representing elements of initial mathematical model.

It is shown to formation of an applied program system for the solution of problems of non-stationary heat conductivity on the basis of the offered tools. The mechanism of creation of software applications by means of open library of algorithms allows to form the software application realizing mathematical model, having excluded programming of each application separately.

Keywords: Finite element method, component technology, library of algorithms, applied program system, categories of classes

Features of development of utilitarian methods of ensuring inherent reliability and radiation firmness of packageless chips *Eroshkin A.L., Artyukhov V.V., Mashevich P.R., Popo R. Ampere-second. 140*

In work the methods of ensuring inherent reliability and radiation firmness applied in world practice for each delivered chip in options of case and packageless deliveries are considered (level of radiation firmness of EKB depends not only on constructive and technological and circuit and topological features of realization of a product, but also on a set of objective and subjective conditions). Implementation of the production technology and delivery to the consumer of crystals with inherent reliability and radiation firmness is a difficult technical task, ways of achievement can be different. Methods of ensuring inherent reliability and radiation firmness, generally assume use of excess opportunities of a crystal. The possibility of use of the methods of rejection providing inherent reliability and radiation firmness of each delivered chip is considered. Need of development of the special equipment and techniques is shown that results in need of special preparation of production. Own developments at the JSC Angstrom enterprise are analyzed.

Keywords: electronic component base, microsystems in the case, obviously faultless crystal.

Pilot study of rotational cutting in the mobile unit. *Katsay. Ampere-second. 144*

Results of researches of forces of cutting by the mobile milling unit of hand-operated rotational type are given in article. The milling unit belongs to objects of the construction and road and municipal equipment. The unit is intended for surface treatment of roads, for removal of frost. Results of a research are received in a one-factorial experiment. The dominating being force of cutting its vertical component directed on a normal to the processed surface is. The tensometric sensor of console type is used to measurement of efforts. Control of giving is exercised by means of the ultrasonic sensor. Histograms of distribution of forces and depth of removal of material for one turn of the cutter drum are constructed. Conditions of carrying out an experiment are as close as possible to real service conditions of the unit. The obtained data are necessary for development of the unit as the hinged equipment. Experimental data represent a basis for power calculation of details and productivity of the unit.

Keywords: rotational milling, cutting forces, tensometric sensor, histograms of efforts and depth.

The concept of development of the emergency surgical otorinolaringologicheskyy service of St. Petersburg in the conditions of modernization of health care of *Artyushkin S.A., Korneenkova A.A., Kovalyov M.V. of page 148*

The complex of the organizational and social and economic actions directed to modernization of a health care system in St. Petersburg and also on improvement of quality and ensuring availability of the surgical otorinolaringologicheskyy help to the population of St. Petersburg is covered in article. The complex of actions is developed on the basis of the data obtained when processing documentation on primary specialized otorinolaringologicheskyy help to the population of St. Petersburg on the basis of one of city hospitals and also assessment of efficiency of use of bed fund in medical institutions of St. Petersburg. This program represents a complex of the actions directed for the solution of the following tasks: strengthening of material and technical resources of medical institutions, introduction of modern information systems and standards of delivery of health care, increase in availability of out-patient, including specialized, medical care, improvement of quality and availability of medical care in St. Petersburg.

Keywords: modernization of health care, informatization, modern otorhinolaryngology, quality and availability of medical care

Formation of professional competences of judges-secretaries on basketball. Kutepov M.M. of page 151

In article questions of formation of professional competences of judges-secretaries on basketball within additional professional education are considered. Due to the new stage of development of student's basketball requirements to experts in the field of physical culture and sport, including judges-secretaries whose task consists in timely registration of each event of a match in the protocol, on an information display, in the statistical program and also the maximum providing with the qualified work of accuracy of counting of time of a game, expeditious bringing information to the audience and teams considerably raised. According to requirements of standards of the third generation the content of key competences in physical culture and sport is determined by the directions of training of specialists, and their formation happens during educational process. In general the professional competence of experts in physical culture and sport includes the system of the general and special knowledge and abilities necessary for effective implementation of professional activity; economical and administrative and legal preparation, the complete professional thinking and consciousness causing success of creative professional activity.

The practical orientation is implemented within additional professional education according to the program which is constructed on the basis of introduction of modular process of training with use of information and communication technologies according to requirements imposed to the judicial case.

Keywords: professional competence of experts in the field of physical culture and sport, professional competences of judges - secretaries, modular process of training.

Major factors of impact on Kunin P. S., Parasuk A.A., Bratchenko I.V., Klimov N.Yu. technical system., Kostin S.P., Chernova Yu.N., Kovalyov Yu.S. of page 154

In work the key parameters characterizing operation of the pumping-over equipment, and a technique of recognition of a condition of the equipment for determination of serviceability of system at the concrete moment of operation are described. Problems of carrying out successful technical control, a condition of the pumping-over equipment are considered and also schemes of the organization of control are offered. Classification of the main reasons for promoting destruction of the equipment and also the factors influencing real technical system is established. An explanation on each factor with the indication of influence on technical system or concrete knot of this technical system is given.

For determination of the importance of factors of influence for the weekend system parameters in article are offered the known methods of mathematical modeling and deductive logic. On the basis of the qualitative physical analysis of the modelled phenomenon and synthesis of earlier accumulated experience the hypothesis of a communication form between the target parameter and factors is made, that is the hypothesis of structure of mathematical model and is carried out the third stage – quantitative assessment of its parameters. It is brought functionally - the typological analysis of structure of possible factors of impact on real technical system on the basis of the scheme.

The main aspects and parameters influencing operation of the equipment and technical system in general are revealed. Schemes of control and also classification of malfunction by factors of impact on technical system and the power equipment in general are offered.

Keywords: diagnostics, corrosion, aging, defects, destructions of the equipment.

Influence of forest strips and shaft on moisture exchange of soils with ground waters in steppe agroecosystem of Volga Hills of Drives of P.N., Vishnyakova V.V., A.V. Rose trees of page 159

On the basis of long-term researches (1964-2014) regularities of formation of elements of water balance in aeration zone soils, the level and a mineralization of ground waters under the influence of hydrotechnical and forest melioration are revealed.

The role of the forest strips strengthened by water-retaining shaft in decrease in relative losses on a superficial drain and evaporation and in increase in moisture exchange of soils with ground waters that leads to formation acyclic secondary washing, and at close bedding of ground waters – the gidromorfny or polugidromorfny mode of soils in anthropogenic landscapes is established.

The role of a design of forest strips in transformation of elements of water balance is revealed: in landscapes with forest strips of an openwork design spring moisture exchange of soils with ground waters is on average 3,8 times less in comparison with dense forest belts.

Researches showed that spring abounding in water, multistage winters, flash floods in the steppe of Volga Hills repeat 20-30 times in 100 years and stabilization of the mode of moisture transfer of the "aeration zone-ground waters" system occurs depending on extent of anthropogenic impact on landscapes and makes in the temporary relation of 10-15 years.

Keywords: lesomelioration, landscape, aeration zone, water-retaining shaft, forest strips, level of ground waters, probability of excess, regression, correlation.

The high-quality modified concrete on the basis of mineral additives and supersofteners of various nature. Salamanova M.Sh., Saydumov M.S., Murtazayeva T. C.-A., Hubayev M.C.-M. of page 163

The pilot studies directed to development of the high-quality modified concrete by complex use of effective supersofteners and mineral fillers of various origin are given in this work.

Use of supersofteners and high-disperse mineral additives of various nature, reduce water requirement of concrete mix by 30% and more in comparison with usual softeners at the set mobility level, increase concrete durability, solve a problem of high fluidity and prevention of stratification that allows to receive high-mobile mixes.

Effective effect of supersofteners on the basis of polikarboksilatny air which is based on set of the electrostatic and sterichesky effect which is reached by means of side hydrophilic polyester chains that provides considerably, great opportunities for modifying in comparison with sulfonirovanny melamineformaldehyde and naftalinaldegidny condensates is studied.

The analysis of results of tests showed that the best result of durability on compression was shown by samples with mineral additive from Novokuznetsk microsilicon dioxide, at rather minimum expense of a superplasticizer of SikaViscoCrete 5 New. But use of mineral additives from volcanic ash and limestone powder showed durability indicator which is lagging behind only for 10-20% and if to consider high cost and transportation costs of microsilicon dioxide, effective use of local natural resources.

Thus, use of effective supersofteners and mineral fillers of various origin gives the chance to receive the compoundings of high-quality concrete possessing significantly the best physicochemical indicators in comparison with traditional concrete.

Keywords: the high-quality modified concrete, high-disperse fillers, mineral additives, supersoftener, radio polycarboxyarmour, volcanic ash, high-mobile mixes.

The system analysis of an etiology of hysterical neurosis at Tkachenko N.T. women. page 167

Sexual function of 885 women who had hysterical neurosis, 100 somatic patients and 100 healthy women aged from 18 up to 75 years is studied. At patients with hysteria authentically bigger violation of sexual function, than at somatic patients and at healthy women is revealed. Two methods of mathematical statistics studied influence of 17 important risk factors on developing of hysterical neurosis at women: sexual dissatisfaction, family and marriage disharmony, neurosis since the childhood, long overfatigue, political and economic instability, the death of close relatives, alcoholism of the husband, a serious corporal illness, difficult financial position, medical abortion, adultery, loneliness, a matrimonial divorce, the conflicts with the mother-in-law, long separation from the husband, a strong fright, the conflicts at work. It is established that the main factor of risk, i.e. the cause of neurosis, the sexual dissatisfaction is. Other risk factors are important, but minor, promoting acceleration of development of hysterical neurosis.

Keywords: system analysis, etiology, hysterical neurosis, women, sexual dissatisfaction, risk factors.

Influence of speed of blow on damageability and the bearing ability of plates from composites Shestakov A. S., Shestakova V. A. page 173

In work complex installation on shock loading of the studied samples is described. The appearance and the constructive scheme are given: the throwing device in the form of the gas gun and the device for fixing of samples. The design of these devices and their principle of work is in detail stated. Opportunities for application of metayemy bodies of various form and weight, preliminary loading of samples, angles of installation of a meeting of a metayemy body with the examinee by a sample and also on change of speed of blow are given. Data on the used samples from KM, their sizes, an armirovka are provided. One of special cases when shooting is made by steel balls is considered, at the same time preliminary loading is absent, and the corner of a meeting of a metayemy body with the examinee a sample makes 90°. The nature of damages is described at various speeds of blow with front and the back for samples with various armirovka; the drawing with characteristic damages, for a special case of a sample with an armirovka $\pm 45^\circ$ is provided. The dependence of the bearing ability of plates from KM from the speed of blow and a type of an armirovka is presented. The nature of course of dependence is described and conclusions, on presence of critical speed of blow for this type of the studied samples, type of a metayemy body, a corner of a meeting of a metayemy body with a sample and preliminary loading of plates from KM are drawn.

Keywords: a composite, an armirovka, a plate, a sample, the gas gun, a metayemy body, the device for fixing of samples, the blow speed, the damageability bearing ability.

Mathematical apparatus for calculation of efficiency of installation of the triangular caterpillar propeller on the class 1,4 tractor *Shpilyov E.M.* of page 177

Questions of increase in overall performance of the tractor of a class 1,4 due to installation of the experimental triangular caterpillar propeller instead of the driving pneumatic wheels are considered. The mathematical apparatus for calculation of interaction of the triangular caterpillar propeller with the firm basis is given. The consistent pattern of formation of the physical nature of tangent force of the draft developed by the triangular caterpillar propeller of mobile power means is determined. Analytical dependences by determination of resistance to the movement, the tangent force of draft of the tractor are received. Impact on the soil of mobile power means with a wheel running gear and with the triangular caterpillar propeller instead of the driving pneumatic wheels is investigated technogenic. Use of the replaceable triangular caterpillar propeller which is installed in the scheme of a running gear instead of the driving pneumatic wheels on the tractor of a class 1.4 increases productivity, improves traction and coupling properties, reduces technogenic impact of the tractor on the soil.

Keywords: Mathematical dependence, tractor, triangular caterpillar propeller, normal pressure, traction and coupling properties, traction characteristic, tangent force of draft, slipping.

Concept of "Responsibility on protection": formation and genesis (bibliographic review of documents of the UN (2009-2011)). *Yasnokirsky Yu.* Ampere-second. 180

In this article the analysis of the concept of "responsibility on protection" which contains in a number of documents of the UN – in Reports of the Secretary general "Performance of a duty to protect" (2009), "Early warning, assessment and responsibility on protection" (2010) and "A role of regional and subregional agreements in realization of responsibility on protection" (2011) is carried out. The author comes to a conclusion that obvious blurring of terminology and a possibility of manipulative use of separate concepts, including also broad interpretation of the concept, very complicates assessment of the legal nature of responsibility on protection, its applications in world politics and international law. In this regard the concept "responsibility on protection" can be qualified as rather new, not created legal concept and therefore it is subject any (sometimes broad) to the interpretation considerably politized which can lead to rash and hasty power actions that is fraught serious and irreparable to consequences for the international peace and safety.

Keywords: *The United Nations, the Security council, NATO, responsibility on protection, precept of law, the principle of the right.*

Features of application of coercive measures by results of checks of bodies of internal state financial control. *Vasilyeva T.* Ampere-second. 185

In the conditions of continuously changing budgetary legislation there is an improvement of methods, ways, procedures of holding control actions by bodies of internal state financial control. The structure of the revealed violations changes, the corresponding jurisprudence is formed.

However by no means not always the changing approaches to holding control actions by supervisory authorities "are in time" behind changes of the budgetary legislation. And not only commission of violations by subjects to control, but also cases of insufficiently high-quality approach to conducting checks by supervisory authorities politized becomes result of it that results in impossibility in full to realize check and to achieve elimination of the revealed violations and compensation of budgetary funds.

In this article the main types of the made violations, their structure which developed today and also the current problems interfering elimination of the revealed violations and control of their elimination will be considered. Based on established practices of Rosfinnadzor, in article the reasons of insufficient effectiveness of checks will be considered and the view of problems of carrying out and realization of control actions is offered "from within".

Keywords: *body of internal state financial control, instruction, violation of use of budgetary funds, inefficient use of budgetary funds*

Principles of anti-corruption. *Dylkov A. S.* page 190

In article diversity of corruption and the principles of counteraction is considered by it. The purpose of anti-corruption policy consists in observance of high standards of conscientiousness – on personal and at the organizational level, in the organization and in the relations with external interested persons (partners).

Corruption is incompatible with conscientious management and honest business practice, it interferes with democratic processes and sustainable development.

The principles of anti-corruption policy extend to all employees of any organization of any level in all countries. Employees have to fulfill requirements of anti-corruption policy and report about any their violations, using the existing feeder of complaints.

It agrees with the Russian legislation, a concept corruption covers a wide range of actions, perfect or concerning which there was an attempt to make them, due to abuse of official position / powers and in exchange for the material values (expressed in money or otherwise).

Corruption crimes threaten normal economic, social, legal, political development of society and even more often go out of one state. For this reason the attention of the international community is substantially concentrated on fight against corruption as the problem carrying not only interstate, but also international character.

Keywords: *anti-corruption policy, fight against corruption.*

History of institute of the settlement agreement *Zeynalov R.I.* page 195

Development and history of institute of conciliatory procedures. Conciliatory procedures in the Roman right, France and Italy are considered. Where the institute of the settlement agreement for the first time was doktrinalno developed and legislatively registered. Law XII of tables. Features of conciliatory procedures in the Roman right, the sanction for not execution of the settlement agreement. Loans of precepts of law by many states. The Roman right formed the basis of the right of France. Constitution of France of 1791. Mediation, a deformation, absence of lawyers on processes and other features of institute of the settlement agreement of France. Inducement by judges to the conclusion of the settlement agreement and as a result finishing to the point of absurdity. Napoleon's code and his historical and legal importance for other countries of Europe. The national code of Italy of 1865 based mainly on the Roman right, but was adapted under requirements of the XX century. Before adoption of the first national code in the territory of Italy the French and Austrian civil norms worked. The civil code of Napoleon of 1804 was also a source of the right of Italy.

Keywords: *Conciliatory procedures, Roman right, France, Italy, history of the settlement agreement.*

The factors influencing regional economy *Huchbarov A.U.* page 199

In the last decades in Russia the deep transformations affecting the social and economic relations, political and ideological systems are carried out. The research of the factors providing the movement of regional system on a trajectory of sustainable development is presented in article. The author of article noted that today the problem of development of the mechanism of management of sustainable development adequate to modern conditions infringes on the interests of the majority of regions of Russia that in a bigger degree emphasizes relevance, need and importance of evidence-based complex administrative decisions and transformations for the explored area. Following the results of the conducted research the conclusion is drawn on expediency of allocation of the following territorial factors: climatic and recreational potential; land resources; transport geographical location; geomorphological conditions (feature of a relief); geological and engineering-geological characteristics of the territory (seismicity, frost penetration, boggy, etc.).

Keywords: *region, development, stability, factor, mechanism of management, administrative decisions.*

Holding association and financial stability Artuganov A. Ampere-second. 203

The research of theoretical aspects of determination of categories of economic financial stability is presented in article. The author notes that the category of economic financial stability is closely connected with category of economic security of the subject. These categories mutually supplement each other. Besides, should focus attention on the integral condition as the category of economic financial stability, and category of economic security of economic entity close to it, branches or the states in general which directly or indirectly follow from determination of these categories of various authors. This condition is sustainable development. Taking into account the considered scientific points of view concerning a phenomenon of economic security and category of economic financial stability the category "economic financial stability of economic entity" is defined by the author of the real research as the basic characteristic of functioning of business providing preservation of a condition of sustainable development, ability of realization of potential, economic independence for the purpose of prevention and minimization of threats to the main components of economic financial stability of economic entity.

Keywords: holding, stability, economic financial stability, economic security, sustainable development, economic entity.

Techniques of development of the balanced systems of indicators of Kroto L. S. of page 207

In article techniques of development of the balanced systems of indicators are considered. Development stages of a classical technique are allocated. Prerequisites in development of the balanced system of indicators are investigated, the purposes are allocated and the analysis of each development stage is carried out. Differences of formation of the balanced systems of indicators between the foreign and Russian enterprises are revealed. The technique which is based on the Russian traditions of work with difficult systems other than well-known techniques is analysed. On each strategic event held within development of the balanced system of indicators criteria definitions of terms of its realization are given. In the shown technique process of development of the balanced system of indicators in details is described and the features characteristic of this method in the conditions of introduction on the domestic market are separately allocated and analysed. Also possible options of a computerization of the balanced system of indicators are covered in article and recommendations about their choice are made.

Keywords: system of the balanced indicators; development techniques.

Choice of subjects to investment of incomplete housing construction. Gorbunov S.V., Firsov M.V. of page 209

In article features of objects of incomplete construction which need to be considered at the operations performed in the real estate market are analysed. A new integrated approach to creation of the mechanism of investment of objects of inhabited incomplete construction with application of share investments which allows to organize effectively the system of interaction between participants of investment process in the sphere of inhabited incomplete construction is offered. On a result of article the expediency of the offered organizational mechanism of investment of objects of incomplete construction consisting in an opportunity to make process of acquisition of an object, completion of construction and realization of housing under uniform control of management company and a guarantee of municipality that provides reliability and efficiency of the offered mechanism is shown.

Keywords: investment process, incomplete construction, share investments, market of the residential real estate.

Strategic concepts of innovative development of the enterprises at realization of system transformations

Basheva A.V., Kolosova T.V., Chernov V. A. page 212

In article strategic concepts of innovative development of the enterprises and their interrelation with the reasons of system transformations are considered. The marketing, anti-debt, protective and automatic strategy of innovative development at realization of system transformations are considered. The model of process of development and realization of innovative strategy of the enterprise is presented, the mechanism of formation of the innovative development strategy on the basis of transformation of the industrial enterprises is presented. On a result of article it is shown that use of the developed mechanism of realization of innovative strategy of the enterprise gives the chance to organize the system of continuous improvement of productions creating competitive advantages in those timepoints when they are most relevant and demanded, allowing to maintain economic stability of the enterprise at the set level.

Keywords: strategy, innovative development, enterprise, system transformations, innovative potential.

Matrix of styles of the management as instrument of strategic management of the human Shklyayev A.E. resources., Nizhegorodtsev R.M. of page 215

Classification of styles of the guide to two signs – key object of management (the person or function, to them carried out) and a key method of management (concentration of powers or their delegation) is offered. Four marked-out styles of the management – bureaucratic, technocratic, emotional and strong-willed and democratic – are characterized by the corresponding functions and technologies of management and also the templates directed to management of human resources. Also key dysfunctions characterizing various management styles come to light.

Keywords: styles of the management, management of human resources, technologies of management, administrative dysfunctions.

Teoretiko-metodologicheskyy approaches to the analysis of economic behavior of subjects in the conditions of market economy of Avtonomova S.A., Izmaylova M. Ampere-second. 220

In article as a determinant of economic transformations of society the change of economic consciousness of individuals which is externally shown in economic behavior is considered. The problem of lag of the stereotypic consciousness of individuals from permanent changes of economic realities which is not allowing to create an adequate and operational response to calls of the turbulent market environment is staticized. Results of the theoretical analysis of very tectonics of economic behavior and methodological approaches to its designing on the example of interaction of firm with interested parties are presented. Applied opportunities of results of the teoretiko-methodological analysis in practice of designing of economic communications are proved, and the conclusion about their practical value for the companies in the field of strategic management of interested parties and forming with them new trajectories of partnership is drawn.

Keywords: economic behavior, economic communications, interested parties, resource exchange, network relations.

The oath (oath) of "officials" in the context of development of institute of legal responsibility of public servants in Russia. Lisnyak A.N. of page 225

In article questions of one of the most important directions of development of institute of legal responsibility of public servants of modern Russia - the direction of strengthening ethical (including patriotic) the public service making institute are investigated. Taking into account historical experience and modern realities of the state Russian need of introduction of the oath of public servants is considered. The author analyzes a possibility of introduction of the oath, speaking about it as an important component of lawful and responsible behavior of the public servant. Groups of questions are presented, answering which development of a ceremony of the oath for different groups of persons taking into account their specific features is possible. Problems of definition of the oath as effective element of legal influence concerning public servants are reflected in a research. Also the

questions demanding the answer for determination of efficiency of implementation of the oath (oath) of "officials" are raised. The present publication is directed to reflection of some results of a research of institute of legal responsibility of public servants in Russia.

Keywords: public service; oath; oath of public servants; legal responsibility of public servants; increase in efficiency of public servants; disciplinary responsibility of public servants; morality of public servants; Russia.

To a question of adequacy of a profession to labor market in Russia. Makhevskaya E.V. of page 229

Economic conditions in modern Russian reality, assume activity of economic subjects taking into account features, not only within microeconomics, but also concerning a profession to labor market.

Keywords: profession, educational activity, diversification, import substitution, business, labor market, business, sanctions.

Methods and indicators of assessment of effectiveness of NPO. Belovo Yu.I. of page 231

In article techniques of assessment of effectiveness of non-profit organizations are considered. Methods of assessment of non-profit organizations divided into five groups: static, dynamic, correlation and regression analysis, sociological and estimates of stability of NPO. All methods possess the merits and demerits therefore their combined use at different stages of assessment of activity of non-profit organizations is expedient. As a result of the carried-out analysis follows that performance management should be carried out about use of the static methods based on comparison of target and actual indicators of activity of NPO taking into account financial stability.

Keywords: non-profit organizations, method, management, effectiveness, analysis, indicators

Professional basic word stock on nuclear power for foreign undergraduates. Elatik A. Ampere-second. 237

In article the principles of drawing up a basic word stock on nuclear power for foreign undergraduates are considered. Criteria of its creation, material selection sources, an arrangement of units in it are defined. In the course of selection of language units Russian-language textbooks in this sphere are analyzed, and the level of training of the student is considered.

Texts of material were processed by means of the computer LitFrequencyMeter program allowing to range lexical units by the number of the uses and to create the ratings of frequency words. When developing a professional minimum we relied on the principles of rate and word-formation demand. The professional basic word stock on nuclear power which purpose – to fill up a lexicon of undergraduates with lexicon from the field of the nuclear power necessary for reading the corresponding scientific and technical literature is given.

Keywords: basic word stock, lexicon, principles of development of a basic word stock, Russian as foreign, nuclear power, scientific functional style.

//Innovations and investments. 2015. No. 9.

Accounting of risks at realization of strategy of innovative development. Dyomin S.S., Kabanova N. Ampere-second. 2

This article is devoted to the analysis and accounting of the risks arising at realization of Strategy of innovative development of the Russian Federation till 2020. In article performance of the main target indicators and various adverse conditions influencing realization of Strategy at introduction of innovations is analysed. Essential aspects of the risks connected with decrease in a share of the enterprises of the industry which are carrying out innovations are considered; lack of growth of coefficient of inventive activity and also decrease in internal costs of research and development percentage of gross domestic product. As a mathematical apparatus for completeness of accounting of risks authors suggest to use "a resolution method" of the theory of calculation of predicates of N – an order. Stages of serialization of risks from a natural language to the skolemized preceded normal form are considered. Various methods of accounting of risks at realization of Strategy of innovative development are considered.

Keywords: strategy of innovative development, risks, target indicators, resolution method, predicate.

Analysis of efficiency of functioning of system of government procurement. Bochkova Yu. Ampere-second. 6-8

The relevance of a subject of a research is connected with specific features of purchasing process from the state and caused by the fact that considerable budgetary funds are spent for purchase of production for ensuring the state needs. The success of functioning of the state, so and degree of satisfaction of public requirements depends on efficiency of purchasing activity of the state. Assessment of efficiency of functioning of system of government procurement of the Russian Federation on the basis of the statistical data posted on the official site of Federal State Statistics Service by the analysis of the competitive environment in the state market is given in article. Leaning on competition assessment indicators, the author concludes that the effectiveness of purchasing activity of the state remains at extremely low level. In this regard, having revealed shortcomings of the organization of system of purchases, the author comes to a conclusion that for increase in efficiency of the specified system it is necessary to provide conditions for competition development.

Keywords: government procurement, the competition, system effectiveness of state procurements, efficiency indicators, an electronic auction, purchase at the only source.

Formation of constructive methods and conditions of innovative development of small business of Matysin N.V. of page 9

In modern conditions especially sharply there is a question of need of change of a ratio of enterprise structures in favor of small and medium-sized enterprises as most flexible instrument of increase in stability of national economy in the conditions of crisis. Article is devoted to the analysis of state policy in the field of development of small business in the Russian Federation which is a part of the state social and economic policy and represents set of economic, political, social, legal, information, consulting, educational, organizational and other measures. In article the main directions of state policy in the field of development of small business in Russia a crisis era are characterized. Namely formation of favorable conditions for development of small business entities; ensuring competitiveness of small business entities; increase in number of small business entities. In article types of cooperation of the small and large enterprises are considered: a subcontract, outsourcing, franchizing, contracting, venture financing, formation of science and technology parks and business - incubators. In article the characteristic of measures of support of the small innovative enterprises and also institutes of assistance to business development St. Petersburg is given.

Keywords: small business, a subcontract, outsourcing, franchizing, contracting, venture financing, science and technology park, business – an incubator, assistance to business development, state policy.

Innovative formats of studying of financial management: strategic financial modeling by efficiency of the company on the basis of the integrated matrix tools. Savvidi T. Ampere-second. 13

The solution of problems of strategic financial management by efficiency of the companies reflecting adaptation compliance is tools of its implementation within the valuable focused approach as the driver of the accelerated growth of quality of scientific research and studying of financial management in profile programs of a magistracy. In the present article the matrix design as the integrated format of modeling of projections of development of the companies in a section of methods, models, indicators and procedural tools is proved that focuses in comparison of strategic alternatives of growth of efficiency of the company. The conclusion is drawn that the new methodological architecture of formats of a research and training as the multilevel system of financial administrative knowledge and competences will provide formation of scientific practical skills as the integrated combination of instruments of management in dynamic projections of the choice of alternative methods, models, indicators and scales of reproduction of the growing value of the company.

Keywords: an innovative format, strategic financial modeling, efficiency of the company, the integrated matrix, valuable alternatives of development.

Alternative factorial analysis of model of assessment of efficiency of innovations. Filatov E.A., Polyakov S. Ampere-second. 18

Market conditions of managing place great demands on the level of competitiveness of the made production. Translation process of an innovation (innovation) in an innovation (innovations) demands expenses of various resources, investments and time are basic of which. Innovative activity of the enterprise consists in obtaining the maximum economic effect on the basis of use of new knowledge. Determination of efficiency of innovative activity for the purpose of its increase is the cornerstone of management of innovations. In article the main indicator of innovative activity of the enterprises – author's models of assessment of efficiency of innovations is offered. In article author's models of assessment of efficiency of innovations are investigated by the integrated factorial analysis that gives the chance most well to make the conclusion about changes in profitability of innovations and also to present degree influence of factors on changes of the studied indicator in the system of managing and to reveal tendencies of its change.

Keywords: investments, profitability of innovations, factorial analysis, revenue, prime cost, research and development.

The statistical analysis of the factors making the stimulating impact on innovative activity of the organizations of the Moscow region. Zhuravlyova S.N. of page 21

Results of a research of influence of various factors rendering impact on innovative activity of the organizations of the Moscow region are given in article. For the solution of this task the method of the correlation analysis was used. Correlation coefficients between various economic indicators and innovative activity of the organizations and also the specific weight of the organizations which are carrying out technological innovations were calculated.

Keywords: investment activities, investments into fixed capital, regression analysis, dynamics, trend, Moscow region, gross regional product, human capital, enterprise activity.

Theoretical aspects of marketing instruments of increase in investment activity of functional zones of territories. Zakharov I.S., Kasayev B.S., Klimov D.V. of page 25

In article theoretical aspects of increase in investment activity of functional zones of territories on the basis of instruments of marketing are discussed, it is shown that marketing is the instrument of regulation between real demand and real consumption in the economic system of the territory. In this plan, marketing kind of sets reference points of the purposes to which the economic system both in the mode of functioning and in the development mode, i.e. process of implementation of transition to higher level of the social and economic development has to aspire.

Keywords: investment activity, increase in investment attractiveness, balance of economic system of territories, investment climate of the territory, business activity of the territory, factors and indicators of investment activity.

Payment SEPA mechanisms: new opportunities of development of the market of non-cash payments of Russia. Krynkina M.M. of page 29

One of the most important problems of development of national payment service provider at the moment is increase in a share of non-cash means of payments. For the solution of this task it is expedient to consider the European experience of creation of uniform retail payment space of SEPA. Use of the principles of SEPA is able to afford to increase reliability of making payments, to increase the speed of their processing and also to reduce their cost.

The major factors constraining development of non-cash retail payments in Russia from which main thing noted the high level of the interbank commission which considerably exceeds a similar indicator in the countries of Europe are given in article. In this regard, the author offered methodological approaches to determination of optimum level of a rate of the interbank commission and the analysis of applicability in Russia of the rates established within SEPA at implementation of cross-border transfers *is carried out*. In article the key directions of development of the Russian market of non-cash payments which realization in the long term does possible creation of the uniform market of payment services of Russia and SEPA are opened.

Keywords: Uniform payment space of the eurozone, interbank commission, non-cash payments.

Restrictions of operability of the transmission mechanism of monetary policy of the Central Bank of the Russian Federation Dinets D. Ampere-second. 34

In article theoretical aspects of the transmission mechanism of monetary policy are considered and also results of researches of leaders by the economist about operability of channels of transmission are generalized. Theoretical views of action of the first and second steps of percentage, credit, course, monetaristic, inflationary channels of monetary transmission and also the channel of welfare are generalized. Besides, the key factors exerting impact on operability of this or that channel in the Russian conditions are given. The main restrictions of operability of the transmission mechanism connect with lack of the accurate rule of monetary policy, targeting of an exchange rate, backwardness of the financial market, lack of an indicative interest rate of the central bank, high inflation and inflationary expectations. On the basis of the analysis of theoretical data the hypothesis that restriction of operability of monetary transmission is the low multifactorial productivity of the capital influencing elasticity of demand for money is made and confirmed with numerical data. The conclusion is drawn that the stimulating shocks of monetary policy are not able to affect dynamics of release as are broadcast in increase in cost of fixed assets and high alternative costs. As at the same time demand for money increases in process of reduction of efficiency, similar investments have inflationary character and in the long-term period are not capable to influence on the GDP loudspeaker.

Keywords: monetary policy, transmission mechanism, Keynesianism, inflation targeting, alternative costs, demand for money.

Model of creation of a technique of definition of the rent of investment property of municipal units as element of the anti-corruption mechanism Lukin A. Ampere-second. 41

Results of a research of the mechanism of formation and calculation of the rent for use of non-residential premises of municipal unit which is a cash flow in budget revenues, generated by municipal investment property are presented in article.

As a result of a research the method of calculation of the rent for use of non-residential premises on the example of the municipal real estate in the city of Krasnoyarsk *is created*.

Need of creation of the uniform simplified technique of definition of the rent for use of non-residential premises is caused by the following. Still on balance of municipal unit there are several thousands of such objects. Their realization in connection with crisis state of economy was slowed down, and contents lays down on budget shoulders. Individual definition of the rent demands neskolky tens of millions of rubles and also is connected with risks of corruption approach that demands for an exception of these risks of new costs of examination of reports. In this regard it is expedient to develop on the basis of the analysis of market data the unified technique allowing to specify annually with the minimum expenses rent size by correction of several basic indicators.

Keywords: rent, coefficients of adjustments, factors, base rate, risks of korrupsionny approach, assessment of investment property

Investment policy of large corporations within corporate social responsibility *Materikin A.V.* of page 47

In article contents and specifics of one of the key directions of investment activity of the large companies – corporate social responsibility reveals. The ratio of a role of the state and large business in realization of social tasks at the present stage is defined. The reasons causing increase in a role of large business in the solution of social problems of the state importance are specified: a contribution of costs of social responsibility to the reputation capital of the large companies, especially in the international markets; need of optimization of the state expenses; need of judgment of the fact that large corporations act as an organic part of system of elements of social and economic development. On the basis of the analysis of approaches of domestic and foreign researchers, the content of corporate social responsibility as one of the directions of investment policy of large corporations is specified. On the basis of the analysis of experience of the largest foreign and domestic corporations, the main directions of implementation of the concept of corporate social responsibility are opened.

Keywords: corporate social responsibility, investment policy, large business, corporations

Option strategy. *Mysochnik V. A.* page 50

Options are the excellent investment tool giving unique opportunities for receiving profit. Unlike operations with assets in the cash or future market where it is necessary for you for receiving profit that the price moved, trade in options allows to get profit even then when the market practically stands still.

Strategy in trade in options are understood as a combination of options of various types or having various parameters. The strategy of trade in options give to investors the chance to use any condition of the market for receiving profit at accurate restriction of risks on positions. One of key concepts of understanding of strategy of trade in options is "the payback point", or "level of profitability of strategy".

Work contains the analysis of various option strategy for a method "from simple to difficult". The adaptation formulas necessary for calculation of the article "financial instruments" are presented in the report on a financial position of the leading commercial enterprises, insurance companies. Examples of application of these strategy to real market conditions are reviewed.

Keywords: option strategy; fetters; stake; spread; forward; future market; payback point; level of profitability of strategy.

Principles and features of formation of policy of financial security of innovative activity of banks. *Hakiyeva Z.V.* of page 54

In article it is said that modern conditions of managing impose special requirements to any kind of economic activity, and, first of all, to activity of the banks which are a key element of a financial system. Development and functioning of bank activity has to be innovative as only widespread introduction and distribution of bank innovations is capable to increase efficiency of bank and its competitiveness. And innovative activity of banks has to be provided with the adequate volume of the used financial resources. Russia is characterized by the high level of risks and uncertainty that defines need of realization of scientific approach to carrying out development of policy of financial security of innovative activity of banks. In this article author's definition of a bank innovation, policy of financial security of innovative activity is offered, the mechanism of formation of policy of financial security of innovative activity is offered and the principles of its functioning which efficiency of functioning is defined by optimum distribution of functions between its elements, their rational interaction are defined.

Keywords: bank, innovative activity, banking system, innovation, credit product, policy of financial security, financial resources

About a concept of marketing logistics. *Egorov Yu.N.* of page 57

Marketing and logistics arose independently of each other at different times and under the influence of different circumstances. Till some time they in the development were not crossed in any way. And it is valid if to follow the existing definitions of logistics and marketing, the field for their interaction can significantly seem limited.

In article prerequisites and basics of the direction of marketing logistics are covered. Its purposes and also concrete benefits which the organization can receive at her expense *are defined*. The author analyzes interaction of tools of marketing and logistics in the course of their interaction. The concept of creative economy in which the creative beginning and accuracy of calculations of optimum values of the major indicators of activity of the organization are combined is given. The marketing role is specified in the major logistic concepts "Precisely in time" and "Planning of requirements resources". JIT RP locates need of improvement of management of the organization on the principles of marketing logistics in article.

Keywords: marketing, logistics, concept of marketing logistics, creative economy, range, merchandising, price policy.

Check of a hypothesis of recurrence of the world oil prices and studying of their interrelation with dynamics of the American dollar. *Ivanishchev A.V., Residents of Perm And. Ampere-second.* 61

Article is devoted to check of a hypothesis of existence of recurrence of the oil prices and studying of interrelation between the world oil prices and dynamics of the American dollar as leading factor of variability of the oil prices.

On the basis of calculation of Hurst exponent existence of effect of orientation in dynamics of the world oil prices on an interval of 1859-2014 *is confirmed* and temporary limits of recurrence with the period of 12 years are specified.

It is shown that correlation communications between the index of dollar and the price of oil have unstable character and therefore are not reliable in respect of forecasts and vice versa, the oil prices show steady correlation with a dollar index of the purchasing power.

In the world market of oil acts as a source of long 12-13-year cycles periodic changes of purchasing power of the American dollar. The rhythmic model of the description of the oil prices on the basis of the 12-13-year periods and shifted on a phase from each other for 5-6 years, connecting the major events and price extrema in the world market of oil is offered.

Keywords: cycles, prices of oil, dynamics of the world prices for oil, Hurst exponent

China in the context of domestic management *Kulapov M.N., Nikulin L.F., Ponomarev M.* Ampere-second. 66

Against the background of interpretation of many provisions of Confucianism the entry of the People's Republic of China "in new standard conditions of" construction "of srednezazhitochny society" through methodology of "Guanxi" is shown in article: accounting of period of operation (comparing to the EU, the Russian Federation, the People's Republic of China) and recognitions of the ancient principles of self-improvement of reciprocity, etc. "secrets of progress" of the People's Republic of China. The Chinese understanding of chaos is given. On the example of educational system and other moments proximity of orientation of management of the People's Republic of China to version 3.0, and also aspects of ambiguity of its relations with the Russian Federation are shown.

Keywords: state, innovation, chaos, context, integrity, globalization, principle, cloning, intelligence, management.

Economic inequality and social justice at the present stage in the developed *Pospelov E.B.* countries of page 70

In article it is said that the problem of increase in a gap between the poor and the rich, strengthenings of differentiation of various categories of the population exists in all states of the world. The analysis of the coefficient of Ginny representing one of the brightest indicators of economic inequality over different groups of the countries of the world showed that the developed countries are also not capable to solve a problem of achievement of social justice yet. Achievement of social justice is caused by a set of factors: financial, economic, political, historical, institutional, social, it will be more correct to tell, their balanced influence. Therefore, the most optimal variant of the solution of problems of social justice and economic inequality in the developed countries it is possible to call transformation of national economies from priorities of an economic benefit to poverty eradication, sustainable development and "green economy".

Keywords: social justice, economic inequality, Ginny's coefficient, differentiation poor rich.

Religious factor as aspect of soft power of the Russian policy. *Tserpitskaya O.L., Markushina N.Yu., Kovalevskaya N.V., Timchenko N.M.* of page 72

Beginning to consider such things low-compatible at first sight as Church and the politician (the international relations), it is necessary to outline the subject field of the present article. Article is devoted to a research of influence of potential of "soft power" on development of a foreign policy of the Russian Federation.

In article growth of the authority and influence of Church as Church is analyzed, having become full-fledged institute of civil society, had an opportunity to coordinate moral aspect of public life and to exert impact on change of a political situation. In article, speaking about the relations of Church and state, differences between the secular right as the sphere of the state activity, laws of conscience, belief, ethics focused on consciousness of the person and also the canon law, in many respects defining actions of Churches *are analyzed*.

In this context special attention is paid to the prospects of influence of a religious factor as important aspect of formation of foreign policy image of the Russian Federation and also such concept as "a soft mission".

Keywords: Soft power, tools of soft power, foreign policy image of the state, cultural cultural wealth, religious factor

Methodological aspects of research approaches to studying of political opposition in the conditions of democracy *Mantsurov S.O.* of page 75

The research strategy of studying of a phenomenon of political opposition in modern political science are analysed. An attempt of methodological justification of use of etymological and institutional approach to a research of political opposition is made. For implementation of the optimum choice of teoretiko-methodological approach in the field of studying of a phenomenon of political opposition the interrelation of the chosen methods with the plane of carrying out scientific research is considered. Assessment of heuristic potential of the research approaches described by the author is presented (behaviouristic, institutional, neoinstitutional, resource and mobilization, etc.) to studying of political opposition. In article experience of classification of the research methods offered in political science which were created during various stages of formation of the scientific device intended for studying of opposition as the socio-political phenomenon is generalized. Opportunities and restrictions of various methodological approaches to studying of political opposition in the conditions of democratic transformations are proved by the author.

Keywords: opposition, subject of policy, government, political system, institute, methods, methodology

Strategic anti-recessionary planning: analysis of a situation in the world financial market *Kalashnikov P.K., Samarin I.V., Fomin A.N.* of page 79

Various approaches to the analysis of a situation in the world financial market and its main segments are considered. For early warning of the crisis phenomena use of the generalized financial indicator in combination with its development on the system of private indicators is offered. The major fundamental factors and technology of the organization of artificial financial crises, manifestation of this technology in the financial markets on the middle of July, 2015 are considered. It is shown that now there is a strengthening of US dollar in relation to the capital world assets and also advancing development of the world stock market to the detriment of its other segments: world currency and to the commodity market, market of precious metals. The analysis of the most dynamic Chinese stock market as possible place of emergence of the new global financial crisis is carried out. Driving factors of possible development of financial crisis in our country are considered.

Keywords: dynamics, indicator, crisis, method, world system, oil prices, forecasting, strategy, technology, financial markets, economy.

Computer terrorism as new form of computer crime. *Stepanov-Egiyants V.G.* of page 89

In this article rather new form of computer crime – computer terrorism is considered. The author considers structure and features of this form of crime, suggests to differentiate information and computer terrorism as various forms of criminal activity. As a result of the conducted research the author of article comes to a conclusion that computer terrorism can be defined as a form of criminal activity in the sphere of computer information which, relying on violence ideology, on the basis of the modern computer, information and network technologies used for the purpose of information impact on society, creation in the state of the negative socio-political atmosphere and intimidation of the population carries out destructive impact on decision-making by public authorities and local government, the international organizations, rasprotsranyat the atmosphere of fear and uncertainty in opportunities of the state to perform the functions in society.

Keywords: computer terrorism, information terrorism, computer crime, information, influence, state, society, ideology.

Teoretiko-metodologichesky approaches to strategic planning of activity of the organizations *Bolovintsev Yu. Ampere-second.* 92

Teoretiko-methodological basics of strategic planning of development of the organization as factor of its long-term success and competitiveness in modern conditions are covered. The methodological bases and problems of introduction of mechanisms of strategic planning in the Russian practice are investigated. Within system approach to a research of activity of the organization the model of formation of system of strategic planning is offered. During the research methodological approaches to strategic orientation at business management as to a basis of long-term success and competitiveness were generalized and concretized. The author considered application of system approach to strategic planning of activity of the organization, system approach represents a basis of application of the methods of management of development of the organization considered earlier. This approach assumes a research of system of strategic planning as complete set of the interconnected and interacting structural divisions and their relations with objects of the internal and external environment.

Keywords: strategic planning, strategy of the organization, system of strategic management, approaches to management of the organization, introduction of strategic management.

Features of formation of communication networks on the basis of intra organizational communications. *Vlasyuk G. V., Written A.B., Bestemyanova A.A., Novoseltseva E.V.* of page 96

In work various options of creation of communication networks in the organization are considered, the interrelation of communication interactions and organizational structures, both formal, and developing in the course of informal interaction is in detail discussed. For different types of standard templates of communication networks processes of dissemination of information are considered, special attention is paid to influence of force and proximity of communications on process of exchange of information. Features of influence on dissemination of information in the closed and open

communication networks of formal and informal intra organizational communications are considered. Influence of trust to information source in communication networks of various type on behavior of the agents forming network is analysed. The types of networks characteristic of the highly mobile agents possessing the considerable competence-based capitals are considered. On the example of the real organization construction and the analysis of communication network and modifications of standard types of networks arising in the similar organizations is considered.
Keywords: management of the organization, intra organizational communications, communication networks, organizational structure.

Theoretical aspects of a research of social changes. Galsanamzhilova O.N. of page 105

Article is devoted to studying of theoretical aspects of a research of social changes, basic provisions of the theory of social changes, the theory of "social shifts" of K. Marx and the theory of "a cultural log" of U. Ogborn are considered. K. Marx marked out the conflict as a source of social shift and that the main source of social changes is the competition between capitalists. Now, Marx's assumption of death of capitalism has no so important character as capitalism found ability to self-control. U. Ogborn in the theory of a cultural log divided culture into two parts, material and adaptive. Ogborn considered that adaptive culture changes more slowly, than material. It understood a delay of adaptation of adaptive culture to change of material culture as "a cultural log". In article the attempt to define features of impact of social changes on society becomes. Various factors which can act as the reasons and sources of social changes in society are specified: change in the structure of the population, change of ways of behavior, change of social structure, change of cultural models. In this regard the conclusion is drawn that social changes became object of attentive studying of sociologists.

Keywords: social changes, society, population, social structure, technologies, culture, social shifts, cultural log

Modeling of sustainable development of regional economy and forecasting of economic dynamics of the region. Yakimenko I.V. of page 108

Modeling of sustainable development of regional economy in insufficient degree is reflected in scientific articles and researches, and its methodology very restrictedly is applied in practice of public administration by the region. The research of methodical provisions of modeling of sustainable development of regional economy and definition of the possible directions of use of this methodology in practice of the public regional government is a relevant task.

In the present article by means of the analysis, system approach, logical methods of a research the scheme of modeling of regional economy is analysed and offered and also the restrictions interfering broad application of methods of modeling of sustainable development in practice of management *are defined*.

In article it is noted that for increase in efficiency of planning and management of regional economic system it is expedient to combine the genetic method assuming indissoluble communication with the past and based on extrapolation of tendencies of economic reality on the future with a teleologic (standard) method which cornerstone the directive principles are, giving a priority at the same time to a genetic method of forecasting.

The conclusion is drawn that optimum model from the point of view of convenience of application in practice of regional government is the model of sustainable development of regional economy on the basis of association of the Expenses and Release method, MOB of the region and the indicator of sustainable development of the region - the gross product (GP).

Keywords: sustainable development, development indicators, gross regional product, investments, efficiency, reserves.

Systematization of problems of development of recreational territories on the basis of an attractiveness. D.V. drills of page 113

Now branch of recreational development of territories on the basis of the analysis of attractive properties of the region – the most effective method of management of regions. The relevance of the direction of a research is based that without definition of the existing problems, their systematization cannot prove the development strategy and managements. Development of territories on the basis of the recreational analysis helps to systematize development of branch of a recreation and tourism.

The analysis and systematization of current problems of recreational territories taking into account their attractiveness is carried out, the structure of each of structural parts of the general complex of the obstacles evolving from recreational appeal *at the directed management of territories is deciphered*.

The analysis in the offered parameters shows need of development of strategic planning of territories at various levels of management of territories.

The systematized system of problems which the territory at development in the direction of a recreation faces, rest and tourism *is result*. The solution of the specified problems can be based on strategic planning of development and management.

Keywords: Recreational territories, territory attractiveness, Northwest of Russia.

Dairy and grocery complex in modern conditions: problems and prospects of modernization of Makarov E.P., Molina Roa Franklin Yoel of page 116

It is possible to call providing the population with food a fundamental and relevant task which in many respects is defined by economic state policy. The key value at the same time has production of the food making food security of the state, including production of milk and products, received in the course of its processing. Quite often agro-industrial dairy and grocery organizations function inefficiently as a result of inconsistent carrying out the majority of actions, weakening of state regulation of a dairy and grocery complex, lack of the general interest of producers of milk and its processors, strengthening of branch monopolistic tendencies, but, first of all because of the high level of the outdated technologies and the equipment which are used in production. In article it is told about need of modernization of a dairy and grocery complex and problems of its implementation, the key value in successful modernization of the studied kind of activity assumes need of its state regulation for what the model of state regulation of modernization of a dairy and grocery complex is offered.

Keywords: modernization, dairy and grocery complex, agrarian industry, processing of milk, state regulation

Analysis of structure of defense industry complex, clustering of the OPK organizations. Binyukov F.S. of page 119

The register of defense industry complex supports more than 1300 organizations which are in a zone of influence of thirteen departments, having the different legal forms conducting activities for the RCEAP different codes and the most important showing different indicators of financial and economic activity. All this wealth can conditionally be characterized under a word – structure. Therefore the purpose given to become is the analysis of structure of defense industry complex that will allow to carry out further more detailed assessment, both economic, and strategic character in the analysis of the OPK organizations. For the solution of a goal in a research methods of the statistical analysis were used. An object of research were data of accounting (financial) reports and the register of the OPK organizations. The solution of an objective allowed to ungroup the OPK organizations, depending on the size of revenue and the sum of the remains on intangible assets with fixed assets, on micro, small averages and the OPK larger organizations. What allowed to estimate influence of the region, a kind of activity, department and legal form on the size HMA+OC and Revenues from the OPK organizations.

Keywords: Defense industry complex, OPK, structure of OPK, determination of the size of the organization, influence of external factors, Boxing Cox method, cluster analysis, dispersive analysis, ANOVA, nonparametric methods, Kraskela-Wallis's test, discriminant analysis, tables of associativity

Theoretical and practical aspects of cluster approach to development of the region, on the example of tourist branch of the Nizhny Novgorod Region. Kochkurova E.A., Zykova T.V. of page 125

In article the strategic importance of development of the tourist industry of the Nizhny Novgorod Region as priority link of a services sector of the region is proved. Need of introduction of innovative cluster approach for the purpose of increase in efficiency of the sphere of tourism in the region is proved. By the argument of advantages of a clustering as the innovative component, presented conceptual approach to formation of tourist clusters in the region on the basis of complexity of resource advantages and innovative potential of territorial education. The main components of innovative infrastructure of a tourist cluster taking into account development of three main directions are reasoned: formation of special economic zones of tourist and recreational type; creation of tourist brands and increase in competence of staff of travel companies; ensuring effective administrative strategy. The advantages of a conceptual campaign in development of the industry of tourism of branch which are expressed that it considers not only practical use of scientific and technical developments and inventions, but also is based on improvement of a tourist product, administrative factor and the marketing strategy of branding of the region as the tourist center are designated.

Keywords: services sector; cluster approach; tourist cluster; increase in efficiency of tourist branch.

Assessment of a condition of a regional banking system of the Kemerovo region during 2010-2015 Lovchikov V. P. of page 129

In article economic assessment of the changes which happened in a banking system of the Kemerovo region for 2010-2015 is considered and made; positive and negative tendencies of its development come to light. Base for assessment of a condition of a regional banking system is the analysis of development of the main component of resource base – the raised funds of clients (deposits of individuals, deposits of legal entities, the remains of means on accounts of the enterprises and organizations) and the loan portfolio (the remains of loan debt of legal entities, individual entrepreneurs, natural persons – citizens). The revealed tendencies demonstrate high investment attractiveness of the Kemerovo region. The author formulates the aggregated assessment of a state and the direction of development of a banking system of the region on the basis of the analysis of indicators of security of the region with banking services and calculation of rating of the region in the federal district. The cumulative index of security with banking services shows extent of achievement of the Russian level (it is accepted equal 1,00) and allows to draw an evidence-based conclusion on a state and development of a banking system of the Kemerovo region.

Keywords: banking system of the region, regional banks, resource base, loan portfolio, security with banking services.

Models of economic behavior of rural households (on the example of the Kemerovo region) Pavlyuchenko S.V. of page 132

In article models of economic behavior of rural households are considered. The model of economic behavior is a description by means of social and labor, consumer and financial behavior of an economic mechanism of households.

The carried-out analysis of dynamics of indicators of real monetary income and consumer expenses from 1997-2014 allowed to allocate the periods which are characterized by various models of economic behavior. On the basis of the obtained data the economic behavior of households is grouped in three behavior models: "traditional" (1998-2002), "transitional" (2003-2008) and "consumer" (2009-2013). Characteristic signs and features of managing are revealed.

In economic behavior of households there was a paradoxical situation: improvement food of country people at reduction in production of production in personal subsidiary farm, growth of a share of consumption at the expense of the credits. The structure of additional sources of the located resources of households, structure of consumption changed.

Keywords: household, model of economic behavior, personal subsidiary farm, country people, income, consumption.

The system of assessment of activity of executive power of territorial subjects of the Russian Federation on the basis of the Balanced system of indicators. Spatar A.V. of page 137

Purpose: To move practice of management of private enterprises to the soil of assessment of efficiency of activity of executive power of territorial subjects of the Russian Federation through a prism of the Balanced system of indicators. Methods: Achievement of the goal will be based on an abstract method, that is, allocation of the main thing and also a synthesis method – the analysis Results: The PROGRAM STATUS WORDS elements for model of assessment of efficiency of activity of executive power of the region are formulated. The technology of estimation based on model of Homocentristsky of the state is described. Scientific novelty: At the present stage of development of the Federal authority and to the population the systems of assessment of efficiency of activity of executive power of regions based not only on statistics, but also tied to the strategy of the state and society are required. In this article the system which will help to coordinate operational results of activity of the power of regions to the strategy of the state in general is described. Practical importance: The developed system will allow to estimate actually efficiency of activity of regional managers on the basis of their real contribution to the current development of the region and increase in life of the population in general. The system can be taken advantage by the federal authorities for its application in the ministries.

Keywords: efficiency of public administration, executive power, balanced system of indicators, system of assessment of activity

Primorsky Krai in investment process of the Far East. Fedorov I.V. of page 141

In article the analysis of investment process in the Far East for 2008 - 2013 is carried out. The role of Primorsky Krai in investment process of the region is revealed. Special attention is paid to disproportions in distribution of capital investments in the Far East in general and in Primorye in particular. Improvement of dynamics of a gross regional product in the Far East territorial subjects of the Russian Federation is directly connected with expansion of large-scale investment projects. Expansion of investment process in the region means deterioration in production efficiency in the majority of the Far East territories. The impressive norm of accumulation in fixed capital is observed in the Jewish autonomous and Amur regions. The structure and dynamics of investment activity in Primorye reveals. Shifts in housing construction are defined. On shower input of total area of housing Primorsky Krai much more loses to the Sakhalin region. Possibilities of development of investment and construction activity in Primorsky Krai speak. Terms of construction and controllability a construction complex remain key questions of investment into Primorye.

Keywords: Primorsky Krai; capital investments, Vladivostok, Nakhodka, Sakhalin region, Far East, Sakha Republic, construction, large and medium-sized enterprises; input of housing.

Social and economic development of the Moscow region in comparison with regions of the Russian Federation of Volkov E.N. of page 146

In article the comparative analysis of social and economic development of the Moscow region and other territorial subjects of the Russian Federation is submitted. In article methods of simple and complex group on indicators of social and economic development are applied. Results cluster the analysis on two periods are also presented. Uniform groups of regions on social and economic development are allocated. The characteristic of development of the Moscow region is given.

Keywords: statistics, regional statistics, assessment of social and economic development of regions.

Statistical analysis of creation and reconstruction of objects of primary and secondary real estate markets as factor of growth of a gross regional product of the Moscow region *Fomin M. Ampere-second.* 152

In the submitted scientific article the main practical aspects of application of the statistical analysis for quantitative assessment of a contribution of development of both primary, and secondary real estate markets in creation of a gross regional product of the Moscow region are considered. Key attention is paid to correlation of development of the specified markets and construction branch and also implementation of the state social and economic programs in Moscow area.

Keywords: primary real estate market, restoration of real estate objects, state economic programs.

Social and network communications in political process: foreign and domestic experience. *A.V. pick* of page 157

Research and modeling of ration neural networks and plasticity, *Nguyen Dang Tao* depending on the temporary course of spayk, *Nguyen Cuang Tiyen* of page 162

Problems of radiation safety in the context of the national Health project *Adamyan V.L., Zhizhin K.S.* of page 171

Research of kaolins of fields of South Ural for the purpose of receiving mullitokorundovy material of *Bayandin M.A., Bayandina T.V.* of page 174

Innovative approach to studying of microcirculator processes at patients with a chronic obstructive pulmonary disease and bronchial asthma. *Cooper V. G., Helinskaya I.V.* of page 177

Expert system for increase in survivability of the SM SEMS hexapod. *Zinyakov V.Yu.* page 182

Improvement of properties of diesel fuel due to use of dietary supplements of *Nagornov S.A., Meshcheryakova Yu.V., Yerokhin I.V.* of page 186

The thermoelectric thermostat for storage and transportation of biomaterials. *Mispakhov I.Sh.* of page 188

About features of teaching technical discipline on economics department. *Orlyanskaya T.I.* page 192

To a question of a defamation in worldwide network *Parygin N.N.* of page 195

The initial stages of puberty of girls in the second childhood taking into account constitutional accessory to practice of physical training of *Sazonov L.A., Komissarova E.N.* of page 199

Physical and chemical properties of the peat applied to land reclamation. *Sivkov Yu.V.* of page 204

The invasive device for long remote control of a condition of cardiovascular system at patients with a komorbidnost. *Silina E.V., Stupin V. A., Zolotareva L. S., Oganov R.G.* of page 206

Matrix method, energy resources and expenses of the capital *Sklyarov D. E., Kustov E.F.* page 211

Gas-piston installations for power supply and options of their use by agricultural consumers. *Suvorov M.N.* of page 215

The system analysis of pathogenesis of hysterical neurosis at women. *Tkachenko N.T.* page 219

The principle of functioning information and analytical the systems of decision-making for continuous support and optimization of production of the knowledge-intensive production Fedotov of Vee. Century, Tyshchenko E.N. of page 225

The analysis of processes of destruction of polymethyl methacrylate at Torshkhoyev Z.S., Tsechoyev A.H. dynamic and laser influences., Akhriyev A. S., Kunizhev B.I. page 229

The system of punishments for crimes in the sphere of drug trafficking, psychotropic substances and their analogs. Vitovskaya E.S. of page 234

In article some questions concerning the system of punishments for crimes in the sphere of drug trafficking, psychotropic substances and their analogs reveal. It is especially noted that today punishments act one important implementers of state policy in the sphere of fight against narcocrime. The methodology of work consists of the following methods of a research: comparative and legal, special and legal, dialectic, formal and logical, structural and system and analytical.

In a research there are blocks devoted to the analysis of criminal penalties as connected with isolation from society, not connected with isolation from society and also to other measures of criminal and legal character. Besides, in work statistics concerning convicts for drug-related crimes are given in the Russian Federation. The author pays attention to that fact that the public danger of crime is the main and main criterion of definition of a type of punishment and its appointment for serving by the perpetrator.

It is fairly specified about need to explain in the Resolution of the Plenum of the Supreme Court of the Russian Federation results of efficiency of assignment of punishment for crimes in the sphere of drug trafficking, psychotropic substances and their analogs.

Keywords: narcocrime, system of criminal penalties, public danger, convicts.

Increase in level of professional sense of justice of lawyers as the direction of improvement of legal statehood in Russia. Carps of VA. page 239

In the present article ways of increase in level of professional sense of justice of legal community as a way of consolidation of legal statehood in Russia are considered. The conclusion is drawn that increase in level of professional sense of justice of lawyers is one of the most effective ways hardening of their corporatisation with formation of steady corporate ethics and high level of corporate legal culture at which members of legal community would carry out self-checking behind a condition of professional sense of justice in their social group. In article the author's concept of introduction of system of categories in a legal profession is offered. Adoption of the federal law on introduction of categories of a legal profession and also complex of the necessary subordinate regulations providing an order of holding qualification examinations, accounting of requirements for an experience of professional legal activity, a role of bodies of legal self-government to which reception of qualification examinations, control of objectivity of assignment of categories of legal activity can be assigned is offered

Keywords: legal statehood in Russia, sense of justice, professional sense of justice of lawyers, legal nihilism

To a question of a legal regime of rooms Basos of E. V. of page 243

Article is devoted to a research of separate characteristics of a legal regime of the room as object of the civil rights. The relevance of a subject is caused by lack of complex standard regulation in this sphere as only separate views of rooms and also existence of various theoretical positions on the legal nature of rooms underwent a legal regulation. In work the concept of a legal regime of the room and its signs reveals. The fact of recognition of placements as objects of the individual property right and distribution on them the corresponding legal regulation is proved by the author. The question of the neighbour's right as the integral component of a legal regime of rooms is taken up and also offers of doctrinal and rule-making character taking into account the planned changes of the Russian legislation are formulated. By results of a research the conclusion is drawn that the content of category "legal regime of the room" is defined by a general-theoretical concept of a legal regime, specifics of a method of civil regulation, the characteristic of the room as an immovable thing and specific signs of the room as object of the rights.

Keywords: room, legal regime, property right, neighbour's right, municipal property

Appeal problems in a judicial proceeding decisions, actions (inaction) of officials of administration of correctional facilities. Buslayeva O.B. of page 247

Convicts to punishment in the form of imprisonment need protection at appeal to the court with statements for the appeal of action (inaction) of officials of correctional facilities. The statistics shows that in most cases courts refuse to applicants on this category of affairs in meeting requirements in connection with absence of proof of a position of the convict. The convict, being in the situation subordinated from administration of correctional facility, cannot collect the proof for appeal to the court. The only subject capable to render effective legal aid on this category of affairs, the lawyer is. For convicts decisions of the courts according to complaints to actions of the officials consisting in illegal imposing of disciplinary punishments are of particular importance. Rendering legal aid at involvement of the convict to disciplinary responsibility is not regulated by the current legislation. Most of the convicts interviewed by the author needed legal aid when imposing disciplinary punishments. The lawyer of the convict has to take part in work of the disciplinary commission if the convict petitions for it.

Keywords convict, lawyer, legal aid, administrative legal proceedings, disciplinary punishments of convicts

The objective and subjective party of murder for motive of blood feud. Tsybulkin N.D. of page 252

In this article the specifics of the objective and subjective party of murder for motive of blood feud where the author comes to a conclusion that blood feud differs from revenge in general, first of all, in the emergence basis and also features of definition of the objective and subjective party of crime reveal. Object of murder based on blood feud is life of the perpetrator of a crime, life of his relatives and also life of strangers. The victims from murders based on blood feud, persons who encroached on life and health of relatives of the guilty person admit. Subjects of murder because of blood feud can be not only itself offended, or his close relatives, but also other persons who are in the related and breeding relations, considering themselves obliged to revenge for it owing to action of custom. Murders based on blood feud are grouped in a form of material structures. Criminal result of murder based on blood feud is violent death of the person. In general, the author comes to a conclusion that blood feud is always personal motive.

Keywords: blood feud, subjective party, objective party, instrument of public regulation.

History of formation of the legislative base in the field of corporate social responsibility of Sulimov E. Ampere-second. 256

In article the important component in the organization of business management – corporate social responsibility is considered. Corporate social responsibility includes several various components: responsibility of the company in relationship with partners, responsibility concerning consumers, responsible policy for workers, ecological responsibility, business assistance to sustainable development of society.

For the organization and control of activity of the companies in this sphere it is necessary to formulate the directions of legal regulation. Legislative regulation in the field of corporate social responsibility is the integral condition promoting ensuring effective work of the organization. Legal regulation of corporate social responsibility allows the company: to construct a successful business model; to improve image; to think globally. In this article the author considers history of formation of the legislative base in the field of corporate social responsibility for the majority of the European Union countries and the Russian Federation.

Keywords: corporate social responsibility, legislative base, legal regulation, company.

Philosophical space of S.L. Frank. Chernus V.K. of page 258

Object of research of the present article is the ontologic system of S.L. Frank which it is conditionally possible calls "philosophical space of S.L. Frank". The author of article considers a problem, initial for S.L. Frank, – an antinomy transcedentny and immanent. Understanding under immanent consciousness, and under transcendental life, S.L. Frank connects them in uniform, showing that they, an essence, a whole. From this the panenteizm and anti-nomic monodualism of its philosophy which is allowed in metalogical unity of life follows.

Conclusions and novelty: in article is shown that S.L. Frank tries to prove that he immanent is transcendental that results the philosopher in the idea of metalogical unity noumenalny and phenomenal which sum is metalogical reality. The novelty of article consists that the ontologic system of S.L. Frank is shown as the dynamic and constantly developing philosophical system, the category "philosophical space of S.L. Frank" is entered.

Keywords: life and consciousness; immanent and trastsendentny, anti-nomic monodualism, metalogical unity of life, philosophical space, reality, panenteizm.

The categorial status of forms with a morpheme – ken in Turkish. Kadyrova O.M. of page 266

New industrialization as content of integration of EEU Morozov V.V. of page 271

The developed analysis of problems of the Euroasian integration in a key of need of generation of sovereign sources and the mechanism of growth is presented in article. The ratio of content and a form of integration process in the former Soviet Union is proved, the circle of the most important problems of both the system, and current level of relevance is defined. The analysis of industrial prospects of development of the Russian economy is carried out, problems of the current development come to light. Inter-country comparison of industrial development of the leading world economies is carried out. The author's logic of associativity of industrialization and integration at the former Soviet Union is proved, similar experience of development of the EU is analyzed.

Special attention in article is paid to need of activation of work of the relevant structures in the direction of creation and debugging of system of goal-setting and also coordination of integration of EEU and change of the current world order in the direction of the organization of "post-dollar" economy and according to multiple currency world system. Need of industrial development of economy of EEU as parts of new global economy and sovereign regional integration is proved.

Keywords: industrialization, integration, economic growth, industry, European Union, EEU, world economy.

Increase in competitiveness of the enterprise due to development of strategy of management of the return streams of production. Tkachenko M.G. of page 274

Ways of management of material streams, opiry on the concept of logistics improve more than fifty years of the enterprise. Tasks of optimization of the return streams of the rejected, sub-standard production began to be put and be solved much later. In practice of the Russian enterprises the solution of the problem of development of strategy for management of returnable production is not among prime. In article questions of development of stages of strategy for management of the return streams of returnable production are consecrated.

Keywords: reversive logistics, returnable production, return streams, control system of returns, strategic problems of reversive logistics

Improvement of a technique of assessment of efficiency of projects of public-private partnership in Russia on the basis of the analysis of experience of Germany. Plotnikova E.S. of page 279

Since 2016 assessment of efficiency of the projects falling under operation of the Federal law of 13.07.2015 N 224-FZ about public-private partnership is carried out in Russia without fail. In this regard it is useful to analyse experience of Germany where the standardized process of carrying out the feasibility study on the projects which are carried out with use of mechanisms of public-private partnership works not the first year. On the basis of the analysis of the German practice a number of recommendations about improvement of the mechanism of carrying out the feasibility study on projects of public-private partnership in Russia is developed.

Keywords: public-private partnership, assessment of risks, the net specified value, the analysis of benefits, the analysis of sensitivity.

Features of functioning agroprodoval the stvenny market and its segments in modern conditions. Idrisova E.Sh. of page 286

In article the main definitions of the agrofood market and feature of its functioning are considered. The author divides features of development of the agrofood market in the directions: basic, regional, branch, innovative. The marked-out features allow to investigate the agrofood market more fully. Innovative development of the agrofood market is considered as interaction of segments of the agrofood market and segments of the market of innovations.

Keywords: agrofood market, features, market segment

//Innovations and investments. 2015. NO. 10.

Organizational and economic aspect of innovative development of the agrofood sphere of regions of Russia. Bolgov N.V. of page 2

In this article problems of innovative development of the agrofood sphere of regions of Russia are considered, the characteristic of enterprise and production risks is given, offers on increase in efficiency of use of means of the state support of adaptation and distribution of innovations in the agrofood sphere are given. The state is designed to stimulate and carry out support both development of scientific and technical potential, and formation of innovative system in which the main measures have to be directed to adaptation and distribution of innovations.

Keywords: agrofood sphere, innovations, distribution of innovations, innovative development, enterprise risks, economic development.

Innovative aspects of formation of "National research agricultural university". Sandu I.S., Nechayev V.I. page 5

In article organizational and economic aspects of formation of the new innovative institute designed to resolve issues of providing the agrarian sector of national economy with highly qualified specialists to the meeting international standards due to creation of National research agricultural university are considered.

Keywords: Innovative formation, basic and applied researches, innovative and production structure, intellectual resources, priority directions of development of science and technology, expert of educational services.

Methodical aspects of assessment of innovative activity of economic systems. Yemelyanova O.V. of page 10

Identification of indicators which should be measured remains a key question in understanding of efficiency of instruments of management of innovations. In many respects the empirical analysis is complicated in view of lack of the reliable data characterizing innovative activity and competitiveness. The required indicators have to reflect efficiency of innovative activity of economic systems of various levels and also allow to trace interrelation of indicators and to carry out consecutive aggregation of data at the statistical report.

In work groups of methodical approaches to assessment of innovative activity depending on the scale of economic system are allocated. On the basis of the carried-out analysis of the existing techniques the reasons predetermining subjectivity of the received estimates are defined. Need of the standard-right fixing and mutual coordination of methodical aspects of assessment of innovative activity of economic systems of different levels for the organization of monitoring of the industry of Russia *is proved*.

Keywords: innovations, management, assessment methods, innovative activity, innovative development.

Returnable leasing as a basis of implementation of innovative programs in a construction complex. Tropina Zh.N., Ivanchenko M.O. of page 14

The author of article conducted a research of financial questions of innovative development of a construction complex. It is noted that innovative development of a construction complex of Russia requires use of leasing technologies. Following the results of the conducted research the author draws a conclusion that now in the Russian market of leasing services many various schemes of carrying out leasing operations are applied. These schemes are developed taking into account features of a subject of leasing, specifics of activity of the organization, acquisitions of property in leasing are more whole, minimization of the taxation of participants of the leasing transaction, etc. with use of returnable leasing of the enterprise of a construction complex will be able to receive at a time a large sum of money from sale of the property to the lessor and at the same time continue by it to use on the terms of the leasing contract, and paying leasing payments during its term. The sum of money from sale of own property can be directed to financing of innovative activity of the enterprise of a construction complex. It should be noted that returnable leasing as the mechanism or the administrative instrument of innovative financing in economic literature is a little studied.

Keywords: leasing, construction complex, venture financing, innovative technologies, returnable leasing, tax payments.

Methodological approaches to assessment of positions of the countries in the world market of innovations and innovative technologies. Markushenok K. Ampere-second. 17

Innovations gain the increasing value in all types of economic activity worldwide. They are one of the main defining factors of economic growth both for the countries with developed economy, and for developing countries. Now it is paid to development of innovations in the countries and regions much attention. At the choice of the directions of the economic policy directed to stimulation of innovative development of the country carrying out monitoring of innovative development of territories of the country for determination of their potential in the field of creation or loan of new technologies, and their further development is extremely relevant. The system of indicators allowing to perform calculations of penetration of innovations into economy and to do the intercountry comparisons giving the chance to estimate efficiency of innovative processes is for this purpose necessary. In article the ratings existing now according to positions of the countries in the world market of innovations and innovative technologies are analysed, the possibility of their application at assessment of innovative development of Russia is considered.

Keywords: innovation, innovative development, economic system, innovative economy, economic development, innovative rating, international rating, rating

Improvement of policy of innovative development of the enterprises of Russia. Medvedev A. S. page 20

Special attention is paid by the author to policy of innovative development in modern conditions. During the research the author notes that innovative development is reached owing to effective interaction of a uniform production chain: science - innovations - production. Each of links, performing separate and inherent only to it functions (development, development and distribution of innovations), solves the general for all a problem of achievement of growth of economy and competitive advantages in world economic space. Following the results of the conducted research the conclusion is drawn that need of restructuring of the existing policy of innovative development which important direction has to be a development of innovative capacity of the country on the basis of increase in the state participation in all phases - creations, development and distribution of innovations by real expansion of mechanisms of support of innovative activity therefore as at the accruing wave of new technological way, only the state can define the priority key directions and provide chance for their development ripened. If Russia remains in position of the observer of innovative development, but not its full participant again, then instead of integration into global innovative processes he will remain on the same "catching-up" conditions of development of innovations and will be out of the field of technological progress again.

Keywords: innovative development, science, innovations, production, enterprise, innovative potential, innovative activity, technological progress.

Innovative technologies of pedagogical education at the present stage. Smirnova Zh.V., Mukhina M.V. of page 22

In article design of the education program of the bakalavariat of the pedagogical direction of preparation in higher education institution is considered. Indicators of need of development and preparation of the main educational program of the direction for higher education institution are given. Results of work in this direction are proved. The main competences of students at development of the main educational program are marked out. Advantages within this modernization of pedagogical education in higher education institution are considered.

Keywords: training of bachelors, modernization of educational process, universal bakalavariat, main educational program, curriculum, pedagogical education.

Efficiency of vending business in modern economic conditions. Magomedov G.D., Kakhrimanova D.G., Pokolodina E.V., Romanov N.V. of page 24

Modern practical questions of a vending - as one of the progressive and dynamically developing ways of trade are considered. The economic crisis practically does not affect vending trade in any way, and, on the contrary, - contributes to its development. But for actively introducing and applying this business it leads to decrease in the competition. At the moment the Russian vending is shattered, the deficiency in national operators is felt. The

market of vending machines in a civilized look is still poorly developed though the need for these networks considerable. At the choice of a vending as business, it is necessary the business plan in which one of the main places has to be allocated to payback of the project. In article the prospects of development of a vending in Russia, including, in the conditions of crisis are analysed. Practical approaches to development of a vending are shown, need of taking measures to increase in efficiency of this type of business is presented and proved. The example of the financial and economic calculations illustrating fast payback of the vending project is given.

Keywords: vending machines, vending business, vending project, business plan, mobile trade, vending-service.

Social indicators as innovative components of assessment of bank management. Rusanov Yu.Yu. page 27

In article the wide range of contractors of banks from the different positions showing interest in reliable assessment of bank management in a complex of indicators which have to include also social is defined. Results of the analysis of examples of application of social indicators are given in the Russian and foreign methods of assessment of bank management in rating systems. Spheres and points of fixing of social aspects in activity of banks both external, and internal are revealed. Various signs and approaches to classification of social indicators of assessment of bank management are given and the risks of bank initialization connected with "pseudo-social" and "antisocial" indicators are shown. A number of the concrete indicators of bank management reflecting social priorities and social responsibility of banks in spheres of social branches and social groups of clients is developed.

Keywords: Assessment of bank management, social responsibility, social priorities, risks of bank initialization, indicators of bank management "social", parameters of corporate culture, antisocial indicators of bank management.

About assessment of effect of diversification of business on the cost of the company. Ekimova K.V., Dokhoyan Z.M. of page 31

In the article "About Assessment of Effect of Diversification of Business on the Cost of the Company" communication of diversification and cost of the company is considered. On the basis of the comparative analysis of various researches devoted to influence of diversification on the cost of the company need of carrying out an author's research taking into account the Russian specifics is proved. By results of a research quantitative influence of extent of diversification of the company on its cost in a complex with financial and economic indicators with use of instruments of economic-mathematical modeling is defined. On the basis of calculations of interdependence optimum extent of diversification of the company at which the maximum cost is reached it is defined and financial stability remains. It is proved that with other things being equal maximum efficiency the companies with high extent of diversification of the activity have.

Keywords: cost of the company, strategy of diversification, optimum extent of diversification, financial stability, profitability.

ABOUT some aspects of increase in effective management of investment activities in the Republic of Dagestan. Isalova M.N. of page 35

The research of some aspects of increase in effective management of investment activities in the Republic of Dagestan is presented in article. The author of article notes that for Dagestan which owing to a number of the objective reasons treats depressive regions the efficiency of operation of the mechanism of management of investment activities in many respects is defined by the general tendencies of economic development of the Russian Federation in general. The author draws a conclusion on the basis of results of the conducted research that in the republic it is possible to carry such national factors to number of important conditions and prerequisites of increase in investment activity: high rate of inflation, falling of an internal product, tax and credit policy, adverse for the industrial enterprises, instability of national currency, capital outflow strengthening abroad, etc. One of the most important stabilization elements of the mechanism of management of investment activities in depressive regions is establishment by the state for a certain period of time, in our opinion not less than 5 years, the fixed minimum level of expenses of the federal budget on priority investment projects. At favorable development of national economy this level can be increased.

Keywords: investments, activity, activity, Republic of Dagestan, economic development, depressive regions.

Aleksandrovskaya Yu.P., Filippova N.K. Analysis of investment projects of modernization of the oil processing enterprises.//Innovations and Investments. 2015. NO. 10. page 38-41

Current problems of oil processing in Russia are considered. Need of modernization of the oil-processing and petrochemical industry of Russia for satisfaction of requirements of domestic market and export of the high-quality and competitive oil products having the high value added which important aspect is oil refining deepening is studied.

The economic efficiency of the investment project of construction of a complex of deep processing of heavy oil residues (KGPTO) at oil refinery JSC TAIF-NK which realization will allow to reach oil refining depth not lower than 95% *is investigated.*

The economic-mathematical model of the studied project in which basic unit the expected free cash flow *is created is constructed*, its dynamics on the periods of life cycle of the project is shown. In the analytical block of model the key discount indicators of efficiency of production investments which complex analysis showed high economic efficiency of the project of construction of a complex of deep processing of heavy oil residues are defined.

The analysis of sensitivity of the main criteria of economic efficiency of the project to increase in volumes of capital investments up to 30% *is carried out.*

Keywords: investment draft, economic-mathematical model of the project, profitability of the project, deep processing of hydrocarbonic raw materials, analysis of sensitivity, criteria of efficiency.

The analysis of investment attractiveness as a fundamental factor for development of the Russian stock market. Edilbayev A. Ampere-second. 42

Subject/subject. Formation and development of economies of developing countries is closely connected with existence of the developed financial markets and also existence of high investment attractiveness of the stock market. The relevance of a subject of a research is caused by need of identification and understanding of the reasons of low investment attractiveness of the Russian stock market and also need of development and deepening of theoretical base and use of results of a research for practical activities. An object of research of this scientific article is identification of factors of investment attractiveness of the Russian stock market and also influence of change of sovereign credit rating on the Russian stock market. Purposes/tasks. The purpose of the scientific article is identification of the factors forming steady discount of the Russian stock market in comparison with the stock markets of other developing countries.

Methodology. In the real work the benchmarking between the companies with various structure of property, comparison of dividend profitability of developing countries *is carried out.*

Results.

Major factors of investment attractiveness of the Russian stock market were allocated and theoretically proved, influence of change of credit ratings on profitability of the stock market *is estimated.*

Scope of results.

The results received in work can be put into practice by managing directors of investment funds, management companies and also the scientists dealing with problems of the financial markets.

Conclusions/importance. The most important factors of investment attractiveness of the Russian stock market were allocated. It is possible to distinguish major factors from them: macroeconomic and political stability, level of corporate management, structure of property and dividend policy of the companies. The general discount of the Russian stock market can be presented as set of discounts to each of these factors.

Keywords: investment attractiveness, dividend profitability, stock market, fundamental analysis

Economic behavior of firm during an era of informatization and its feature. Bagrova N.A., Kasayev B.S. of page 46

Article covers a problem of economic behavior of firm in information economy. The major factors influencing economic behavior of firm are established. Conclusions are drawn that the economic behavior of firm in information economy is directly connected with its purposes, the principles and functions, and also modified role as the organizer and a stimulator of development and development of innovations.

Keywords: Information economy, economic behavior of firm, economic relations, information technologies.

Model of institutional system of assessment of quality of the higher education. Kolbayev K.B. of page 51

Modeling of scientific and pedagogical base of teaching at Institute of integration of the international educational programs of KNU of Zh. Balasagyn in compliance the known educational technologies of the American and European schools allowed to develop the model of Institutional system of assessment of quality of the higher education allowing to estimate quality of higher education and the competence of students of a bachelor degree and undergraduates which is based on eight ranged criteria.

In educational and educational process of higher education institution the complete didactic system of the interactive, developing training process, considering continuous assessment of knowledge, abilities, skills (competence) acquired in integrated the information and education environment *is created and introduced* that, undoubtedly, affects as a result the quality of education and increases in level of competence.

This model intensively takes root today into other faculties of the university and also into educational and educational processes of higher education institutions of the republic.

Keywords: competence, quality of education, criteria, perfection levels.

Creation of trade strategy with use of the technical analysis in the Russian stock market. Yu.S. snowball of page 56

This article is devoted to studying of work of various combinations of tools of the technical analysis and their application at the MICEX exchange. Research objectives will be the proof of efficiency of their use in the Russian market and definition of the most profitable linking of indicators. Now there is quite large number of methods of trade in the market. It is necessary to distinguish trendslyashchy trade strategy, antitrend strategy, recognition of behavior models of the price and also the strategy of trade in the channel from them. Each of them can be used by the investor depending on his individual preferences. Strategy which in this article will be tested represent set of these trade systems – definition of the direction of a trend, speed of the change in price and levels "perekuplennosti / oversold". Criterion for evaluation of this or that strategy will be its profitability. In article various trade systems then the most effective of them is defined will be considered and tested, and then it will be compared to alternative investment strategy including not belonging to the stock market.

Keywords: indicators technical, the comparative characteristic, a combination of indicators, strategy "buy and hold, the indicator of balance of a turn, the index of relative force, the stochastic oscillator, a trade method of a convergence divergence of moving averages, Bollindzher's strips, the index of the directed movement, efficiency of the technical analysis.

Ensuring food independence of Russia, the program of the accelerated import substitution. Mumladze R.G., Mikhalkina E.G., Ivanov N.M. of page 61

In article the main stages of the State program of development of agriculture and regulation of the markets of agricultural production, raw materials and food for 2013-2020 are considered. Import substitution in Russia-2015 is the main economic reference point of the state in sanctions fight against the West. Until recently import substitution was spontaneously and more or less successfully carried out in various sectors of economy for ensuring food independence of Russia.

Keywords: agricultural production, import substitution, production independence, branch of pig-breeding, competitiveness, integration, market relations, development of agriculture.

Problem of formation of the Russian imperial system. Byzantine and zolotoordynsky heritage. Syzdykova Zh.S. of page 64

Now, when Russia looks for the place in the world again and this search happens when changing milestones and also in a transitional stage of civilization development – a question to become especially sharp.

In article it is emphasized that the modern world endures the period global transformations in this regard a problem of national identity and search of the sources is relevant. During this period it makes sense and Russia to address the historical past. It is noted that the Russian imperial idea in many respects represents synthesis of the Byzantine and zolotoordynsky imperial traditions between which there is also the general, and essential distinctions. The conclusion that influence of the Byzantine inheritance was reflected, first of all, through Orthodoxy is drawn. And the zolotoordynsky system of board in many respects served as a prototype of the state system. It is noted that in spite of the fact that the imperial tradition of Russia was formed under the influence of the Golden Horde and Byzantium, nevertheless the Old Russian statehood as the first experience of the state construction in the multibreed circle of various ethnoses was a starting point for it.

Keywords: Russia, Moscow state, Third Rome, Constantinople, the Golden Horde, Kazan khanate, Byzantine inheritance, Orthodoxy, system, synthesis, statehood, empire, metropolitanate.

Comparative analysis of the indicator of short-term liquidity (ISTL) and standard of H3, feature and problem of introduction. Ubushuyev S.V. of page 68

One of the planned innovations of the Basel-3 standard is gradual introduction of regulatory coefficients. One of such in coefficient is the indicator of short-term liquidity. Within introduction of the Basel agreements in the Russian banking system, PKL will pay off banks of the Russian Federation since January 1, 2016. Introduction of this indicator within already existing standard requirements to bank liquidity of Russia, will allow to increase stability of a banking system of Russia, and will give the chance to the Russian banks to answer for the obligations within rigid outflow of money during the 30-day period. Taking into account special requirements to highly liquid assets, introduction of PKL will cause change of structure of balance of banks. In the present article basic concepts of an indicator of short-term liquidity are studied. The basic principles of calculation of an indicator of short-term liquidity and the standard of the current liquidity (H3) come to light, the main problems and features of introduction of PKL are investigated.

Keywords: Bank of Russia, Basel-3, Indicator of short-term liquidity, standard of H3, highly liquid assets

Concept of a noumenon of philosophy of knowledge of Kant. The comment to the text "About the basis of distinction of all objects in general on phenomena and noumena". Suarez of Romero D.A., Molina Roa F.Y. page 73

Article purpose - the analysis the argument of the German philosopher E. Kant concerning justification of the well-known concept "transcendental object". The problem is analyzed from the point of view of knowledge philosophy. Article tasks - a research of the postulates on need of the most accurate differentiation of empirical and transcendental concepts of knowledge philosophy which are put forward by Kant and also the analysis of the main theses of the philosopher concerning application of the concept "noumenon" of negative and positive values.

For achievement of the goal and tasks of article the author uses the following methods: content analysis, historical method, general scientific logical methods of the analysis and synthesis. Results of a research following: the author of article comes to a conclusion that philosophical position E. Kant concerning a concept of a noumenon, including the critical argument of the philosopher, allows to draw a conclusion that the concept "noumena" or "transcendental objects" E. Kant used for designation of the generalized thinking from the point of view of knowledge opportunities. The author of article also believes that Kant's thesis, about a possibility of constant application of concepts despite negative or positive value in relation to noumena – clean, ideal objects – does not coincide with the criteria accepted in philosophy for designation of an object. Thus, the author of article considers that E. Kant assumed a possibility of expansion of operational application of the concept "noumenon" for a framework of purely philosophical treatment.

Keywords: knowledge philosophy, ontology, epistemologiya, transtsendentalizm, noumen, Emmanuil Kant.

Content of categories "money turnover" and "electronic money turnover". Hmaladze D. Z. page 79

Object of research is civil approach to category "money" and also legal regulation of categories "money turnover", "electronic money turnover" and its feature. The author carries out the analysis the essence of money shown through their functions and is indicated that performing functions, money changes the state (rest - the movement), making money turnover. The author analyzes the features of money consisting in the course of the continuous movement of money in cash and non-cash forms. Assigning function of means of payment to electronic money, the legislator made modernization of monetary circulation in the country. The author carried out the analysis of functions of electronic money and came to a conclusion about performance of necessary functions of money by them, and the fact that turnover of electronic money exists in the area non-cash cash flows and calculations.

Keywords: money, electronic money, payments with electronic money, functions of money, monetary circulation, finance, money turnover, electronic money turnover.

Prerequisites of perspective development of the historic center of the city of Haiphong. Chernyavskaya E.M., To Tkhi Hen of page 82

Prerequisites for prospective development of the historic center in Haiphong city

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This papers deal with the results of studying contemporary factors, which have effected the changes of functional and spatial structures of Haiphong existing historic city center. These factors are the economic change, city population growth and influence of the city urban management system on investment and construction activities. His urgent development problems in conditions of intensive social-economic changes are identified. Regarding main directions of territorial development of large city historic centers in the world practice, polycentric structure with inclusion of a new business regional center is determined as optimal perspective development model of Haiphong existing historic center. In order to implement this model, directions of staged development and planning structure transformation, as well as regeneration of historic environment are intended.

Keywords: actual problems, functional oversaturation, functional relieving, perspective development, monocentric, polycentric.

Raw profile of relationship of Russia and China: economic priorities and social consequences. Ispravnikova N.R. of page 86

The attentive analysis of the largest of the signed agreements between Russia and China, despite frame character of many of them, sets thinking: whether we allowed in a rush of an effective foreign policy turn from the West on the East of unacceptable concessions of economic sovereignty? Influence of Russia in the Pacific Rim, as well as around the world, in the forthcoming decade will remain quite limited. Without having a clear aim and the concrete idea of development the forthcoming years, Russia dooms itself to the provision of a raw appendage of China. Even having developed long-term strategy, having huge resources, Russia will not manage to create rather powerful industrial base for the external economic activity in this region in the next decades. At the same time here it must be kept in mind that, despite all reefs of interaction of Russia and China, rapprochement of two countries is caused not only desire of Russia to receive the Chinese investors, but also the fact that Beijing and Moscow have similar views on the international situation and, the most important, on the fate of the institutes of global management controlled by Americans.

Keywords: economic risks of strategic partnership of Russia and China, business contracts, dynamics of structure of export import of two countries, investment component of relationship of Russia and China, demography, social consequences.

Logic of power integration and its role in the course of formation of sovereign sources and mechanisms of growth in the former Soviet Union. V.V. frosts of page 91

The developed analysis of the Euroasian integration is presented in article, institutional and power aspects are analyzed. The interrelation of contents and a form of integration processes in the former Soviet Union is analyzed. The interrelation of economic cooperation and industrial development of Russia within logic of search of sovereign sources and mechanisms of economic growth is proved. Communication of stability of economies of member countries of integration and speed of the general process is defined. Provisions capable to define a waterway of strategy of integration within EEU and other interested parties of the Euroasian integration are formulated, basic elements of strategy of power integration are defined. The logic of economic development in the integration direction is presented. The role of power integration in the general development of EEU speaks, the internal logic of industrial development of Russia as the equal participant of a new world order reveals. Article focuses attention of the reader on problems of growth of the Russian economy as result of its industrial development, the correct allocation of energy resources and integration of the former Soviet Union.

Keywords: power integration, institutional structure, economic development, economy, industrialization.

Financial markets of China: tendencies and features of institutional model of regulation in modern conditions. Fedorova O. Yu. page 94

Subject/subject. Unstable development of the international economic relations and instability of the financial markets of the countries staticize a problem of increase in efficiency of regulation of financial credit institutions. Considering the leading role of People's Republic of China as the engine of growth of world economy, the research of tendencies of the Chinese financial sector and the directions of development of its regulation represents big relevance.

Purposes/tasks.

The key purpose of the real work – specification of shortcomings of institutional model of regulation of the financial markets on the example of China. The author also sets a task of identification of features of development of the financial sector of the People's Republic of China and the reasons of change of their dynamics, with the subsequent research of system of bank supervision, regulation of currency and share sectors.

Methodology. With the help by the help of econometric methods the author investigated various aspects of functioning of the financial markets of People's Republic of China and their state regulation.

Results. In article the main tendencies of development of the financial markets of China are summarized and also the analysis of positive and negative qualities of modern model of regulation of financial branch with the indication of the possible directions of its improvement is provided.

Conclusions/importance.

In article the conclusion is drawn that for improvement of the institutional principle of regulation of the financial markets are critical creation of legal support for transformiruyushcheysya business models of the companies and the corresponding unification of the regulatory principles. Besides, the author gives methods of expansion of a ruler of borrowers, and a range of other opportunities of increase in appeal of the sphere of financial services and fight against the growing shadow sector of China.

Keywords: China, financial markets, regulation, dynamics, bank activity, currency control, securities market

Industrial policy in various countries on the example of THE RUSSIAN FEDERATION and THE PEOPLE'S REPUBLIC OF CHINA. To Jia Yush of page 103

In article some debatable questions of scientific and methodical ensuring formation and realization of industrial policy connected with possible change of the legislation are considered, options of change of the law are offered.

Any economy is guided by own strategic missions and restrictions. It is important to take into account that the states carried out industrial policy in different stages of time, having different relative competitive advantages. In recent years the Russian-Chinese relationship of partnership and strategic interaction are characterized by the increased dynamics of formation, significant increase in degree of bilateral trust and the mutual help, active expansion of partnership in key spheres. It is noted that China chose internally directed way of formation of economy in the beginning that became further base of their rapid export-oriented growth.

Keywords: industrial policy, innovations, tendencies of economic development, competitive advantages

Role of the multinational companies in the Russian market of soft drinks. The importance of multinational corporation in food security. Chernova V.Yu. page 106

In recent years the Russian market of soft drinks promptly develops, and, according to forecasts of analysts, such tendencies will remain and in the future. Our country is very attractive market for the multinational companies in today's state now. However, in view of the outlined difficulties in the relations of the Russian Federation and the West, the situation can change. In the present article the role of multinational corporation in food security of the Russian Federation on the example of the market of soft drinks is considered; various options of development of behavior of multinational corporation in the conditions of the strained relation of Russia and the West are analysed. The recommendations about decrease in dependence of the Russian market of soft drinks on multinational corporation and a condition of growth of the domestic market are formulated. In modern Russian public and economic life influence of the world globalization processes which are formed substantially active actions of multinational corporations (multinational corporation) is clearly noticeable. Today the largest corporations get on the domestic markets everywhere – from textiles to drinks, from information technologies to agricultural branch. The most important activity of multinational corporation in Russia is, undoubtedly, the food industry.

Keywords: Multinational corporations, food security, sanctions, market of soft drinks.

Main approaches to the organization of monitoring and control of achievement of strategic objectives of the organization. Bolovintsev Yu. Ampere-second. 109

After reference points and the purposes all strategically are defined and are diffuzno divided into various steps of management of the organization, the problem of providing feedback for ensuring control of behavior and realization of strategy of planned development arises. Article contains the developed stage-by-stage technique of monitoring of results of strategic planning of the organization.

Any monitoring has to pursue the specific and accurate goals and also solve certain problems on the basis of which it is possible to draw the corresponding conclusions about strategy realization. Therefore, first of all, it is necessary to know accurately what will be exposed to check.

Keywords: strategy, monitoring, planning, control, organization, checking.

Ensuring industrial and fire safety at the enterprises of construction. Adamyan V. of Hp 114

The author of article conducts a research of ensuring industrial and fire safety at construction of industrial buildings and constructions. Following the results of the conducted research the author notes that a problem of production control is ensuring compliance with industrial safety on an object including requirements of fire safety, requirements of industrial safety have to meet standards in the field of fire safety. Coming back to a question of fire resistance, there is a wish to note that in use buildings and constructions of an industrial facility, within production control, it is also necessary to control also a condition of fireproof coverings. Damages of thick-layer naplyyaemy structures, a fireproof plastering, plasters, facings by slabby, sheet and other fireproof materials, the thin layer distending coverings have to be eliminated in due time. Check of a condition of fireproof processing (impregnation) has to be carried out according to the instruction of manufacturer with drawing up the protocol of check of a condition of fireproof processing (impregnation). At absence in the instruction of terms of review frequency, this inspection has to be carried out at least 1 time a year.

Keywords: industrial and fire safety, norms of construction design, prevention of the fire, fire resistance of buildings.

Criteria of efficiency of personnel policy. Guzina G.N., Guzhin And. Ampere-second. 117

The personnel policy is a component of administrative activity and production policy of the organization. She has to create not only favorable conditions of work, but also to provide a possibility of promotion and necessary degree of confidence in tomorrow.

Keywords: personnel policy, development of personnel, evaluation criteria, system of labor indicators.

Employment and employment of women and persons with family duties in Russia and foreign countries. Demchenko T.Z. page 120

Article is devoted to questions of employment and employment of women and persons with family duties in Russia and a number of foreign countries. Questions of formation of labor market of women of the different countries are considered. Features of female employment are studied. Questions are considered why through employment in labor market many women have an opportunity to realize the abilities, the talent and at the same time to gain necessary material income for themselves and the family. The comparative analysis of position of women in labor market in a number of the European countries, a number of the countries of the Islamic world and is provided in the Russian Federation. Conclusions which are drawn by the International Labour Organization at the international level are considered. Actions which legislators for the purpose of increase in employment among women and persons with family duties have to do are defined. And at the same time the facts confirming active desire of the woman of any country to be engaged in professional activity and family duties are given.

Keywords: employment of women, persons with family duties, labor market, features of formation of labor market of women.

Influence of sociocultural factors on development of family policy in People's Republic of China. Rozhu Wei of page 124

In article the phenomenon of family policy on the example of People's Republic of China and its conditionality is analyzed by sociocultural factors. Poliparadigmalny approach which cornerstone synthesis of system, institutional and communicative approaches is applied to a research of family policy. The methodology of a research assumes studying of family policy in total of various factors systemically influencing its functioning and development. Sociocultural factors in many respects predetermine success of family policy that is expressed in optimum regulation of social functions of the institution of the family and marriage. On materials of the analysis of various theoretical and statistical sources the author shows the leading role of sociocultural factors in development of family policy in the People's Republic of China. It is fixed that the modern Chinese family as a result of the pursued family policy at the level of the state loses a number of the major social functions: socialization, smysloobrazuyushchy (world outlook), reproductive. It puts family as a social basis on the level of survival and self-preservation. The analysis of experience of the People's Republic of China will allow to create the mechanism of management of family policy in the Russian Federation on the basis of accounting of sociocultural factors.

Keywords: family policy, People's Republic of China, family, functions of family, social institute, sociocultural factors

Management of partner relationship as element of strategic marketing. Karpenko R. Ampere-second. 128

In article it is said that partner interrelations in post-relations of production are not only a significant structural element of business activity, the relations with partners and the market, but also act as the integral component of contractual relationship between separate enterprise structures which give an opportunity of each of them to provide profit as a result of exchange of money, on the one hand, and results of production activity, with another. Systematization of theoretical researches in the field researches allowed to specify essence of partner relationship which develops between the partner enterprises in the course of post-production cooperation, to allocate stages of development of consecutive integration of interaction of a producer and the consumer. It is proved that modern conditions of managing demand transition to the concept of marketing management of post-production partner relationship as customer-oriented management is the most productive today.

Keywords: marketing, partner relationship, strategy, control system, manufacturing enterprise

Methodical approaches to formation of subject and activity content of training of future officers to the solution of professional scientific and technical tasks. Kostarev S.V. of page 131

The main methodical approaches to creation of educational process in military and technical and engineering higher education institutions which realization promotes creation of pedagogical conditions for formation at future military experts of readiness for the complete and productive solution of professional scientific and technical tasks are developed and proved. The possibilities of realization of integrative approach to designing the content of pedagogiko-technological support of vocational training of future military experts in various aspects are considered. The potential opened by modern pedagogical technologies of research and design (design and research) training in the development plan for pedagogiko-technological base is designated. The expediency of system realization of the considered methodical approaches in the course of professional education of cadets of the highest military institutions as important factor for formation of their readiness for the solution of modern scientific and technical tasks is proved.

Keywords: content of professional education, readiness for professional activity, the basic training models.

Practical experience of integration of science, education and business in the Russian Federation on the example of the Rosatom state corporation: tendencies and prospects. Modnikova S. Yu. page 133

In article the problem of integration of science relevant at the moment, education and business and a role of this process in economy of the Russian Federation is considered. Prerequisites and history of integration of science, education and business in Russia and a number of foreign countries, such as the USA and Japan are briefly analysed. The main lines of the current state of process of integration of science, education and business in Russia are marked out, its legislative justification and mechanisms of realization is noted. On the example of ROSATOM State Corporation, namely Autonomous noncommercial the Corporate Academy of Rosatom organization creation of the integrated scientific and educational branch system of carrying out research works, training and performance appraisal for needs of the enterprises of nuclear sector is considered. A number of practical recommendations about improvement of similar systems in the future is given.

Keywords: corporate university, integration of science and business, human resource management, personnel crisis, Corporate Academy of ROSATOM State Corporation, personnel pool.

Effectiveness as an indicator of quality, social and economic efficiency of the medical care provided with use of the motor transport. Moskal'yova N.B. of page 138

Effectiveness research results – an important indicator of quality of medical care are presented to the population. Assessment of effectiveness of medical care to certain categories of the population, its social and economic efficiency is executed. The reasons of omissions and shortcomings are designated. In the course of the research soindikator of effectiveness of the medical care provided to the population with use of the motor transport which characterize are revealed and systematized and exert impact on effectiveness of medical care, such as: timeliness and full value of delivery of health care by the patient and victim in accident; long maintaining satisfactory condition of the patient after treatment of a disease, the executed operation; qualification, professionalism of doctors and average medical personnel; security of the medical organizations, ambulance cars with the modern hi-tech equipment and medicines and other soindikator. The analysis and assessment of quality of medical care, it was made with accent for that category of the population which medical care, most often appears with use of the motor transport. The author carries to their number: residents of the remote, remote, small rural settlements; the population working (often rotational way) in the remote and hard-to-reach spots; the population which is on short-term self-organized rest in the hard-to-reach and remote spots; the population making trips by regular buses, office or personal vehicles and getting into the accident on remote and deserted sections of highways which is subject to evacuation and hospitalization if necessary. Measures for increase in effectiveness, quality of medical care of the population are proposed.

Keywords: effectiveness, medical care, country people, social and economic efficiency, effectiveness soindikator

About influence of resource potential on functioning of the power marketing organizations. Kravchenko O. Ampere-second. 150

The relevance of a problem of effective use of resource capacity of the enterprises of power industry is emphasized. Factors of production of the power marketing organization from positions of activity of use in operating activities, dynamism of growth of their cost, opportunities on replaceability are characterized. The attention that information acts as a factor of production and as a development factor element – "scientific and technical progress" is focused, its acquisition has systematic and gratuitous character, influence of information and the capital is characterized by indispensability, and interaction most often has to be considered from positions of indissoluble unity. The characteristic of factors of development of the power marketing organization is submitted. It is offered to use the model for definition of kinds of activity of the power marketing organization on the basis of the resource capacity of the organization developed on the basis of a method of the analysis of hierarchies taking into account complex interaction of factors of production and factors of development when forming strategy which hierarchical structure contains the following levels: the

global purpose, the level reflecting influence of factors of production, level of factors of development, level of criteria, level of kinds of activity of the organization.

Keywords: factors of production of the power marketing organization; the model for definition of kinds of activity of the power marketing organization on the basis of resource potential developed with application of a method of the analysis of hierarchies of Thomas Saati.

Reserves of increase in production efficiency of meat of broilers in the Irkutsk region. Romanova T.V. of page 155

In article actions for identification of reserves of increase in economic efficiency of production of meat of broilers on the example of the leading LLC Sayansk Broiler agroholding in the Irkutsk region for the account increase in production capacities and not used production land grounds are in more detail considered; improvement of marketing network on realization of meat of broilers; optimization of costs of production of meat of broilers. Means reserves for the enterprise that at non-use of all possible resources, the possibility of growth of volume of release and sale of production will be missed, and also decrease in its prime cost, increase in the sum arrived, increases in level of profitability, strengthening of a financial state, expansion of sales channels and other economic indicators of activity of the enterprise. For this purpose it is necessary to consider structure of production, to analyse the outputs and product sales. Proceeding from it to reveal reserves on increase in economic efficiency of poultry farm.

Keywords: reserves, increase in efficiency, meat of broilers, structure of marketing, channels of realization of meat of broilers, costs of production, feeding diet.

Research of ways of increase in competitiveness of the organizations of the media industry on the basis of business planning. Samsonov M.I. page 161

Development of the business plan forces the administrative board of the organization of the media industry to carry out the objective and comprehensive analysis of own activity, allows to look at activity from outside from the point of view of the expert. In the course of drawing up this document it is possible to expect problems and to calculate probability of their emergence for each sphere of the media industry that, in turn, allows to mobilize extremely all resources and capacity of the organization. In article the structure of the mechanism of increase in the mechanism of increase by competitiveness of the organizations of the media industry on the basis of strategic business planning due to which it is possible to improve financial and economic processes is offered, to strengthen and expand market positions of the organization of the media industry, to increase efficiency of activity.

Keywords: business plan, competitiveness, potential, resources, market positions, strategic development, media industry

Website of radio station as tool of the analysis of its audience. Biryukova S.M. of page 164

Innovative approach to the rehabilitation program for children about Elersa-Danlo's syndrome. Romanova M. Ampere-second. 168

Features of use of a method of statistical linearization for calculation of systems of a podressorivaniye of track laying vehicles. Lyuminarsky S. E., Lyuminarsky I.E. page 172

The anthem in aspect of the theory of social marketing. Belkova T.V. of page 177

Electronic geographical atlases for schools of Kazakhstan. Damekova S.K. page 180

Program assessment of stability of building constructions. Karpanina E.N. of page 183

Realization of adaptive digital filters on COTTON VELVET (FPGA) with use of a method of the smallest average squares for application in digital processing of signals. Nguyen Dang Tao, Nguyen Cuang Tiyen, Chan Van Ngoya of page 186

Impact of technological properties of process on mechanical properties of connections solder lead-free solder. Obenko A. S. page 191

Development of a method of increase in oil recovery of high-viscosity oil with application of urobakteriya and composition surfactant. Guseva Yu. Z, Altunina L.K., Scherbakova A.G., Ovsyannikova V.S. of page 196

Models of high-performance visualization for cross-platform computing problems of biophotonics. Peresunko V. A., Seteykin A. Yu., Krasnikov I.V. of page 201

ACS of strategic planning: methods of determination of parameters of nonlinear functions in problems of econometrics when developing mathematical models. Samarin I.V., Fomin A.N. of page 206

Assessment of overall performance of IR division. Santalova M.S. of page 213

Regulation of a profile of dissolution of the matrix prolonged tablets on the example of a lornoksikam and methyluracil. Dream A.V., Weinstein V. A. page 216

Hi-tech methods of an electrocardiography. Suntsova O.V., Rakhmanina M. Ampere-second. 222

Integrated therapy of somatoformny frustration at women. Tkachenko N.T. page 226

Effective creation of business process of technological design for the enterprises of retail trade. A technique of technological design taking into account need of development of the Cold supply project in "An album of technology solutions". Shipnyagov A.V. of page 232

Influence of graphite on diffusive processes at agglomeration of powder products on the basis of the Fe system – Cu – Gr Gasanov B.G., Shishov A.V. of page 235

Legal uncertainty of the fields of deep burial / downloading of waste and drains. Kadyrov O.R., Kruchinina N.E., Belyaev S.D., Cardano VA. page 239

One of the reasons of the existing problems in the organization of burial of industrial drains and waste in the underground horizons (subsoil) for the Russian Federation is existence of collisions and gaps in the regulations regulating this branch of the right. The task of the legislator and law enforcement official consists in minimization of amount of legal uncertainty and legal risks as legal uncertainty often are generation of subjective factors in development and application of the legislation. Legal uncertainty (uncertainty in the right) - such condition of legal regulation which is characterized by gaps collisions, other defects and generates legal and other risks for subjects of legal relationship. We assume that one of the legal factors promoting legal uncertainty, undoubtedly is also the instability of the legislative base and law-enforcement practice.

Everything listed above forced to address topical issue - legal uncertainty of the fields of deep burial / downloading of waste and drains. As this subject, undoubtedly, deserves special attention and consideration.

Keywords: Legal uncertainty, collision, waste and drains, subsoil, underground burial, subject and method of branch of the right, Ministry of natural resources, jurisprudence.

Single questions of the theory and practice of carrying out inventory of the rights to results of scientific and technical activity. Masur N.S., Zhamoydik K.M. of page 244

In the analysis of such action as inventory of the rights to results of scientific and technical activity is given, an attempt to reveal and generalize the problems arising when carrying out initiative inventory and also to draw a conclusion on established practices of holding such actions in general is made.

Keywords: results of research and development, carrying out inventory of the rights to results of scientific and technical activity, state customer.

Some problems of execution of the punishment in the form of corrective works. Novoselova E.V. of page 247

In article some problems arising at execution of criminal penalty in the form of corrective works are considered. Treats the main problems: an order of execution of this type of punishment concerning the persons which do not have a primary place of employment, feature of application of the specified punishment concerning minors, questions of condemnation of the person to corrective works it is conditional also a retaliatory element of corrective works – deduction from the salary, namely, the amount of deduction. The author analyzes the normative legal acts regulating appointment and execution of corrective works. In article the combination of elements of punishment in the form of corrective works – retaliatory and educational is considered. In work the points of view of scientists concerning category of persons concerning whom corrective works, legal regulation of work of the persons condemned to corrective works are appointed are presented.

Keywords: Corrective works, convict, punishment.

Constitutional and legal approaches to a question of participation of citizens in the administration of the state. Vladimirov D. Ampere-second. 250

In article various questions of participation of citizens in the administration of the state are considered, also introductions of new forms of participation of citizens in the considered sphere are analyzed tendencies of development traditional. It is presented in article author's visions of the concept of participation of the Russian citizens in the administration of the state, and offers on development of theoretical bases and practical recommendations which purpose is directed to improvement of the constitutional legislation in the explored sphere are also made.

The main objective of a research assumes the addressing the legal analysis of forms of participation of citizens in the administration of the state and their classifications existing in modern constitutional right, in the context of development of civil society and democracy in Russia.

In article it is in detail analyzed questions: varieties of forms of civil participation in the administration of the state; standard and legal regulation of the right of participation of citizens in the administration of the state; constitutional legal support of delegation by the people of the right for the power in law-making process of Russia; organizational and legal bases of public hearings and some other.

Methodical principles of article makes applications of dialectic, historical, system and comparative and legal methods, and also with use of system approach.

The author reasoned a number of the conclusions and provisions connected with further improvement of constitutional and legal base of the legislation in the considered area.

Keywords: democracy, Constitution, participation of citizens, government, form, law-making, civil society.

Formation of institute of the Commissioner for Human Rights in Kuzbass (2001-2015). Wolves of N. Ampere-second. 255

Process of democratization of public life and origin of elements of civil society in the Russian Federation and in Kuzbass assumes strict respect for human rights by all public authorities, local governments and their officials. Need of strengthening of control of these bodies of the public power for the sphere of respect for the rights of citizens brought in many countries in the second half of the twentieth century to emergence of the new state human rights mechanism – institute of Commissioners for Human Rights. In the Russian Federation this process began last decade 20th century, in the Kemerovo region in 2001. Kuzbass became the fourteenth territorial subject of the Russian Federation in which the institute of the state protection of the rights of citizens appeared. For last period in the region the new public human rights body providing protection of constitutional rights and freedoms of citizens by means of constructive dialogue with structures of the government, local government and public human rights organizations was created.

Keywords: human rights, institute, Kemerovo region, public authorities, human rights organizations.

Estimated category of "impartiality" on the example of removal of the judge in national and international law. Sparrows of VA. page 259

Estimated categories in the Russian legal system were a subject of rather close attention of scientists. The conscientiousness, rationality, harmony, other concepts were studied both with general-theoretical, and from the branch points of view, in particular, in relation to civil law.

The Russian civilians emphasize complexity of use of the precepts of law containing the specified categories, special attention is paid to a problem of a judicial discretion at the solution of appropriate questions.

At the same time in modern international legal literature the problem of use of estimated categories was not exposed *to a complex research*, moreover, in English-speaking literature there is no settled legal term for the concept corresponding Russian "estimated category".

The specifics of a method of international law (method of coordination of sovereign wills) do not demonstrate absence in it similar norms, and a tendency of formulation of obligations in modern frame, and not only, international treaties, emphasize need of a research of this phenomenon.

The human right on impartial court is affirmed both on international, and at the interstate level, and is provided, including the mechanism of removal of the judge. In article the short review of options of fixing and practice of use of the above-stated mechanism in the international and national law is undertaken.

Keywords: international law, impartiality, human rights, branch, procedural legislation, International Courts of Justice and tribunals.

Psikhologo-lingvisticheskoy examination in arbitration process: examination of the trademark. Davydov S.V., Koltunova E. Ampere-second. 265

As subject of article features of use of psikhologo-linguistic researches served in cases of the ban of use of the designation similar to extent of mixture to the registered trademark. Authors in detail consider such aspects of a subject as criteria of similarity and distinction of trademarks. Special attention is paid to a problem of perception of the trademark by the consumer, to features of use for these purposes of linguistic, psychological and psychophysiological methods and procedures. As methodology of a research various linguistic, psychological and psychophysiological methods directed to identification of similarity and distinction of trademarks are presented.

The novelty of a research consists in conducting complex examination, including with use of modern hardware psychophysiological methods. The received results show that, despite similar sounding and writing of a trademark, the logo composition, its color and a form can have significant effect on features of his perception by the consumer in general.

Keywords: psikhologo-linguistic examination, trademark, linguistic analysis, registration of the movement of eyes, thermal card of attention.

Modern ways of commission of crimes with use of counterfeit cash cards. Zveryanskaya L. P.S. 269

By-effect from a mass computerization and creation of the Internet is emergence of cyber crime and cyberterrorism. Every year the public danger, the harm to world economy, financial accounts of ordinary citizens done by them increases. One of the most widespread types of cybercrimes in the systems of Internet banking, is "karderstvo", that is a fake of cash cards. The author provides statistical data on damage to world economy and economy of the Russian Federation caused by cybercriminals, the examples of the major crimes made with use of counterfeit cash cards and the amounts of damage. Studying of modern ways of commission of crimes with use of counterfeit cash cards is carried out, from the moment of collection of information about the card holder, this accounts, a PIN code and until removal of money. The main ways of receiving personal data, production of counterfeit cash cards, variations of use of such cards and a conclusion of money are described.

Keywords: cyber crime, computer crimes, karderstvo, phishing, fraud, Internet banking.

To single questions of legal regulation of contracts on rendering services of telephone communication. Kuznetsova O. Ampere-second. 272

In article the theoretical analysis of precepts of law of the Russian legislation regulating an order of rendering of services of telephone communication taking into account the existing level of development of technologies is carried out. It is as a result offered to bring a number of specifications which will promote stabilization of economic relationship and improvement of quality of the rendered services of telephone communication in the current legislation. So, it is offered to enter into the list of subjects - users services of telephone communication "users – natural persons at allocation of a subscriber number to the subscriber – the legal entity" (as a rule, to the employer) that will allow to settle questions of rendering of services of communication to such subjects over established by the subscriber - the legal entity (employer) of limits at the expense of money of natural persons (users) and also will contribute to the development of payment services (in particular, such subjects are offered to enter legislatively an opportunity – to natural persons from personal account of the phone numbers selected under the contract to subscribers – to legal entities, to pay goods, works, services of the third parties (for example, parkings). Also it is offered to settle legislatively requirements to special devices (simkomat) by means of which it would be possible to sign the contract on rendering services of mobile radiotelephone communication with delivery of the identification module (SIM card) without participation of the person on the party of telecom operator that will promote fast and high-quality receiving services of telephone communication in stay tariffs, for example, in places of traffic intersections (the airports, stations, etc.).

Keywords: telecom operator, telephone communication services, the mobile and fixed communication services, simkomat.

Main aspects of actuarial estimation of activity of the non-state pension funds. Kuzko O.V. of page 276

In article questions of actuarial estimation of activity of the non-state pension funds are considered. The author opened a concept of actuarial activity, its object and the main objectives, the main aspects of the legislation regulating actuarial estimation are also designated. The technique of actuarial estimation of obligations of fund and drawing up actuarial balance is in detail described. Four ways of estimation of actuarial liabilities of fund are offered and the key moments of a technique of estimation of actuarial assets of fund depending on size and urgency of obligations of fund are described. Ways of identification of discrepancy of actuarial liabilities and assets of fund are also described that is expressed available deficiency or surplus in actuarial balance. Special attention in article is paid to a technique of drawing up the actuarial conclusion and requirements to the actuary of fund. Article contains proposals of the author on the actions necessary for elimination of actuarial deficiency and reduction of actuarial assets in equality with actuarial liabilities of fund. The relevance of article consists in need of development of more exact techniques of actuarial estimation for the purpose of use of their results for a research of tendencies of development both the separate non-state pension funds, and pension system generally.

Keywords: non-state pension funds, actuary, actuarial estimation, assets, liabilities, pension reserves, pension savings, insurance reserve, financial stability, Central Bank of Russia.

Backbone destabilizatsionny factors in the North Caucasus at the beginning of the 90th of the 20th century of Mamaladze A. Ampere-second. 280

Many questions concerning the contemporary history of the North Caucasus are insufficiently unexplored today. In number of the problems which did not receive systematic development in a historiography it is possible to carry the following:

- need of illumination of the Post-Soviet period for the subsequent work on creation of full, comprehensive history of the Russian North Caucasus;
- definition of the historical reasons of emergence of intra ethnic mechanisms of the North Caucasian ethnoses, their "barrier" isolation in relation to external influences;
- the historical analysis and specification of the reasons of registration of conflict potential in the territory of the North Caucasian macroregion, determination of their intra ethnic or external character;
- objectivity of perception of the ethno-political, ethno-confessional processes happening in subjects of the North Caucasus for creation of adequate mechanisms of painless integration of the North Caucasian people into the general system of statehood of Russia at economic, administrative level and in mental space.

The perspective of article is of a certain interest in the context of reasons of state security and territorial integrity of the country, opening prerequisites of creation of destabilizatsionny system in the territory of the North Caucasus at the beginning of the 90th of the 20th century. For work typological and system methods were used. Also elements of analytical, retrospective and relevant modeling and a method of the critical analysis when studying sources *were applied*, and also theoretical fundamentals and modern achievements of such sciences as history, political science, sociology, criminology.

Keywords: North Caucasus, destabilizatsionny system, destructive potentialities, Confederation of the mountain people of the Caucasus, armed conflict.

Legal status of electronic money and cryptocurrencies in the Russian Federation and the world. Manakhov V. A. page 283

Article is devoted to a question of legal status of electronic money in Russia and the world. The situation of rather traditional payment service providers and cryptocurrencies is described. Experiment of various countries on the matter is presented in article, the main advantages and advantages of cryptocurrencies are revealed. Current trends of development of cryptocurrency speak about its further strengthening on the world economic scene. In other countries the business connected with this sphere will gradually find the legislative base and to develop while Russia in this direction, at the current approach, appears not destiny. Considering a tendency of increase in use by various companies of cryptocurrency, it should be noted that nearly a half of all startups registered in the world is the share of the USA. Further there are Great Britain, the Virgin Islands, China and Canada. Russia in this plan occupies one of the last places and equates cryptocurrency to monetary substitutes. In article conclusions about consequences of the ban on use of the latest means of payment are formulated.

Keywords: online payments, electronic money, cryptocurrency.

Current state and prospects of development of tax consultation. Shevnina G. V. of page 287

In article practice of formation of tax consultation as one of components of administrative consultation, by the author studied features of activity of the tax consultant in the conditions of a crisis situation is considered. The retrospective analysis of organizational structure of chamber of tax consultants, groups of companies of the associations which are engaged in tax consulting data on the total revenue of a segment of tax consulting in recent years is provided in article. Further on the basis of the conducted research the main directions of tax consultation are defined: implementation of protection in exit and cameral tax audits, drawing up documents of methodological character, service of tax planning. Besides, in this article the main problems of the market of tax consultation connected with lack of legislative regulation of tax consultation of base and also the culture of tax consultation, development of the market of tax consultation and also high price level of services in the field are defined.

Keywords: tax consultation, institute of professional tax consultation, analysis of a situation, assessment of risks, deoffshorization, tax administration, exit and cameral tax audits, tax audit, tax planning.

Application of provisions of the concept of "responsibility on protection" to a situation in Syria. Yasnokirsky Yu. Ampere-second. 290

It is defined that at the international level the collision between the principle of the state sovereignty and sovereignty of the personality, that is protection of human rights was shown. The political situation in Syria from a position of justification of motivation of the decision of the UN on it thanks to the concept of "responsibility on protection" is analysed. It is revealed that humanitarian intervention is not recognized as an official concept of one of the international acts or contracts, thus it cannot be considered as the term of international law. Practice of application of the concept of "responsibility on protection" outside the United Nations is considered. The conclusion is drawn that the concept is not created in legal sense yet, i.e. has no validity, and will be able to be treated only as "the formed rule of international law". The conclusion about existence of attempts to bring legal justification under power intervention in the intra Syrian conflict is made, classifying the taking place events in Syria as the humanitarian disaster; in particular, are used by elements of justification of intervention a concept of war crime and "responsibility on protection" of the Syrian authorities.

Keywords: the concept of OPZ, a political situation, Syria, the armed opposition, the state sovereignty, sovereignty of the personality, humanitarian intervention.

Children's television programs as tolerance educational tool. Gartman T. Yu. page 294

In article the concept of tolerance as cross-disciplinary scientific category is analysed. Definitions are considered in a social, psychological and ethical context. It is noted that children's television programs have to be socially responsible as they directly influence socialization of the personality, form the spiritual and moral beginning, cultivate tolerance. It is shown that in relation to television the tolerance means implementation of communication,

non-conflicting, free from psychological violence. Features of children's telecasts are characterized. The importance of telecasts for formation of tolerance at children is shown. It is noted that the optimum situation for creation of children's programs with emphasis on moral values develops in regions. Features of the children's information entertainment program "Home Alone" are considered. It is shown that the subject of the program mentions important valuable reference points of teenagers, including – teaches the tolerant attitude towards people around.

Keywords: children's television, children's television program, tolerance, moral values.

Leksikalizovanny prepositional and case word form in many respects as agent of the causal relations.

Konchenko T.V. of page 297

Leksikalizovanny prepositional and case word forms draw attention of many modern researchers. These words are interesting to researchers as the special category of multifunctional words with not clear morphological nature. Leksikalizovanny prepositional and case word forms are most deeply developed in works of G.N. Sergeyeva and her pupils (Krylova G.M., Zhukova T.A., Petrochenko T.V., Sergeyeva A.G., Shnyrik E.A.). The prepositional and case word form in many respects for the first time is subject to special consideration. We investigate semantic, syntactic properties and communicative and pragmatical functions of this word form. The main method which is applied in work, - descriptive: observation over the use of these words in different contexts, comparison of the facts, their generalization.

In article one of bright features of functioning of a prepositional and case word form in many respects is considered. The studied lexeme is used as an agent of the causal relations, showing functions of words of different parts of speech.

Keywords: word form, syntactic word, cause and effect relations, prepositional and case combinations, agent, clamp.

//Innovations and investments. 2015. No. 11.

Innovative technologies and new media in social advertizing. Melekhova A. S., Avtonomova S. Ampere-second. 2

Emergence of new technologies the reality, a way of life, ways of introduction of economy, business transform processes. Technologies generate emergence of new media, new ways and forms of interaction with society. The concept new media volume also includes all nonconventional, nonclassical forms of communication of a brand, the company and society. First of all it is about development of the digital technologies caused by the general computerization of society. New media include such concepts as ambient advertizing, native advertizing, social media, technologies of mobile commerce, etc. They are the powerful tool from the point of view of opportunities of coverage of audience, emotional impact on it, motivation to change of behavior model, assessment of efficiency of the carried-out actions. Within this article the question of use of innovative technologies, new media for social advertizing was considered, they are capable to strengthen the advertizing message, to make it more noticeable, unostentatious and natural in perception; they are the new mechanism of formation of public opinion, transformation of behavior model of audience, removal of social tension.

Keywords: social advertizing, nonconventional communication channels, new media, technologies of augmented reality, Ambient of media, 3D-mapping, wearable electronics, flashmob.

Innovative infrastructure of higher education institutions of Russia: analysis and prospects of development.

Georgian Yu. M. of page 8

Now in the world exists many objects of innovative infrastructure directed to support and development of innovative business: business incubators, science and technology parks, technopolises, special economic zones, etc. All of them perform certain functions and the purposes, provide various services, impose certain requirements to the residents, users, promotes increase in innovative activity of higher education institution, strengthening of innovative potential to both more effective and productive course of innovative processes in the region.

When carrying out the analysis of components of infrastructure of higher education institutions and their classification it is expedient to apply system approach according to which innovative infrastructure is considered as system, its elements, their contents, functions, properties, interrelations, interdependence and mechanisms of interaction are analyzed.

In work an attempt of classification of elements of innovative infrastructure of 42 higher education institutions of Russia allowing to identify this or that component *on certain signs is made*. Work is performed with financial support of the state represented by the Ministry of Education and Science of the Russian Federation (The unique identifier of the RFMEFI60115X0007 project).

Keywords: innovative infrastructure, innovative activity, business incubator, science and technology park, technopolis, innovative and technological center, innovative center.

System of indicators of assessment of innovative activity of the enterprise. Yemelyanova O.V. of page 11

The research of regularities of development of innovative processes has to be based on assessment of formation of innovative capacity of economic systems. Assessment of a possibility of the organizations to innovative development includes indicators of innovative climate, security with human, fixed and working capital. All this results in need of measurements of collecting and assessment of data on innovative processes and also to monitoring, the analysis and identification of regularities.

The variety of indicators, criteria, methods and approaches to assessment of innovative characteristics of the enterprise staticizes a problem of creation of adequate system according to its innovative activity. The author of work systematized indicators of assessment of innovative potential and innovative activity, having offered approach to process of creation of systems of indicators.

Determination of innovative capacity of the industrial enterprises in the context of the strategy of development of activity, allows to obtain operational data on the current position of the enterprise and to plan actions for increase in efficiency of the developed and realized innovative projects. Awareness of need of continuous introduction of innovations pushes the enterprises to search of the most effective ways of maintenance of the competitiveness.

Keywords: innovative activity, system of indicators, innovative potential, innovative activity.

Innovations in education: development, activity, thinking. Nikolaev A.A., Karakhanyan K.G. of page 15

In article need of transition is proved in Russia from separate innovations in education to development of the system concept of the innovative education providing development of the innovative identity of the professional. The innovative personality is characterized by special motivational and semantic and cognitive structures. It is distinguished by specifics of processes of a tseleobrazovaniye, the semantic nature of the organization of knowledge, creativity and the innovative nature of thinking and decision-making. The administrative aspect of support of creation and introduction of innovations in educational institutions is characterized. In process of development of society education operating conditions change that leads to search of innovations. Such representation is based on search of ways of improvement of educational process and finds expression in development of the concepts "innovation", "innovatics", "innovative activity". Emergence of innovatics in pedagogics influenced its development and defined system approach to a problem of improvement of quality of education.

Keywords innovation, education, innovative thinking, innovative development, innovative activity, innovative society, innovative environment

Problems of development of innovative activity in Russia. Perchuk (Kabalina) M. Yu. page 19

For Russia the special importance was gained by creative use of experiment of the developed countries on implementation of measures of the state support of innovative processes in economy that as a result will allow to create the domestic system of stimulation of innovative activity.

Today only the state is capable to suspend destruction of the saved-up scientific and technical potential in Russia, to provide with the necessary volumes of investment by means of the state long-term and short-term programs. Transition to market economy demands increase in flexibility of production and susceptibility to innovations. The newly created enterprises of the knowledge-intensive sector are guided by the full cycle including in the beginning a stage research and development and development of production of new products and services and also creation of perspective research groups.

The presented work reflects problems and the prospects of development of innovative activity in Russia, reflects essence, specifics and offers models and ways of development. The short statistical analysis of innovative development is carried out, the structure and structural shifts in innovative processes is displayed.

Keywords: innovative activity, technological innovations, scientific centers, models of the innovative environment.

Factors of innovative development of the professional educational organizations. Baryshev A. S. page 24

Article contains the characteristic of the major innovative factors of competitiveness of the educational organizations of secondary professional education. That the educational organization of secondary professional education could carry out effectively and productively the functions in the field of innovative development, the new view concerning innovations in the considered sphere, more rational approach to creation of innovative processes of the educational organizations is required. It will allow to lower the level of considerable costs within realization of innovations in the sphere of secondary professional education. As the major innovative factors of competitiveness of the educational organizations of secondary professional education in article are considered: existence and active use of innovative technologies of effective management of the educational organizations of secondary professional education; existence and active use of innovative technologies of rendering secondary professional education to consumers of educational services; existence and productive interactions with students of innovatively focused teachers (the practitioners imparting the knowledge and abilities of the prepared professions of personnel and technical specialists of an average control link); existence and effective implementation of educational programs of secondary professional education. Economic, administrative, social and educational results of influence of innovative factors of ensuring competitiveness on efficiency and quality of educational services of the educational organizations of secondary professional education are defined.

Keywords: secondary professional education, innovative development, educational organization, innovative factor, competitiveness, quality of educational services.

Improvement of mechanisms of internal state financial control in the sphere of purchases of goods, works, services for ensuring the state needs. Barashov E. Ampere-second. 29-31

Subject of the real research is studying of the main aspects of internal state financial control in the sphere of purchases for ensuring federal needs which is exercised by Federal Service for Financial and Budgetary Supervision (further – Rosfinnadzor) and also some shortcomings characteristic of this branch.

The system of the legislation of the Russian Federation operating at the moment in the sphere of purchasing activity is not deprived of the shortcomings which are not allowing the mentioned body of financial control to carry out most effectively and fruitfully the state function assigned to it.

For example, the legislation of the Russian Federation in the sphere of purchasing activity established powers, in particular Rosfinnadzor on hearing of cases about administrative offenses. At the same time the Russian Federation Code of Administrative Offences did not define the provisions allowing Rosfinnadzor to consider cases of administrative offenses on the specified subject.

Special attention is also paid to the restrictions existing at the moment connected with a possibility of Rosfinnadzor to react to the violation facts subjects to control of the requirement for justification of the price of the contract only prior to the beginning of the purchase moment.

Keywords: Federal Service for Financial and Budgetary Supervision, internal state financial control in the sphere of purchases, justification of the initial (maximum) price of the contract, administrative responsibility, the instruction about violation elimination.

Features of finance of charity foundations. Bryzgalova V. A. page 32

In the modern state charitable institutions play very important role, and in the last decades many countries began to pay them much attention. In all countries there are terms for designation of the organizations which own the assets bringing income and use this income for the benefit of society — foundation, endowment, trust, fundacyon, fundacao, fonds, Stiftung, stichting, stiftelse, saatio, etc. Values of these terms, as well as the relevant organizations, throughout centuries changed, got different shades. All of them anyway made a contribution to formation of modern charitable institutes and that sector of economy which is called the noncommercial, independent or "third" sector today. Being large recipients of donations, contributions and the state grants, charity foundations accumulate considerable financial resources, becoming key participants of the modern financial market. The present article is directed to disclosure of value of the charity foundation which is an important component of philanthropy and also actively developing economic and financial activity.

Keywords: charity, philanthropy, "the third sector", non-profit organization, charity foundation, finance, management of finance.

Management of cost and risks of investment projects. Isakova G.K., Isakov I.I. page 37

The investment sphere more and more becomes in recent years an object of attention of the Russian authorities, a business community and societies in general. The number of scientific research, conferences and "round tables", publications grows in mass media which are directed to the analysis of investment activities in various branches of managing, search of ways of increase in efficiency of investments, optimization of investment processes. Investments play the central role in ensuring efficiency of functioning of economic system and all public reproduction as directly influence a possibility of economic growth in the long term. The investment activity is among the most important indicators of economic dynamics. The state of the economy is defined by their intensity.

In article some aspects of management of cost and risks of investment projects are considered. The role of investments in development of economy reveals, they form a basis for implementation of acceleration of scientific and technical progress, balancing of development of branches of the national economy.

Keywords: Investments, investment activities of economic entities, quality standards, specifics of an investment stage, cost of the investment project.

To a question of balance of cyclic development of economic system. Egorov A. Yu. page 41

In article the structure of cyclic development of economic system including investment, geographical, modernization, issue, design, innovative components is considered. Process of the balanced development reveals on the example of interaction of two cycles. The first cycle is defined as preparatory and intends for formation of favorable economic conditions for development of the second cycle which is defined as executive. These favorable conditions it is formed in the field of crossing or interaction of these cycles, i.e. in the area where the last stage of a preparatory cycle is at

the same time and the initial stage of an executive cycle, as defines process of balance as uniform "dipole". On the basis of the analysis of balance of cyclic development of economic system the sequence of economic processes which are among is defined: prosperity, geographical expansion, economic expansion, the depression turning into recession, the issue turning into crisis, and revival.

Keywords: economic system, balance, cyclic development, internal cycles, market demand, modernization, prosperity, expansion, crisis, revival, innovative pause, favorable temporary niche, innovative product, investments.

Features of realization of threats of economic security of national economy in the conditions of crisis of various scale. Abbasov A.R. of page 45

In crisis as in a special condition of functioning of national economy, the state has to develop a number of the measures directed to stimulation of domestic production, increase in the institutional and competitive environment. It promotes stabilization of an economic situation and decrease in consequences of crisis, being at the same time ways of operational management. From the point of view of strategic management the state has to define the main trends of development of world economy, for example, - formation of new technological way, and to use the corresponding tools to increase in stability of national economy during bifurcation, such as import substitution.

In article in detail is considered various degrees of economic security of national economy from the point of view of threats, their driving force and sources of emergence. In this context, according to the author, it is necessary to define the principles of operation of the mechanism of realization of threats as driving force of import substitution.

Keywords: economic security, crisis, import substitution, threat

Process of social and economic reforming in Post-Soviet Russia: communication factor of efficiency. Avtonomova S.A., Kutyrkina L.V. of page 47

In article a subject of attention of authors is the analysis of the contradictions existing between contents and orientation of social and economic reforms and the system of values of the main social groups of the population in Post-Soviet Russia. Using results of researches of Institute of sociology of RAS, authors reveal the parameters of public opinion of most of Russians demonstrating negative perception of current situation in the social and economic sphere of the country and assessment of the established way of life. Questions on which authors try to find the answer: As far as does such contradiction slow down reforms and levels their effect? Whether it is possible to neutralize contradictions between the content of reforms and the system of values of target social groups by active communication of all participants of process of reforming? And whether the inefficiency of a number of reforms is a consequence of weak it is information - communication preparation and inadequate information illumination of the purposes and problems of reforming? Article is further work of authors, directed to a research of information maintenance of reforms as factor of efficiency of process of realization of social and economic reforms in Russia of the Post-Soviet period.

Keywords: social and economic reforms, communication of subjects of process of social and economic reforming, interests of social groups, typology of communication tasks of initiators of reforms, communication as factor of increase in efficiency of process of reforming.

Modernization prerequisites in economy of the Russian Federation. Shishov S. Ampere-second. 51

The main characteristics of world economic system are selected. Among them: decline in production and consequences of an economic crisis; changes in a political and internal situation in the countries of North Africa, the Middle East, Asia; activation of the international terrorist activity. Joint efforts of many countries are necessary for stabilization of the situation. At the same time the world community needs reorganization. It becomes multipolar. It is necessary to pay attention to uniform use and distribution of the made benefits in the different countries and regions. Special consideration is demanded by processes by a lot of migration to Europe, North America, Russia; an unstable situation in Ukraine, Syria; emergence of ISIL - the aggressive state in the territory of Iraq and Libya. Considerable reduction of prices of oil aggravates an economic situation in oil-producing countries. In the conditions of counteraction of the West changes in economy of the Russian Federation are necessary. It is difficult to achieve full import substitution. But in a number of branches, such as agriculture it is, partially, possible. It is visible that food prices grow. Not always it can be explained with growth of dollar exchange rate. Defense industry complex of the Russian Federation - a basis for emergence of new technologies and modern goods in mechanical engineering, computer facilities, shipbuilding, aviation industry. At this stage in the Russian Federation the quality of life of the population, pensioners decreases. The carried-out indexation of social payments and pensions is not capable to compensate increase in prices for food, clothes, housing and communal services. Problems in activity of RUSNANO, ROSKOSMOS, SKOLKOVO, education reforms and sciences are noted. The directions of modernization of economy of the Russian Federation are offered. It is possible to carry such to them: reorganization of structure of economy, allocation of perspective projects; modernization of raw branches; creation of joint ventures with participation of the foreign capital; nationalization of production and sale of alcoholic products, beer and tobacco.

Keywords: Globalization, crises of economy, policy, offer of modernization

To a question of methodology of assessment of customer focus of the company. Starikova A.V., Lapikov A.V. of page 54

In process of complication of the market environment and transition to the market of buyers, stability of the profitable base of the companies which is shown in constant transaction from clients becomes a priority task. A source of maintaining loyal base of the regular customers yielding the predicted guaranteed revenue is introduction of the principles of customer focus. Maintaining loyal base of clients leads to stabilization of a share of the market and predictability of profitable base of the organization, optimization of expenses on customer acquisition.

Development of a technique of introduction of the principles of customer focus mediates not only communication policy, but defines the systemacity of monitoring and organizational changes connected with involvement of personnel in a brand. The model of customer focus of the company speaks as some kind of examination of service at the market, reducing a tsenochuvstvitelnost of clients and creating competitive advantage in the form of loyalty and the recommendations of clients.

All this defines need of retrospective studying of such models as Dai's model, Rice, etc., the cornerstone of the most widespread NPS F model. Raykhilda.

Keywords: Customer focus, loyalty, NPS, relation assessment, marketing, models of communications

About a problem of measurement of quality of the human capital. Shibichenko G.I., Shvedova S. Ampere-second. 59

In this article problems of improvement of methods of measurement of quality of the human capital are considered; the analysis of judgments of various authors on understanding of essence of assessment of the human capital is submitted; the principles of measurement of quality of the human capital are specified, the scheme of measurement of quality of the human capital is submitted, the direction of a solution of the problem of multiple-factor account is defined and the model of measurement of quality of the human capital is presented.

In article the attention to the indicators necessary for objective assessment of the human capital such as is paid: results of ball assessment; the revealed assets and liabilities of the human capital; changes in the main transformations of the human capital; quality and quantity of the introduced innovations; the received comparative results. Importance of creation of economic-mathematical model of diagnostics of tendencies of changes of

quality of the human capital is described; the approaches allowing to consider the mechanism, structure and process, as a unit. The conclusion about the nature of changes of quality of the human capital is drawn.

Keywords: human capital, social capital, statistical calculations, scheme of measurement, assessment procedure, diagnostics models, multiple-factor accounting, criterion, changes of quality, account model.

The Ukrainian cultural policy in the context of formation of national identity. Tabunov I. Ampere-second. 62

Article is devoted to key parameters of cultural policy of Ukraine at the present stage. In article the principles of formation of national identity on which basis acts the Ukrainian state now are analyzed. The author of article during the research managed to establish that within carrying out cultural policy on programs and the decisions made by the Ukrainian authorities in 2015 there is not a formation of national identity, and an extreme form of nationalism. To it conclusions the author comes on the basis of studying of analytical materials of Institute of the strategic researches at the President of Ukraine placed in open access only in Ukrainian. Also to contain obviously provocative and discrimination measures concerning regions of the Southeast of Ukraine in these materials. The cultural policy of the Ukrainian state pursued by Administration of the President of Ukraine of P. Poroshenko has frank character of ethnic genocide of the Russian-speaking population. Projects on compulsory return of the Crimea and also the Program of so-called "cultural adaptation" of the population of Southeast Ukraine confirm a course of the Ukrainian authorities towards a bigger aggravation of the available regional conflict as absolutely ignores the interests of the Russian-speaking population on preservation of Russian, culture and ethnic origin. Plans for a violent Ukrainization of the population of the Southeast will lead to the next escalation of the conflict in the territory of Ukraine. Thus, the author of article draws a conclusion that the cultural policy of the power operating in Ukraine will result in opposite results, than the achievement of uniform Ukrainian identity stated in program documents.

Keywords: national identity, Ukraine, Russian-speaking population, regional conflicts, cultural policy.

Problem of development of the international cooperation in the sphere of information security. Aliyev A.R., Elbayev Yu.A., Sambros N.B. of page 66

In article the problem of the international cooperation of the states in the sphere of information security is considered. The features of strategy of such cooperation connected with the stage-by-stage movement of the world community to the global contract or the agreement through two-way and regional deals in the field are shown. It is noted that the party initiator of the conclusion of the international agreements concerning cyber security can gain essential advantages as the driver of development of the agreed international platform on a problem of peaceful co-existence in information space. The active position of Russia concerning the international information security is proved. The role of Russia as author of model of actions of the international community, and value of the UN regarding application of the relevant international institutes and mechanisms in the context of the international information security is especially noted. One of such tools is activity of the international expert working groups on formation of international legal principles of future contract in the sphere of the international information security. The obligation of participants not to resort to actions in information space which purpose is causing damage to information systems, processes and resources of other state, to its crucial structures, blasting political, economic and social systems, massive psychological processing of the population for the purpose of destabilization of society and the state could become the main idea of such contract.

Keywords. International cooperation, international legal bases, information security, global contract, cyber security, international information space, international information security, United Nations, international working groups.

Use of cultural approach for understanding of processes of acceptance and distribution of new goods in various countries. Kochetkova A. Ampere-second. 70

In today's quickly changing world globalization is a factor not only in acceptance and distribution of innovative goods, but also in many other aspects of business. Researches prove that though social interactions and are an important element of acceptance of a new product in any country, their impact on acceptance of innovative goods varies substantially depending on cultural features of each of the countries. The understanding of influence of cultural features on acceptance of innovative goods in the concrete country is capable to help managers to give the forecast of demand due to decrease in degree of the presumed uncertainty of external social and economic environment. When writing the real work the object to give an assessment to the relations arising in the conditions of social interactions, cultural distinctions and acceptance of a new product and to offer the technique allowing to work in the difficult conditions arising owing to social interaction and limited number of data sources was set.

Keywords. International business, marketing, management of sales of products, cross-cultural management, innovative goods.

Functioning of the organizational and economic mechanism of modernization of a dairy and grocery complex of Venezuela: problems and prospects. Molina Roa Franklin Yoel, Makarova E. P.S. 74

In article generalization and systematization of practical aspects of processes of modernization of a dairy and grocery complex of Venezuela are carried out that allowed to specify functional structure of the organizational and economic mechanism of modernization which has to pass on the basis of large-scale and systematic introduction of the latest developments of science and technology to technical, technological, biological, ecological spheres of production activity of the enterprises of dairy production. At the same time modernization generally has to be reflected in increase in labor productivity, efficiency of dairy herd, production efficiency of milk and dairy products. While development and activation of modernization of a dairy and grocery complex, introduction of innovations in processes of production economic activity of Venezuela restrains insufficient financing now that demands increase in its volumes both from the enterprises, and from public authorities.

Keywords: dairy and grocery complex, production of milk, dairy herd, innovative technologies, modernization, efficiency, efficiency.

10 problems of functioning of the Russian design organizations in Gulf States. Shipnyagov A.V. of page 78

In this article ten main problems of functioning of the Russian design organizations in Gulf States are described. These problems are revealed on the basis of practical experience of opening and development of exclusively Russian design organization opened and functioning in the territory of four countries: Qatar, Saudi Arabia, United Arab Emirates, Kuwait. During work in these countries the analysis of the local market of design services which showed all features of the local market of design was carried out. Design services are very demanded in Gulf States at present, however this market is almost not mastered by the Russian design organizations. The practical experience in negotiation and interactions with customers of design services from these countries was theoretically comprehended and formed the basis of the theses presented in this article. Following the results of the conducted research the author noted that the experts conducting negotiations with customers from Gulf States should be trained in advance as for them considerable differences in ways of negotiation can appear a big revelation. Language and cultural feature of non-European attitude can become a serious obstacle on the way to successful communication. Before sending experts to Gulf States it is necessary to instruct about rules of business and household etiquette in these countries. To the contrary, the companies and teams which studied specifics of the local market can win serious contracts and contracts which are difficult for receiving in other markets of the world.

Keywords: design, Persian Gulf, design services, problems of the design organizations.

Current state and prospects of development of the world market of liquefied natural gas. Fedorova V. A. page 81

According to the experts natural gas as the most ecologically acceptable energy resource will occupy about 24% in world power balance by 2040. The gas share in interregional trade in energy resources will grow most dynamically, at the same time trade in liquefied natural gas will make about 60% of a gain. The Pacific Rim will remain the main region of import of LNG, and in the long term by 2030 the countries of East Africa, the USA and Canada will be connected to the LNG traditional exporters (Qatar, Malaysia, Australia, etc.). Russia also plans to expand export supply of LNG and carries out the program for expansion of capacities for gas liquefaction. Thus, LNG promotes formation of the global gas market. The innovative direction development of the industry of liquefied natural gas – low-tonnage LNG production and use of LNG as fuel for transport.

Keywords: world trade energy balance, interregional trade, global gas market, liquefied natural gas, pipeline gas, LNG exporters, importers of LNG, low-tonnage industry of LNG, LNG as fuel.

Efficiency of integration of regulation of the financial market. Model of Germany. Fedorova O.Yu. page 86

Subject/subject. At the present stage of instability of the world financial market the monetary authorities of the countries continue to undertake initiatives of improvement acting the practitioner of financial regulation. The tendency to integration of the bodies regulating the financial sphere in the majority of the countries of the world which developed since the end of the 1990th from creation of autonomous mega-regulators is displaced towards concentration of powers of regulation of financial and credit institutes of all types in the central banks. In view of traditional focus of financial and economic model of Russia on economy of Germany, a research of development of the German financial markets and genesis of their regulation it is represented to the most relevant.

Purposes/tasks. The purpose of work is the research of foreign experience of megaregulation of the financial markets prior to later global financial crisis on the example of the German regulatory model.

Methodology. By means of analysis methods the author studied various aspects of functioning and regulation of the financial markets of Germany.

Results. In article features of development of the financial markets of Germany are analysed and the main stages of formation of modern German model of regulation of the financial markets, including transformations after crisis 2008 are investigated? 2010. At the same time, positive and negative aspects of consolidation of financial regulation in mega-regulator of the financial markets are marked out.

Conclusions/importance. In article the conclusion is drawn that after the global economic crisis shortcomings of the integrated models of regulation of the financial market were shown more distinctly. Process of consolidation of the financial services of bodies regulating the sphere has to be followed by balance of distribution of functions of structural divisions in the directions of prudential supervision of control of market discipline? system of "controls and counterbalances" (system of checks and balances") when determining the rights, duties and responsibility of regulators, various segments of the financial market.

Keywords: Germany, financial markets, dynamics, integration, supervision, regulation

Market of gas of the Republic of Kazakhstan: answering calls of globalization and regionalization. Eremin S.V. of page 91

In article the key directions of transformation of gas industry of the Republic of Kazakhstan are considered. This process happens against the background of an intensification of economic globalization and regionalization which for Kazakhstan are implemented through integration processes. The most ambitious of them is the project of the Euroasian economic integration within which in the territory of the EEU countries by 2025 has to earn the common market of natural gas. Though the Contract on EEU planned the general reference points on access to infrastructures, the main price model and joint indicative balance of gas, key parameters of the common market, such as institutional structure, design of system of regulation and degree of a mutual interlacing of production and cost chains have to be still determined. Results of the carried-out analysis confirm that, despite specifics of the market of gas of the Republic of Kazakhstan, its evolution develops in line with the processes of a universalization of the world markets of gas gaining strength.

From a position of Kazakhstan, taking into account the scale of its resource potential and adaptability of the gas market to integration, rates and depth of formation of the common market of gas of the countries of EEU and its synergetic effects for national economies of member countries will depend in many respects.

Keywords: globalization, regionalization, integration, natural gas, universalization, pricing mechanism, gas market

Problem of an agreement of criteria at strategic planning of activity of the enterprise. Bolovintsev Yu. Ampere-second. 100

Optimization of management of processes in strategic planning is defined by combination of development of the plan and its realization. The enterprise faces a complex problem of synthesis of the economic relations between the interconnected economic structures which are settling down at various levels of hierarchy (vertical communications) and structures which are at one level (horizontal communications), an agreement of the competing and changing dependent indicators.

In article the model of interconnected criteria at strategic planning is studied. Differential expenses allow to estimate each local option (alternative) of economic activity of the enterprise from the point of view of a strategic optimum.

Keywords: strategic planning, criteria, indicators, management, optimality

Role of convergent communications in branding of Plekhanov Russian University of Economics. Kiselyov V.M., Savinkov S.V., Ivanov A.V., Fedorova A.V. of page 103

The idea to broadcast a brand platform of Plekhanov Russian University of Economics and its value by means of the innovative technologies targetted taking into account features of target audience is offered by authors. It is based on results studying of perceptions, motives and preferences of the younger generation, the studying students. Among the innovative technologies of branding of Plekhanov Russian University of Economics described by authors there are various formats of multimedia educational and entertaining materials from the presentations, electronic textbooks and manuals to specially developed game applications. Cognitive value for recipients of these materials, promotes fixing of the values of a plekhanovsky brand formalized in a brendbuka at the level of subconsciousness of representatives of target audiences due to use of convergent communications, characterized by exchange of information between subjects of the communication channels which are earlier not connected among themselves.

The analysis of dynamics of modern development of marketing communications is provided, the concepts connected with convergent communications are specified and the conclusion is drawn on the defining role of convergent communications in development of a brendbuk as source of synergetic effect of course of processes of formation of steady corporate culture and corporate values of a brand of Plekhanov Russian University of Economics.

Keywords: convergence of communications, branding, innovations, consumer values, multimedia communications, educational environment

Use of convergent digital-communications for increase in efficiency of marketing of territories in FMCG sphere. Terentyev V. A. page 107

In article the author's view of a role of convergent digital-communications for increase in efficiency of marketing of territories reveals. Within this marketing concept the author conducted a research of the current provision of marketing of territories in FMCG sphere in the Russian Federation.

Following the results of existence of weak points of the existing tools of marketing of trading floors was revealed and the research on methods of improvement of this state is conducted.

Keywords: the current state of FMCG in Russia from the point of view of the concept of marketing of territories, an innovative arsenal of communications of branding in FMCG sphere, the converged digital-communications on the Internet.

New approaches to corporate social package in the conditions of crisis. Tikhonov D. Yu. page 109

In the analysis of scientific research of formation of corporate systems of compensation, strengthening of a role and the importance of corporate social payments and privileges to personnel is noted. Questions of formation of the flexible social package adapted to the current economic situation can be considered as key during the developing and realization of corporate strategy and policy of compensation.

Depending on features of an economic situation contents and structure of a social package and also a problem which were solved by the organization by means of a social package changed, using it as the important tool of personnel policy.

During economic growth of 2003-2007 for many organizations the problem of involvement of the qualified employees which solution was promoted by filling of a social package basic components *was particularly acute*. After crisis of 2008-2009 most the companies introduced essential amendments in policy of formation and use of a social package, having excluded from it the most expensive articles.

The author proved need of continuous development and improvement of set and structure of corporate social package due to bigger personification of social payments and privileges. As the main approaches to it the author offers expansion of set of the social privileges entering social package at the expense of rather inexpensive, but productive elements; and preservation of expensive social privileges, using the principles of joint financing - individual share of personnel.

In the conditions of economic instability of global character such approaches will allow to provide realization of the reproduction and stimulating function compensation, to support the standard of living and to optimize the size of costs of personnel.

Keywords: corporate system of compensation, total remuneration, social payments and privileges, social package, economic instability, personification and joint financing.

Target audiences and their influence on advance of the integrated portfolio of brands on the example of the enterprises of the automobile market of Moscow. Lochan S.A., Fedyunin D.V. of page 113

In article the characteristic of the main target audiences of Moscow is given. Five main types of consumers of cars which significantly differ on the behavioural strategy and separate consumer characteristics considered at the choice of strategy of communicative influence are allocated: individual consumers, families and households, intermediaries, suppliers, officials. As the main target audiences of consumers of brands in the automobile market of Moscow individual consumers and also families and households are considered that is connected with need of display of means and instruments of communicative impact on these target audiences. The characteristic of the variables influencing target audiences of consumers of brands is given. The main target audiences of consumers of brands in the automobile market of Moscow are defined and features of communicative interaction with them for producers of automobile brands on conditional categories are reflected: "prudent", "enthusiasts", "fans of comfort", "succeeded in life". The main strategy of communicative influence of producers of brands for target audiences in aspect of complex accounting of their characteristics and the return influence of consumers on these influences are designated. The strategy of communicative influence from the point of view of reflection are allocated: characteristics of an automobile brand or benefits of consumers (strategy of market positioning); prices and qualities of an automobile brand; advantages of experience of use of an automobile brand; characteristics and qualities of the consumer of an automobile brand; class of an automobile brand; cult, cultural symbols of an automobile brand; communicative practice of competitors of the participant of the automobile market.

Keywords: target audience, advance, the integrated portfolio of brands, the enterprise, the automobile market, the strategy of communicative influence.

Model of increase in competitiveness of higher educational institutions on the basis of development of services of physical culture and sport. Semirkhanov B.R. of page 118

The model of increase in competitiveness of higher educational institutions on the basis of development of services of physical culture and sport is presented in article and also the short characteristic of blocks of this model is given. The Teoretiko-metodologicheskoy block of model includes the main theories and concepts of increase in competitiveness of higher education institutions as enterprises of a services sector. The target block of model opens characteristics of common goals of higher education institution which influence increase in its competitiveness and also characteristics are more whole than increase in competitiveness of the services of physical culture and sport rendered by higher education institution. The substantial block of model is connected with definition and the short description of the services of physical culture and sport rendered by higher education institution and also with the description of characteristics of the pupil as end user of these services regarding assessment of the directions of impact of the studied services on a condition of physical, mental and social health of the pupil. The estimated block of model includes the description of the main characteristics of problems and methodical approaches to assessment of competitiveness of the services of physical culture and sport rendered by higher education institution to pupils. The resulting block of model contains the description of characteristics of results of impact of services of physical culture and sport on the end user of educational services – pupils of higher education institution.

Keywords: competitiveness, higher educational institution, services of physical culture and sport, model, end user.

Modern educational services: development of creative strategy of advance of higher education institution. Ivanov A.V. of page 123

Article contains strategic and creative aspects of advance of higher education institution in the market of modern educational services, such as development of timely communication strategy, cross-platform approach and tools of a contact to relevant target audience of higher education institution. The analysis is carried out and the plan of communicative interaction with target audiences in market positioning of educational services of higher education institution with development of criteria is considered: sufficiency of quality of educational services (image, awareness level, loyalty level, relevance); mediynost (extent of media presence, advance volumes, level of a mediynost of educational services); prospects (potential of advance of educational services, degree of compliance of educational services to potential and long-term expectations of target audiences). The recommendations submitted on improvement of the existing communication channels of higher education institution are as a result formulated, new ways of effective advance of educational services on the example of REU of G.V. Plekhanov with use of the integrated marketing communications and new electronic technologies and services are offered.

Keywords: public relations, the integrated marketing communications, creative strategy, communication strategy, educational institution, innovative technologies, convergent communications, divergent communications, mobile and cloudy content, games quests, targeting, target audiences, multi-format, a mnogokanalnost.

Transition to competence-based model of training of staff of special forces of the Ministry of Internal Affairs of the Russian Federation. Artyomov I.V. of page 130

In article the characteristic of relevant system of vocational training of staff of special forces of the Ministry of Internal Affairs of the Russian Federation is given.

Also, taking into account the increased requirements and expansion of fields of activity the competence-based model of training of employees as the innovative system of vocational education *is considered*. In article the program of training of staff of OMON of TsSN Ministry of Internal Affairs for Moscow sent to North Caucasus region for the solution of office and fighting tasks is analysed.

Intensive development of vocational training of staff of special forces of the Ministry of Internal Affairs of the Russian Federation puts forward a problem of introduction in practice of activity of departments on combat and office training of special forces of the Ministry of Internal Affairs of the Russian Federation of technology of mastering professional skill, based on the set of the principles, means, forms and methods of training and education of pupils promoting efficiency of pedagogical work in the system of training of staff of special forces of the Ministry of Internal Affairs of the Russian Federation.

Noticeable is a lag of relevant system of training of police officers of the Russian Federation from again arising requirements of the Ministry of Internal Affairs. The trained professional is insufficiently capable to constructive practical activities in the developed fighting situations. Therefore optimization of training of staff of law enforcement agencies and specifically the staff of special forces of the Ministry of Internal Affairs of the Russian Federation, is the timely and necessary phenomenon for more successful training of police officers of Russia.

As an example in article the competence-based model of training of staff of special forces of the Ministry of Internal Affairs of the Russian Federation is considered.

Keywords: training of staff of special forces of the Ministry of Internal Affairs of the Russian Federation, preparation optimization, technology of training, competence-based model, system of preparation, discipline, modalities of action.

Problem of irrational use of warehouse of the terminal. Nozdracheva E.V. of page 132

In this work one of elements of transport ekspiditsionny activity which in turn, plays an important role in development of the economic relations of Russia is presented. Because today in the territory of the Russian Federation a large number of cargo terminals functions, the short list of the rendered services, both for senders, and for recipients of freights is submitted. In article the issue of irrational use of warehouse of the terminal is touched. This shortcoming immediately leads to the fact that owners of terminal complexes incur substantial damages on the maintenance of the empty areas of a warehouse. For the solution of this problem the specific indicator of overall performance of a warehouse which will also allow to compare among themselves various terminal complexes is offered. The method of calculation of various annual operational charges which depend from is displayed: number of workers, cost of the warehouse equipment and constructions, expenses on lighting and power electric power.

Keywords: cargo terminal, annual operational costs, warehouse capacity, service, specific indicator, warehouse, storage time, unevenness coefficient

Crisis of administrative model in management of urban logistics. Savin G. V. of page 134

Need of studying and improvement of management of urban logistics is reflected in article. It is connected with inefficiency of administrative model in the sphere of management of city traffic flows. The largest cities of Russia and as in them there is a development of city transport are considered. The role of the cities is reflected in economy and dynamics of development of city passenger transport at increase in prices for gasoline and diesel fuel is shown and also with a growth of automobilization of the largest cities and growth of accident rate on transport.

The cities will play in the future a key role in world economy. Globalization affects management of such difficult systems as the modern cities more and more. Partly, it is connected with stages of development of the cities (concentration, a dekoncentration and reconcentration) and also with concentration in the cities of the human capital, financial resources, production and logistic capacities. Issues of administrative model of management of the city and, in particular, are also touched by city transport. And also factors which complicate effective management of traffic flows in the city are given.

Keywords: urban logistics, city transport system, city transport and communication corridor, city passenger transport, model of management

Economic aspects of integration of the companies into holding. Safiullina E.I. page 138

Analyzing researches of economic schools in the field of integration processes, in article the most significant intrinsic characteristics of integration structures (holdings) are considered: nonlinearity of development, stability of communications, integrity and degree of structure. The main reasons for merges (absorption) and synergetic effects arising at the same time leading to change of qualities of elements of structure are described, being identical tools of assessment of efficiency of integration. Attention is paid to the paramount purpose of merges (absorption) - increase in cost of the capital due to effects of additions, diversifications and decrease in the general risk, improvement or redistribution of positions of elements in structure, performance of financial investment functions. Within diversification the classification signs compiled on holding structures are presented: horizontal, vertical and diversified. Depending on specificity of the purposes and types of assets differences between the financial and mixed holdings are defined. Integration financial investment functions at the choice of sources of financing are revealed.

Keywords: integration of the companies, holding, synergetic effect, merge, absorption, financing sources.

The analysis of problems of management of development of healthcare institution on the basis of long-term planning. Shurygina S.V. of page 142

In article problems of practical use of the modern instrument of management of development of healthcare institution - long-term planning on the basis of development of strategy and "road map" (the long-term program of development), taking into account features of concrete establishment are consecrated. "Road map" provides entering of corresponding changes into orders of delivery of health care, development and deployment of indicators of efficiency of activity of the medical organizations.

The lack of methodology of development of long-term programs causes difficulties when forming strategy and "road maps" of development of healthcare institutions. Problems are not the completeness of works on modernization of material and technical resources of institutions, maintaining deficiency in them the qualified medical shots. The problem of financial planning, insufficient level of financing of actions of programs *is especially allocated*. The author gave results of studying of dynamics of financing on the example of federal state budgetary institution "Children's Medicine". When developing strategy and "road map" it is offered to predict risks of management of development of establishment.

Keywords: planning horizon, long-term planning, road map, single-channel financing, risks of management, development strategy of healthcare institution, management of development of healthcare institution, financial plan.

Strategic reference points of development of small and medium business of the Republic of Bashkortostan in modern economy. Valinurova L. S., Iskhakova E.I., Kazakova O.B., Kuzminykh N. Ampere-second. 146

As show results of the analysis, the contribution of small and medium business to the general economic indicators in Russia is significantly lower, than in the majority not only developed, but also developing countries. In recent years dynamics of development of small and average business is negative.

The measures taken from the state did not consider the interests of small and average business that aggravated a situation even more. At the same time small and medium business is the driving force of economy. Considering it, authors in article carried out the analysis of development of small and average business in the Republic of Bashkortostan, strategic reference points of development are defined that allowed to prove the purpose and tasks of the development strategy and to propose a number of effective measures on increase in efficiency of small and average business.

Keywords: small and medium business, business, innovative and social orientation, steady growth of economy, competitive advantages.

Increase in reliability of the oil and gas equipment application 3d - the press. Hot V.V. of page 150

In this article the problem of reliability insufficient today and a small operating time of the drilling oil and gas equipment is considered. As subject to consideration the turbo-drill is accepted. The author revealed the main problems of this type of the equipment and the method of their elimination is offered. The advanced 3D method of the press – a method of direct laser agglomeration is the cornerstone of the decision. The author suggests to replace standard radial support, axial heels and krylchatka of turbines, with the details made of powder of solid alloy by means of laser agglomeration. The decision does not demand constructive change of a turbo-drill therefore characteristics, such as torque, nominal turns will not change. However, such way of production will allow to change geometrical the sizes of details to 3D model stages, depending on necessary power characteristics. Application of a method of laser agglomeration and change of composition of material of the main loaded parts of a turbo-drill, will lead to increase in reliability, increase in service life of the equipment in general and to decrease in economic losses when drilling.

Keywords: *reliability, the oil and gas equipment, a turbo-drill, a method of direct laser agglomeration, solid alloy, drilling, increase in wear resistance, increase in an operating time, 3D - the press.*

Social and economic perspective in program documents of influential political parties of Russia. Clean M.B. of page 153

In this article the basic provisions of social and economic programs of influential political parties of Russia directed to overcoming consequences of an economic crisis of 2008-2009 are analyzed. The general processes proceeding in world economy during the post-crisis period are considered. Also the characteristic of the measures taken by the governments of Russia and the advanced countries directed to overcoming recession is given. On the basis of the analysis of both a universal, and in-Russian economic situation, it is approved about crash of neoliberalno-monetaristic model of development. In article the conclusion is drawn that despite a certain correction of the positions for the 20-year period, key provisions of party programs did not undergo essential changes. Nevertheless, in process of increase of financial and economic crisis basic offers of political forces in the social and economic sphere approached on the following questions: increase in a role of the state in economy; strengthening of social orientation of economic policy; carrying out new industrialization; monetary policy change.

Keywords: *political pariahs, modernization, economic policy, crisis.*

Assessment of efficiency of activity of executive power of territorial subjects of the Russian Federation on the basis of a technique of limit and critical indicators of development (on the example of DV FO Russian Federation of 2011-2014). Spatar A.V. of page 157

In this article an assessment of efficiency of activity of executive power of territorial subjects of the Russian Federation on the basis of a method limit and critical development indicators will be given. It is necessary to move practice of assessment of the countries to the soil of assessment of efficiency of activity of executive power of territorial subjects of the Russian Federation. Achievement of the goal will be based on an abstract method, that is, allocation of the main thing and also a synthesis method – the analysis. At the present stage of development of the Federal authority and to the population the systems of assessment of efficiency of activity of executive power of regions based not only on growth statistics, but also tied to threshold values below which development of regions should not fall are required. In this article the analysis of efficiency of activity of executive power on the basis of a method which will help to coordinate high rates of development of regions to limit indicators is carried out. The carried-out analysis will allow to estimate actually efficiency of activity of regional managers on the basis of their real contribution to the current development of the region and increase in life of the population in general. The method can be taken advantage by the federal authorities for its application in the ministries.

Keywords: *efficiency of public administration, executive power, technique of limit and critical indicators of development*

Labor rehabilitation of disabled people of Moscow: innovative solutions are necessary. N.I. tulle of page 161

On the basis of the analysis of current situation and the conducted researches in article need of allocation of labor rehabilitation of disabled people in an independent object of a research and management from structure of professional rehabilitation is proved. The author's position to the content of economic category "labour rehabilitation of disabled people" is that it is considered in broader aspect in comparison with traditional views not only as process of restoration of labor functions and skills of persons with limited opportunities to the fact of their employment on the enterprises, but also as process of full development of production operations in a concrete workplace with an exit to the required work indicators. In article the place of labor rehabilitation in the system of types of rehabilitation of disabled people is defined, need of coherence of actions of participants is proved (disabled people, the state, employers). According to the author need of implementation of a number of the measures having innovative character, directed to essential improvement of the organization of labor rehabilitation of disabled people ripened.

Keywords: *disabled people, labor rehabilitation, jobs, process of labor rehabilitation, program, measures of labor rehabilitation.*

The prospects of application of spectroscopy of RIDMR to problems of chemical and biological physics. Ponomaryov O.A., Shapkarin I. P. of page 165

Modern opportunities of surgical treatment of sharp cholecystitis at patients with high operational anesteziologicheskim risk. Balayan G.Z. page 168

Epidemiology of road and transport traumatism in the Sakha (Yakutia) Republic. Ivanova A.A., Potapov A.F., Aprosimo L. Ampere-second. 172

Role modern multimedia in development of sociocultural competence on classes in a foreign language of higher education institution. *Ilchinskaya E. P.S.* 175

Current state of laparoscopic surgery. *Lutsevich O.E., Rozumny A.P., Mikhaylov V.G.* of page 178

Algorithm of receiving an analytical formula for calculation of quantity of simple cycles in any count. *Astakhov M.S., Shirokov I.V., Shutenko A.V.* of page 182

Forecasting, early diagnostics and rehabilitation of damages of the central nervous system at newborns. *Afanasyeva N.V.* of page 185

Use of lamps with the operated dimmiruyemy electronic puskoreguliruyushchy devices for increase in energy efficiency of systems of lighting of technical buildings. *Borovikov I.G.* of page 188

Problems of providing QoS in the wireless distributed networks of sensors. *Bezukladnikov I.I., Gavrilov A.V.* of page 194

Full-factorial research of use of pod of sunflower in processes of cleaning of the lands polluted by hydrocarbons. *Barge hauler of V. A., Burlaka N.V., Ishchenko E. P.S.* 198

Some methods of definition of load of a steel and reinforced concrete beam. *Karpanina E.N.* of page 201

The analysis of national and international standards concerning rationing of level of emissions of toxic gases and smoke of exhaust gases of cars. *Kiryenko D.K.* page 204

Domestic programs of training of children of early age in comparative aspect. *Kozlova O.V.* of page 208

The analysis of model of selective repetition in noisy channels. *Kushnazarov F.I.* page 214

Air pollution research around compressor stations with application of neural network modeling. *Muravyov K. Ampere-second.* 217

Blanket research from tseolitsoderzhashchy structures on pottery. *Pozhidayev D.A., Gulyaev V.T., Nikiforov P. Ampere-second.* 223

Deposits of the relic frozen water on the Moon. *Pugacheva S. G., Feoktistova E. Ampere-second.* 227

Modeling of channels of communication. *Filippov B.I., Makarov A. Ampere-second.* 234

Regulation of the technological modes when processing figurine surfaces of preparations. *Chetverikov I.A., Yellnikova I.S.* of page 239

Collective agreements in the countries of Scandinavia: history and present. *Shoniya G. V.* of page 243

In article the role of collective agreements in legal regulation of the labor relations in the Scandinavian countries is considered. The author allocates current trends in development of the legislation on collective agreements in the Scandinavian countries. It is noted that collective agreements are a basis of the Scandinavian model of regulation of the collective labor relations. The author showed that in collective agreements of Scandinavia conditions can be reflected: salary, establishment of the minimum size of the salary, form of compensation and its system, discipline of work; order of

consideration and permission of collective labor disputes and so forth. However, globalization tendencies lead to rapprochement of norms on collective agreements in the countries of Scandinavia and the European Union. At the same time there is a differentiation between the "general" collective agreements extending to all and additional contracts which are signed on the basis of the general contracts and treat the questions which are not included in the general contract (in the form of collective agreements for "blue" and "white collars").

Keywords: international, collective agreement, collective agreements, International Labour Organization, countries of Scandinavia, labor law, work, workers, employers, labor union.

Legal maintenance of the concept "tolerance". Bulavina M.A., Zaikina I.V. of page 246

In the present article the legal characteristic of the term "tolerance" on the basis of the international and Russian legislation is considered.

Authors note that since 1995 (the first legislative fixing of the term tolerance in the international documents) for 2002 in Russian the term "tolerance" did not sound, instead of it the word "tolerance" was used, the same situation was observed in legislative documents of CIS and Baltic countries.

Considering this term from the teoretiko-legal point of view authors note its close interrelation with ethical and moral categories.

On the basis of the analysis of the text of the Constitution of the Russian Federation the conclusion is drawn that, despite non-use of the term "tolerance" in the text of the Constitution, it lays the basic foundation for development of this idea.

Authors consider that the concept of tolerance is demanded now and in connection with development of the concept of human rights. Understanding and distribution of values of tolerance and mutual respect, the instruction on danger of xenophobia and religious and other hostility – an important step on the way of a statement and protection of human rights. In fact, the rights and freedoms of the person are limits of tolerant behavior. By means of the rights and freedoms it is possible to separate tolerant from not tolerant behavior.

Keywords: tolerance, tolerance, tolerant behavior, principle of tolerance, right and freedom of the person and citizen

Consumer protection under the contract of retail purchase and sale of food. Kozlitin G.A., Hamburg. And. page 250

In article the system of ways of protection of the rights of the buyer under the contract of retail purchase and sale of food in the Russian Federation is considered. Authors of article along with the civil legislation, namely the Civil code, the Law on consumer protection, Posanovleniyami of the Government of the Russian Federation, analyze also the existing jurisprudence devoted to a perspective of consumer protection under the contract of retail purchase and sale of food.

The attention that the system of ways of protection of the rights of the buyer under the contract of retail purchase and sale of food represents such arrangement and a taxonomy of these ways at which every way holds the specific place in this system and "works" for a common goal is paid (to protect the violated rights of the buyer). At the same time, considering a dispositivnost of civil regulation, the buyer is granted an option what of the ways of protection offered by the legislator to use. - the natural person under the contract of retail purchase and sale treat conditions of realization of the main ways of protection of the rights of the buyer: a) features of subject structure (definition of the person to whom the buyer has the right to impose the relevant requirement); b) terms of presentation of relevant requirements; c) terms during which requirements of the buyer have to be met; d) features of proof on this category of affairs.

Keywords: consumer protection, contract of retail purchase and sale, food, ways of protection of the rights of the consumer, right of the buyer.

Improvement of legal bases of public administration in the sphere of counteraction to raiding in the Russian Federation. Gizzatullin A.G. of page 254

In the article "Improvement of Legal Bases of Public Administration in the Sphere of Counteraction to Raiding in the Russian Federation" problematic issues of modern Russian business which, according to the author, is influenced by weight not only from not perfection of the domestic legislation in the sphere of standard and legal regulation of economic entities, but also the most negative consequences from raider captures are considered.

In the article the author formulates priorities and the directions on improvement of the domestic legislation, namely criminal, criminal procedure, civil and administrative and legal which, according to the author has to counteract not only the problem connected with capture of assets of foreign enterprise, but also with counteraction of corporate blackmail. The attention is focused on scales of the existing problem as the author considers that this kind of activity poses in itself real threat to economic security of the Russian Federation.

Keywords: economy; economic security; raiders; criminal activity; corporate blackmail; corporate conflict.

About the content of the subjective right to confidentiality of know-how. Glevich M. Ampere-second. 258

Article is devoted to a problem of a legal design of the subjective right for know-how. The content of the subjective right to confidentiality of know-how consisting of the following competences is proved by the author: 1) competence to own positive actions: right for restriction of access to know-how; the right for cancellation of limited access to know-how without disclosure of the data making it; the right for providing access to know-how to contractors on the basis of the contract or the law on condition of maintaining its confidentiality; 2) the right to demand observance of the ban of access to know-how; 3) right for protection of the subjective right to confidentiality of know-how. Is proved that the specified competences cannot be the content of the exclusive right as it includes other competences – use of an intellectual property item, the right of the requirement of observance of the ban about abstention of use by other persons of result of intellectual activity or means of individualization, the order the exclusive right, the right for protection of the exclusive right. It is proved that the purpose of the subjective right to confidentiality of know-how – to keep limited access to know-how, but not to provide exclusive income from use of this object.

Keywords: know-how (know-how); confidentiality; exclusive it is right; subjective right to confidentiality of know-how

Bases of emergence of dual citizenship. Dzhalilova E.E. page 261

The nationality as one of institutes of constitutional right defining character and features of relationship of the personality and the state throughout a long period attracts interest of scientists. Existence of the Russian citizenship is the main prerequisite of possession of the full volume of the rights, freedoms presented by the state, and at the same time full volume of the duties provided by the Constitution of the Russian Federation and the current legislation. The list of the persons staying in the territory of Russia is not limited only to category of citizens, and includes as well persons without citizenship, foreign citizens, persons with dual (multiple) citizenship (bipatrid). Due to the development of interstate communications and strengthening of process of globalization, the institute of dual citizenship is of great practical interest. Difficult legal status of bipatrid is settled by the Federal law "About Nationality", however despite existence of special legislative regulation, legal status of bipatrid and in particular questions of acquisition of dual citizenship seem ambiguous and demanding the detailed analysis. This article is devoted to consideration of legal grounds of emergence of dual citizenship and the analysis of the legislation of the Russian Federation in the field.

Keywords: nationality, dual citizenship, bipatrida, migration, Jus soli, Jus sanguinis.

The analysis of involvement of specialists of expert and criminalistic divisions to surveys of places of incidents in the violent crimes committed in the territory of Perm Krai. *Kudinov E.V.* of page 263

In article on the basis of criminal statistics from 2005 for 2014 the research of the violent crimes committed in the territory of Perm Krai is considered. The author carries out the retrospective analysis of efficiency of involvement of specialists of expert and criminalistic divisions for carrying out as a part of operational-investigations group of surveys on duty of places of incidents on violent crimes.

Staff of expert and criminalistic divisions, because of limited personnel resources, cannot take part in surveys of places of incidents on all crimes. Data on load of one employee of expert and criminalistic divisions on the number of the registered crimes and the performed inspections of places of incidents are carried out.

The author comes to a conclusion that solvability of violent crimes depends on the loading falling on one law enforcement officer on the registered crimes i.e. at decrease in loading solvability increases.

Keywords: crime, murder, rape, robbery, robbery, inspection of the scene, investigation of crimes, criminological features.

The comparative analysis of development of sense of justice among young people of Russia and the USA (on the example of experience of activity of the American institutes of civil society in the sphere of the higher education). *Lavrinet E. Ampere-second.* 266

Article is devoted to a problem of development of legal institutes in the sphere of the higher education of the Russian Federation and their influence on formation of the Russian civil society. Also in it the option of application of foreign experience for improvement of legal relations in the university educational environment of modern Russia is considered. Also in article the international experience of activity of such institute of civil society as "the university ombudsman" of the University of California in Berkeley of the USA in detail is considered. Main objective: determination of the level of development of civil society in the sphere of the higher education of modern Russia and a possibility of use of foreign experience for expansion and deepening of legal institutes in the sphere of the higher education of modern Russia. The level of development of legal institutes in the sphere of the higher education of the Russian Federation and the USA is in detail analyzed and compared. The possibility of application of experience of activity of the American legal institutes in the sphere of the higher education of Russia is considered.

Keywords: human rights; right; civil society; ombudsman; students

Providing proofs in a notarial order. *Lakoba A.D.* of page 270

Article is devoted to the analysis of such way of notarial protection of the rights of citizens as providing proofs as on the matter there is a number of problems. The notariate and court carry out uniform function of preliminary and subsequent control over legality in civil circulation therefore their activity closely adjoins. At commission of notarial action for providing proofs the notary, as well as court, is guided by standards of the civil procedural legislation. Earlier current legislation (Art. 57-59 of GPK RSFSR of 1964) provided a possibility of pre-judicial providing proofs with notaries. The current CCP of the Russian Federation and the Arbitration procedural code of the Russian Federation) since 2002 do not contain such possibility of providing proofs. At the same time providing proofs in a notarial order is important means of strengthening of legality in work of judicial authorities. The author offers new understanding of limits of evidentiary force of the notarial act taking into account foreign experience of regulation of this branch of legal relationship.

Keywords: notariate, proofs, evidentiary force, notarial act, court, notarial document, notarial protection of the rights.

Legal regulation of activity of the financial markets. *Malovichko K. Ampere-second.* 274

There is no exact definition to the financial markets today. however he can be brought from the definitions given in earlier existing Federal law of 23.06.1999 No. 117-FZ "About protection of the competition in the market of financial services" ¹. The financial market is a set of activity of the bank, credit, insurance, currency, clearing, depository and other institutions providing to the natural and legal entities acting as consumers a complex of the corresponding services anyway connected with the movement of financial means.

The important place in the system of state regulation of the financial markets is taken by legal regulation. Legal regulation of the financial market of the Russian Federation consists in streamlining of interactions and protection of interests of its participants by establishment of certain rules, concerning the relations concerning financial resources.

In this article the complex research of sources of legal regulation of the financial market in Russia on the basis of which levels of legal regulation are defined is conducted. The author touches current problems of legal regulation, on each of which ways of permission for improvement of institute of the financial market in Russia are offered.

Keywords: legal regulation, financial right, securities, financial market, stock market, securities market, Bank of Russia.

The arbitration agreement and applicable law in the international contract. *Mukhtarova A.R.* of page 277

In article the concept and contents of the arbitration agreement are analyzed. Forms of the conclusion of the arbitration agreement are considered. Features of legal regulation of the arbitration agreement are revealed. Criteria of validity of the arbitration agreement are specified. It is established that the arbitration agreement has to be drafted according to features of the relevant international contract according to norms of internal national and international law. In too time the arbitration reservation has to contain the right applicable to the international contract. It is revealed that the general rule for use of the right in case of lack of the specified agreement is use of the right of the country where at the time of signing of the contract there is a residence or the main place of activity of the party which carries out the execution which is crucial for contents of the contract. Along with it use of the right depending on a type of the contract or the right of the country with which the contract is more closely connected is provided. Also it is noted that in the international practice "lex mercatoria" or "the general principles of the right" is quite widely used.

Keywords: arbitration agreement, international contract, participants of foreign economic activity, arbitration reservation, international commercial arbitration, applicable law, choice of the parties, general principles of the right, customs, standard contract.

Notice of the conclusion of the shareholders' agreement as mechanism of protection of the rights of the third parties. *Trubina M.V.* of page 280

Work is devoted to a question of ensuring the rights of the third parties at the conclusion of the shareholders' agreement by means of the direction of the notice of the conclusion of the shareholders' agreement by its parties. Ensuring the rights of shareholders which are not the parties of the shareholders' agreement and also the rights of society and other third parties directly depends on presence or absence at specified persons of information on the prisoner within concrete society of the shareholders' agreement. The matter becomes the most relevant within public joint stock company. Therefore, the requirement of the legislation on the notification of society participants of the shareholders' agreement on the conclusion of the shareholders' agreement is the necessary mechanism of protection of the rights of the third parties, first of all, of the rights of the shareholders who are not participating in the conclusion of the shareholders' agreement and also the society. In article is considered conditions, an order of the

direction of the notice of the conclusion of the shareholders' agreement and also a consequence of non-compliance with the requirement about the direction of the notice.

Keywords: shareholders' agreement, rights, third parties, parties, notice of the conclusion.

Cultural event as the instrument of advance of the territory (on the example of the Antonovka festival). Ivanova R.M., Skrobotova O.V., Polyakova I.E., Karasyova G.Yu. page 282

In article the tourist event as a way of updating of cultural heritage and as the instrument of advance of a destination in the tourism market is considered. Authors are guided by a thesis about the importance of cultural events in the environment of the modern city. The methodological approaches to development of projects of events offered in article on the basis of cultural heritage, on the one hand, rely on understanding of cultural heritage as text which can not just be broadcast in the present, and to create the new heterogeneous text relevant for the present; on the other hand, the offered methodology relies on the principles of modeling of cultural and geographical images and formation of cultural space in the conditions of the modern city. The project of the Antonovka festival which is implemented in the city of Yelets of the Lipetsk region since 2010 is result of realization of the approaches marked above.

Keywords: event tourism, event-marketing, branding of tourist territories, cultural and geographical image of the territory, design of a tourist event.

Culture of a word order in Russian. Lu Huiping of page 287

The word order in Russian, i.e. arrangement of words in a phrase or in the offer, is one of the important parties of studying of the Russian culture, one of bases for students to Russian. It is connected with the fact that in Russian the word order can influence the general sense of the offer. Correctly to choose a word order, it is necessary to consider not only sentence parts and rules of their arrangement, but also a thought from which speaking proceeds. Having only correctly arranged a word in the offer, speaking will be able to express the thought clearly. In this article the basic principles of a word order in the Russian offer come to light, analyzed and compared. Though the word order in Russian is considered "free", there is a number of rules which will allow saying more clearly and it is correct to express the thoughts. We can use rules of a word order with a support on traditional syntax or on actual division of the offer. The last seems more preferable as allows to emphasize the main idea of speaking.

Keywords: culture, word order, Russian, actual division of the offer, traditional syntax.

//Innovations and investments. 2015. No. 12.

Definition of the directions of territorial development of the Republic of Bashkortostan in the conditions of Valinurov L. S., Iskhakov E.I. innovative economy., Kazakova O.B., Kotov D.V., Kuzminykh N. Ampere-second. 2

The aggravation of conditions of managing connected about introduction of a sanctions regime, devaluation of ruble, rise in unemployment defines need of correction of the strategic directions of territorial development. The Republic of Bashkortostan is characterized as the industrial and agricultural region showing positive dynamics of social and economic development. Noting achievement of a number of goals, it should be noted that in social and economic development of the region there are also certain problems. Relying on results of the carried-out analysis, target indicators of development of the region till 2030 on the basis of the scenario forecast of development of the Russian economy are defined. In article the expediency of use of strategic initiatives as a basic framework of strategy of territorial development is proved. The stages of their realization reflecting the key transformations in regional economy focused on modernization of a manufacturing sector and updating of civil society are defined.

Keywords: strategic development, strategic initiatives, growth of economy, updating of economy.

Role of an innovative component in ensuring economic security. Alexandrov A.I. of page 8

The author conducted a research of a role of an innovative component in ensuring economic security. At the same time the author noted that the algorithm of creation of investment attractiveness promotes finding of mechanisms capable to improve investment climate and to increase investment activity that will create the soil for development of investment projects and the analysis of their profitability. Following the results of the conducted research the author draws a conclusion that the variability of the environment of investment activities needs realization of incessant monitoring for successful implementation of the investment purposes. Investment mechanisms at the time of development cannot capture all complex of changes of external and internal factors in the long term. The flexibility and dynamism of model of investment mechanisms can be reached by creation of an element capable to make corrections to realization of the operating mechanisms that assumes the analysis of the arising risks, decision-making on their prevention or minimization and also granting objective assessment of efficiency of the chosen investment project.

Keywords: innovations, economic security, investment climate, activity, monitoring, mechanisms, risks.

Development of network of the centers of collective use of the scientific equipment as effective tool in the solution of priority scientific tasks. Baranov S.I., Vasin A.A., Kravchenkov A.N., Sidortsova O.L., Shlyapin A.D. of page 11

The analysis of the first results of work of Scientific councils on realization of priority scientific tasks by the centers of collective use with use of the equipment which is available for them is provided in article. On the basis of study more than 770 offers from the interested federal executive authorities, technological platforms, business, the scientific organizations, the industrial enterprises and the educational organizations of the higher education the List was created from 9 priority scientific tasks (PST). For providing the scientific and methodical management 9 scientific councils (SC) consisting of the leading scientists in the respective areas were formed. SC was developed by programs of realization of PNZ and also the requirement to the centers of collective use (CCU) which resource potential will be attracted on a competitive basis for the solution of these tasks. In total scientific councils selected 37 TsKP.

The budgetary financing on their development for 2014-2015 made 904 million rubles, from them 773 million rubles were directed to purchase of the expensive scientific equipment worth more than 3 million rubles.

According to monitoring, in six selected TsKP 257 units of equipment for 2,8 billion rubles on which in a year researches for 3,04 billion rubles were executed are accumulated and it is rendered services on 88,03 million rubles for 65 organizations at average loading of the equipment of 74%.

Keywords: Science, scientific councils, priority scientific tasks, centers of collective use, research equipment, measures for support of researches

Model of formation of investment policy of financial institutions. Kazakova A.V., Sharapov M.M., Hodursky D.M. of page 14

Authors conducted a research of formation of investment policy by financial institutions. Following the results of the conducted research it is noted that hedge funds are one of the youngest forms of collective investment which became widely known two decades ago when these companies began to develop violently. Modern analysts consider that now the term "hedged" any more not absolutely approaches this type of financial institutions. During the initial period of work of funds, they tried to reduce risk of investments by an investment into different financial instruments and also were

aimed at receiving high absolute income. Now hedge funds often unreasonably risk, conduct operations on emerging markets, sometimes take the credits much exceeding the available sums, some of them are inclined to extreme financial speculation.

Keywords: investment policy, international financial institutions, collective investment, hedge funds, risk of investments, financial instruments, financial speculation.

The quantitative theory of money in the Russian realities. Yakimenko I.V., Rykalin A. S. page 16

In article 6 possible result of decrease and increase in the offer of money are considered. It is noted that credit policy in modern Russia is based only on two of six possible scenarios, and not the most favorable for economic development. It is shown that to resolve these problems of economic policy, it is necessary to be beyond the developed economic system, to depart from the strategy of the financial authorities which is based on the reduced version of the equation of the quantitative theory of money.

It is specified that it is desirable to refuse model of the credit policy combining high interest rates and decrease in level of monetization of economy, including realization of which results from decrease in economic activity in the country.

Examples of the credit policy pursued in the developed countries based on other scenarios which implementation provides higher growth rates of economy are shown.

Keywords: quantitative theory of money, equation of the quantitative theory of money, inflation, Central bank, credit policy, monetary policy, offer of money, economic growth, inflation, purposes of economic policy, tools of economic policy.

Classification signs and various consumers of educational service as factors of its advance. To Braisaz U.V. of page 21

In article the author's view of classification of educational services from the point of view of their advance reveals. The author also offered expanded classification of target audiences for advance of educational service. Following the results of features of advance of educational service were revealed.

Keywords: advance of educational service, target audiences for advance of educational service, feature of advance of educational service.

Sphere of the budgetary financing: some problems of ensuring its economic security. Yanishevskaya Ya. Ampere-second. 25

In the present article the problems connected with ensuring economic security of the sphere of the budgetary financing and also a measure for their overcoming are considered.

Keywords: economic security, sphere of the budgetary financing, sources and threats to security, problems of safety, measure of their decision.

Risk management in development of the market of franchising services. Latkin A.P., Belenets P.S. page 30

Article is devoted to risk management which are inherent in franchising model of business. The causes of risks characteristic of use of franchizing in the developed and emerging markets are analysed. The review of various classifications and tipologiya of risks of franchising model of business is submitted, their merits and demerits are noted. The recommendations for identification of risks of franchising model of business and ways of their minimization are formulated.

As a perspective method of minimization of legal risks of conducting franchising activity which will allow to consider transformation, improvement and innovative changes happening in the field of the franchising relations and development of franchises in work it is offered to use the insurance of risks including FDD - human rights insurance, Errors & Omissions - insurance of professional responsibility of the parties of the contract, EPLI - insurance of civil liability, D&O (Directors & Officers) - insurance of responsibility of directors, shareholders, the supervisory board, etc.

Keywords: market, franchizing, services, contract, relations.

Basic methodical principles of modeling of social and labor mobility. Korneeva E.I., Korneev M. Yu., Novgorodtseva T. Yu. page 35

In article some approaches to a problem of mathematical modeling of processes of social and labor mobility in modern society based on the provision on a motivational component of the most important characteristics of change by the individual or group of people of the social status are stated. Conceptual bases of creation of motivational space of the individual or group of people, considered as space of cash strategy of adaptation behavior of the person in the conditions of the existing social and economic system are shown. Definition of such space as "space of social and labor mobility" where creation of social-group space of social and labor mobility is possible on the basis of data on changes of the place and a role in social and economic structure of society of each member of social group for a concrete period is offered, and creation of individual space of social and labor mobility demands the data on presence at the subject of changes of the place and a role stretched on a timeline in social and economic structure at achievement of a certain status by it in society. It is noted that improvement of the offered method of modeling of social and labor mobility in modern society has to go further way of differentiation of various ways of creation of models due to any application of basic data.

Keywords: Social and labor mobility; mathematical modeling of social and economic processes; principles of modeling of social and labor mobility.

Social and economic bases of utilization of chemical weapon in the Russian Federation. Golubtsov S. Ampere-second. 39

In article the main acts regulating social and economic aspects of process of utilization of chemical weapon in the Russian Federation are analyzed. The author pays special attention to consideration of the rights of citizens and workers of objects of storage and utilization of chemical weapon on receiving the privileges and compensations guaranteed by system standardly - legal acts which regulate process of destruction of the Russian chemical weapon. Also in this article that Fak is considered that during work including on objects of storage and destruction of HO, people faces adverse factors of the production environment. The specified factors totally exert negative impact on health and working capacity. Besides, in industrial hygiene and hygiene at assessment of the factors exerting negative impact on health of the person, the author in article distinguishes: adverse, harmful and dangerous factors of the production environment (PE).

Keywords: convention, utilization of chemical weapon, object for utilization of chemical weapon, social infrastructure, social privileges and compensations, monitoring of health of the population and environment.

Industrial balance and sustainable development of economy. Zhukov K.G. of page 41

In article the general approach for definition of priorities of development of economy is offered as on state so at the level of the region and municipality, as a result there is an opportunity to combine efforts of all branches of the power for ensuring welfare of the population. The system of inequalities

giving the chance to define at what stage of development is presented there is an economy of the region or the municipality for acceptance of necessary measures and ensuring industrial balance. The balance of the enterprise which fits into the specified inequalities and is a matrix for drawing up desirable industrial development of the region or municipality, and definition of initial economic development and production of an internal regional and municipal product is offered. On the basis of ratios of a limit product and limit profit on limit expenses, the mechanism of definition of internal balance in economy and definitions of reserves of economic growth and ensuring steady effective management of economy of the region and municipality is given. As a result we have the complete system of development of economy for ensuring production of domestic production.

Keywords: Priority investments, current investments, optimum (equilibrium) condition, deflation, inflation, balance of the enterprise, limit product, limit profit, limit costs, matrix.

World nuclear power: review of current state and prospects of development of branch. Modnikova S. Yu. page 46

In this article current trends of development of nuclear power as important element of a world energy balance are analysed. Key competitive advantages of technologies of nuclear power in comparison with hydrocarbons and renewables, as well as the factors interfering its intensive development are revealed. The comparative analysis of a share of nuclear power in generation of the electric power is carried also out worldwide, the prospects of development of atomic generation in various states and regions of the world taking into account reorganization of the world energy markets are considered. It is defined that the governments can promote improvement of investment conditions for branch. First of all it depends on the energy strategy elected by the state for a long-term outlook. So, the European Union preferred to rely on development of RES while China seeks to diversify as much as possible the energy balance, and the countries of the Middle East seriously consider the possibilities of massive use of the NPP. Also on the governments of the states responsibility for implementation of fundamental research and development in the field of nuclear power lies.

Keywords: nuclear power, power balance, nuclear power plant, nuclear fuel, energy security, regulation of nuclear sector.

Role of agro-industrial complex in development of international trade for the republic Côte d'Ivoire. Diyega Patrick Ermann Wye page 50

In article questions of development of international trade in the Republic Côte d'Ivoire, by means of agro-industrial production are considered. The direct foreign investment (DFI), import and export of production of the agro-industrial sector are analyzed. The agro-industrial complex, puts itself, the second sphere which received the largest volume of PII (29% of the general PII), after the sphere of telecommunications which received during this period 47,4% of the general PII in Côte d'Ivoire.

Concerns the international exchanges, it is work showed that the Republic Côte d'Ivoire takes active part in international trade, thanks to its agro-industrial production which, represent 50 - 70% of the total state sales, in this sense, Europe remains the main market for Côte d'Ivoire from shares of 38,4% in 2011 after 42,5% in 2010. After Europe, Africa remains the second market of sales for Côte d'Ivoire from shares of 34,6% in 2011 against 36,1% in 2010; America is the third market of sales from shares of 17,8% in 2011 against 13% in 2010, and, later, Asia - from shares of 8,2% of sales in 2011 against 7,1% in 2010

The conclusion is drawn, that the agro-industrial complex promotes great interest at foreign investment and it plays a significant role in development of international trade of the Republic Côte d'Ivoire.

Keywords: Côte d'Ivoire, Agro-industrial complex, Direct Foreign Investments (DFI), International exchange, Import, Export, Geographical orientation of trade

Continuity in family business. Wolves of. Ampere-second. 54

Subject/subject. The problem of a research of activity of small family business on conditions of transfer of possession of family business to the subsequent generations, preparation, selection of successors and involvement of family members in management of family business deserves interest and at the present stage of development of Russia has the relevant importance. For increase in competitiveness of production of family business and family business, and respectively, theoretical and methodological researches of factors of stable development are necessary for continuity of family business for ensuring stable functioning of the enterprises and, first of all. It is connected with the fact that continuity results in the continuity of family business, and, therefore, in stability of business and finally stability of national economy. For a research of influence of a factor of continuity on development of family business and also assessment of management of family business it is necessary to track: how continuity can guarantee the continuity of family business.

Methodology. In the real work with the help of methods of the comparative and structural analysis, a method of groups various aspects of continuity of family business are analysed, the factors influencing continuity intentions are investigated.

Conclusions/importance. The conclusion is drawn that in Russia at the present stage by one and a half times the number of the respondents wishing to sell the family business within 2-4 years *increased*, the number of the respondents wishing to expand the family business to scales of the country decreased twice and by 11,3 times the number of the respondents planning to bring the family business to the international level decreased.

Keywords: continuity, family business, transfer, successors, planning and motivation.

Modeling of the operated functioning of the industrial enterprise. Gevak A.N., Martynov L.M. of page 59

According to the Energy strategy of the Government of the Russian Federation, until the end of 2030 construction of 28 power units of the NPP conforming to high measures and standards of safety is planned. The next 15 years – the period of innovative and effective development of the energy sector of the country, state support of nuclear power. In such conditions development of expected and model resources is necessary. The in-depth study of complex problems demands application of methods of the system analysis, system analytics, datalogical and mathematical modeling (forecasting). The atomic mechanical engineering as big and difficult system, demands the integrated description (integration of models) of functioning of the enterprise.

In article the mathematical model of the operated functioning of the industrial enterprise for imitating modeling on the example of the enterprise of nuclear sector *is offered and investigated*. The factors complicating modeling and formation of relevant measures of adequacy are considered. The adequate restrictions imposed on modeling process are offered and also parameters of processes are identified. Also will raise the question of a system exit to the self-regulating mode and it is shown as far as this task is important for modeling.

Keywords: mechanical engineering; atomic industry; enterprise; management.

Use of the balanced system of indicators in reputation management. Logunova O.E. page 61

Need of studying and improvement of instruments of management of reputation of the company is reflected in article. The author offers to use the balanced system of indicators as the instrument of reputation management. The detailed analysis of various approaches in scientific literature is for this purpose carried out. It was revealed that developments Karlash I.V. are applicable only for credit institutions therefore they cannot be used by any other organization. Reshetnikova I. And, mentioning prospects of the PROGRAM STATUS WORD, directly does not connect them with the concept the balanced system of indicators. Carreras E., Alloza A. and Carreras A. indicate the need uses of the reputation index as the PROGRAM STATUS WORD indicator, however, do not offer concrete recommendations about creation and use of such indicator.

The author drew conclusions that the approaches studied above cannot be used effectively in reputation management therefore further ways of studying of use of the balanced system of indicators in reputation management are offered them.

Keywords: reputation of the company, reputation management, balanced system of indicators (BSI).

Keywords: reputation, management of reputation, Balanced system of indicators (BSC)

Increase in loyalty of bank clients by means of partnership with a retail. Radchenkov S.M. of page 66

The questions of increase in loyalty of bank clients based on partner programs with the enterprises of the retail trade directed on increase in a share of non-cash payments by means of cash cards upon purchase of goods are considered. Definition of target audience among clients of bank for similar programs has to consider on the one hand – high transaction activity of clients, and with another – their desire to participate in actions of sales promotion from outside both shop, and bank.

Keywords: partner program, loyalty program, transaction activity of clients, bank marketing, client's profile, cash card, sales promotion, target audience.

System analysis of marketing paradigms. Syaglova Yu.V. of page 70

In article the detailed analysis of a genezis of marketing paradigms is carried out. The author in detail studied the main marketing concepts. The author considered such paradigms of marketing as a complex of the marketing focused on the seller – 4P and on the client – 4C, the concept of empirical marketing – 4E, the concept of marketing of partnership – 4R. The historical aspect of its emergence is presented to each marketing paradigm in the characteristic, tools of marketing concepts are studied in detail, positive aspects and problem places are designated and also regularities of development of this or that paradigm of marketing are revealed.

As a result of the carried-out analysis of marketing paradigms, the author came to a conclusion that marketing is constantly changing process and for this reason any of marketing paradigms has the VS. The consumer audience has a possibility of the choice of the sales proposition formulated on one of alternative marketing paradigms.

Keywords: Marketing paradigms, marketing mix, marketing of relationship, marketing of partnership, marketing of impressions, transformational marketing, marketing 4P, marketing 4C, marketing 4R, marketing 4E.

Crisis management by the industrial enterprise. Filatov E.A., Dykusova I.G. of page 74

The economic strategy of firm consists of a number of elements, the most important of which is the strategy of prevention of insolvency (bankruptcy) of the enterprise. Crisis state of the Russian economy and introduction of the procedure of bankruptcy in practice of economic life of Russia made relevant a problem of the effective organization of management of activity of the enterprises, the choice of methods of crisis management, its transformation into the most important lever of enterprise activity.

Within the last decade owing to the developed steady crisis of non-payments the absolute majority of the Russian enterprises easily falls under criteria of recognition by their bankrupts. It should be noted that bankruptcy of one separately taken industrial enterprise never occurs "locally", the crisis phenomena are not limited to a framework of this enterprise. Any, rather large, the subject of economic activity is connected by the various relations with a large number of other enterprises. Therefore the closest attention is required first of all by definition of a concept of bankruptcy, the deep and comprehensive analysis of the mechanism of its implementation, communication of crisis management and bankruptcy, the reason and form of manifestation of bankruptcy as almost inevitable result of crisis processes at the enterprises, formulation of adequate procedures and administrative decisions.

The problem of application of crisis management is considered in publications of a number of the Russian and foreign authors. In these publications the works devoted to experience of introduction of crisis management for the purpose of increase in efficiency of functioning of market economy in the conditions of the transition period endured by the Russian society are of the greatest interest.

Key slova: antikrizisny management; industrial enterprises; manufacturing sector; strategy, tactics, financial performance.

Analysis of level of innovative development of regions of Siberian Federal District. Alekseev S. G. of page 78

In article problems of innovative development of regions of Siberian Federal District of Russia are considered. Importance of introduction of innovations and stimulation of development of production is defined. Data on the volume of research and development are submitted. Dynamics is studied and the analysis of the number of the organizations which were carrying out research and development, number of staff, occupied with research and development, the number of researchers with academic degrees, number of the created advanced production technologies is carried out. The analysis of data in a tabular and graphic style is carried out. The volume of innovative goods in a total amount of the shipped goods (works, services) is studied. The main reasons complicating development of innovative activity are established. Differences in the level of innovative development of regions of Siberian Federal District are studied. The directions of increase in efficiency of introduction of innovative developments are offered, at the same time the specifics of each region are considered. Besides, forms of support of interregional innovative cooperation are allocated.

Keywords: sustainable development, innovative development, region, economic indicators, innovative activity.

Geographic information system as innovative approach for optimization of use of water resources in the irrigated agriculture of the Fergana Valley. Nikanorova A.D., Dronin N.M. of page 83

In the conditions of the unstable cross-border water giving connected with transition of the Toktogul Reservoir with power on an irrigational operating mode development of new innovative approaches is necessary for optimization of water use in the irrigated agriculture of the Fergana Valley. With use of a geographic information system "Distribution of water resources at irrigation of agricultural grounds of the Fergana Valley" sizes of irrigating norms on modern landscapes of the Fergana Valley are estimated. It is revealed that, despite long history of irrigation and strong transformation of the valley the hydrotechnical systems which caused leveling of initial landscape properties, the natural structure of the territory is shown in significant differences of irrigating norms (up to 40% for crops of a cotton) landscape complexes. Accounting of the revealed distinctions of conditions of irrigation is an essential factor for decrease in risks of emergence of water deficiency in the region.

Keywords: irrigation, deficiency of water resources, geographic information system, Fergana Valley, optimization of the water mode.

Development of investment process in the Far East in 2001-2013. Fedorov I.V. of page 87

In article investment process in the Far East is considered. Results of the analysis show existence of disproportions in dynamics and distribution of gross capital investments of the region. Influence of investment activity on sizes of raising of a gross regional product in the Far East territorial subjects of the Russian Federation is studied. Tendencies of the shower capital investments and amount of works executed by own forces by the form of activity "construction" are presented. Huge growth of amount of works, executed by own forces by the form of activity "construction" for 2001-2013 is recorded in the Sakhalin region. Increase in volumes of input of housing in the region does not block the amount of losses of the 1990th. The structure of regional input of housing is formed by Primorye, Yakutia, Khabarovsk Krai and the Amur region. The unprecedented scope received shower input of housing in the Sakhalin region in 2009-2013. Features of production of construction materials in Primorsky Krai are revealed. Ways of development of investment and construction activity in the Far East are defined.

Keywords: Sakhalin region, Yakutia, Chukotka, capital investments, Primorsky Krai, construction, Amur region, Far East, construction materials, input of housing.

Instruments of comparison of cumulative cost of possession of alternative options of development of IT infrastructure of bank. Tsvetkov A.V. of page 91

Devices and systems of industrial ventilation. Belekhev A.N. of page 95

Questions of development of approaches to definition and justification of the initial (maximum) price of the contract at implementation of government procurement. Zavidy S.V. of page 99

Problems of formation and realization of industrial policy. To Jia Yush of page 101

From charity history. Bryzgalova V. A. page 106

Structure and methodology of strategic management. Guzhina G.N., Kuzmina And. Ampere-second. 110

In article the methodology of strategic management from a position of set of the principles, specific methods of adoption of the strategic decisions and ways of their implementation directed to achievement of the goals, allowing the enterprise to use optimum existing potential and to remain susceptible to requirements of the external environment reveals.

Keywords: strategic management, competitiveness, internal environment of the organization, external environment of the organization, strategy

National etiquette in business. Makhevskaya E.V. of page 114

In article it is about specifics of national cultures in business in the world market. Knowledge of features of ethnoses, not only are key in business negotiations, but also in many respects promote successful business

Keywords: business, ethnoses, ethics, culture, world market, business.

Model of the regional mechanism of rational use of a personnel resource in the conditions of depressive economy. Zhamaldayev A. - R.Sh. of page 117

In article the main components of model of the regional mechanism of rational use of a personnel resource in the conditions of depressive economy are considered. In particular, basic provisions on which the model is based are revealed, and its mission for region economy is disclosed. Blocks of model of the regional mechanism of rational use of a personnel resource in the conditions of depressive economy are defined and the characteristic of their basic functions is given. As the main the model blocks providing are allocated: planning and organization of processes of rational use, reengineering of use and improvement of qualitative characteristics and also assessment and monitoring of characteristics of a personnel resource of the region. Special attention is paid to the purposes, the principles, methods and indicators of planning and the organization of processes of rational use of a personnel resource of the region with depressive economy.

Keywords: personnel resource, region, regional mechanism, model, rational use, depressive economy.

Influence of factors on development of the agrofood market. Idrisova E.Sh. of page 124

The agrofood market is subject to influence of many factors, the impact on development both stimulating, and destabilizing. In article the following factors affecting the market are considered: accession to the WTO, level of income, the nature of consumption, are allocated positive and negative factors of development of agricultural production in Krasnodar Krai, problems of regional development are formulated.

Keywords: agrofood market, factors, development, Krasnodar Krai.

Economic aspects of development of the enterprises of the coal industry: teoretiko-methodological approach. Afonina E.V. of page 126

Dynamics of organizationno-economic characteristics of the enterprises of the coal industry is shown in article, the value of the sizes of the enterprises is defined as the changed role of small enterprises in modern conditions in development of the coal industry is shown to one of the significant organizational and economic characteristics defining features of economy, the organization and management of branch of the enterprises.

Keywords: coal industry, joint-stock companies, holdings, small enterprises, integration of the enterprises.

//Innovations and investments. 2016. No. 1.

Financial, institutional and regional aspects of innovative development of economy of Russia. Shlenov Yu.V., Levin Yu.A., Pavlov A.O. of page 3

The analysis of financial, institutional and regional aspects of innovative development of national economy is presented in article. Changes in placement of industrial zones of the country are proved. A number of questions on regulation of business activity and development of the state business in the context of increase in efficiency of national innovative strategy is considered. Applied recommendations about improvement of vectors of formation and development of innovative economy taking into account change of geography of enterprise activity, spatial movement of the markets of consumption of a hi-tech product, formation of clusters, migration of scientific and technical modules are formulated.

Keywords. State economic policy, geography of enterprise activity, national innovative system, country and regional Forsythe.

Features of tax incentives of investment and innovative activities at the regional level. Mandroshchenko O.V. of page 5

Possibilities of development of economy and achievement of economic growth in many respects are defined by effective investment and innovative activities of the organizations. The main task of regional authorities is formation of the favorable environment promoting attraction and increase in efficiency of use of investment resources in development of economy of regions.

Taxes as the instrument of impact of the state on development of economy play an important role. Therefore the problem of increase in investment activity in regions, especially in the conditions of crisis, causes need of development of effective instruments of tax incentives. The taxation in many respects determines the volume of own financial resources, being at the command the organizations and directed to the investment purposes.

In article regional investment and innovative tax benefits in the form of decrease in a rate on income tax and the property tax of the organizations, granting the investment tax credit *are analysed*; an assessment is given to preferences in special economic zones and territories of the advancing social and economic development.

Keywords: investment activities, income tax of the organizations, tax benefits, property tax of the organizations, investment tax credit.

Assessment of industrial capacity of the Republic of Bashkortostan. Akhmetov I.R., Karelin I.Yu. page 10

In this article need of assessment of regional industrial potential for definition of opportunities of development of regions, creating favorable conditions for high-quality industrial growth is proved. The solution of the problem of assessment of industrial capacity of the region allows to reveal the relevant directions of development of regional economy, creation of necessary conditions for successful overcoming the crisis phenomena, including by means of performance of tasks of import substitution.

In article definition of industrial capacity of the region is given, its components which exert considerable impact on formation and effective realization of industrial capacity of the region *are designated*. Also, during the research, a reasonable number of the indicators characterizing the level of development of the industry of the region was selected.

As a result of the analysis of indicators of development of regions of the Volga Federal District, 5 matrixes characterizing private potentials are received: production, scientific and technical, labor, infrastructure and investment. Further calculations allowed to estimate the industrial capacity of regions of the Volga Federal District, including to estimate dynamics of development of potentials of subjects of the district, to define problems and ways of their decision.

Keywords: regional industrial potential, import substitution, high-quality industrial growth, assessment of industrial potential.

Formation and realization of investment policy of a transport complex. Gabbasov I.M. of page 18

In modern conditions questions of formation and realization of effective investment policy of a transport complex on the basis of the comprehensive analysis of the current state and problems of the transport system in close interrelation with the general directions and scales of social and economic development of the country and also with global universal strategic tendencies in economy are of particular importance. As it is established by the author during the research, effective management of investment policy of a transport complex – a fundamental condition of the structural transformations necessary for its modernization. Considering it, in article the concept "investment policy" is specified, its elements are allocated, process of formation and realization of investment policy of a transport complex is considered, the principles of investment of modernization and development of a transport complex are defined.

Keywords: investment policy, transport complex, resource providing, management of investment processes, financing sources, modernization.

Influence of returnable leasing on enterprise activity. Ivanchenko M.O. of page 22

The author of article conducted a research of influence of system of returnable leasing on enterprise activity. The author notes that in the conditions of sanctions it is necessary to consider replacement of the foreign equipment with domestic analogs. Even if they will cost and be of a lower quality more expensively, it can be more favorable as will reduce risks, will expand material resources and will give an incentive to modernization and growth of the domestic equipment. By results of the conducted research the author draws a conclusion that leasing is one of factors of increase in enterprise activity of subjects. In turn the enterprise activity will favorably affect increase in level of social and economic development of regions. Such favorable effect in general can improve economic wellbeing of all region. The conducted researches show high efficiency of returnable leasing in operations on resuscitation of large industrial facilities in case of carrying out by the state the economic policy directed to the real, but not declared support of the Russian leasing companies ready and capable to carry out operations of returnable leasing.

Keywords: leasing, returnable leasing, sanctions, enterprise activity, social and economic development.

Methodology of a research of theoretical questions of insurance of investment risks. Kadyrbayev I. Ampere-second. 26

In article the task to consider theoretical questions of insurance of investment risks is set. The investment risk belongs to the major financial and economic category defining modern processes of effective and competitive development of national economy. The nature of investment risk is directly connected with the business activity associated with a concept of "risk". Insurance which is used as well at insurance of investment risks belongs to the major method of management of risk.

The author gave the existing insurance of investment risks which settled definition. In the text this concept from the point of view of redistributive essence of insurance and specifics of investment process is explained. It was noted that this category is very difficult, caused by variety of the factors influencing it. The major method of management of risk is its insurance, in particular insurance of investment risks. Studying of this concept is directly connected with such basic categories as investments and investment activities.

Keywords: Investments, insurance, investment risk.

Modern control system of innovative development of the enterprises of fuel and energy complex. Kuzin A. Ampere-second. 30

In crisis conditions of managing against the background of reduction of prices of oil and a sanctions regime Russia is faced by problems of reorientation of economy to import substitution, activation of innovative processes for formation of innovative thinking of development of the modern enterprises. The author in article gives justification of system approach to management of innovative development of the enterprises of fuel and energy complex as need of increase in their competitiveness. On the basis of the carried-out analysis process of transformational transformations of the enterprises of the oil and gas sector on the basis of innovations proceeding from the principle of goal-setting taking into account set of factors of external and

internal environment is presented. Considering it, in article management process innovative development of the enterprises in modern economy, considering specific features of fuel and energy complex reveals.

Keywords: innovative development, innovations, a control system, the enterprises of fuel and energy complex, transformation of the enterprises on the basis of innovations.

To a question of technological knowledge and technological capabilities. Zenina S.N., Poletayeva L.P., Filimonova N.B./page 35-38

Modern global challenges, aggravation of a political situation in the world, high probability of the new global financial crisis shortly - all this demands formation of the society founded on knowledge. Basic provisions of the concept of economy of knowledge are provided in article, analyzed communication between knowledge and opportunities in the conditions of the dynamic markets, need of acceleration of transition of economy to innovative reproduction on the basis of new technological way and ways and sources of acquisition of new technological knowledge are shown. Is proved that in order that the value of again acquired knowledge became obvious and important they have to be surely assimilated in activity of the organization. The conclusion about the importance and results for the organizations of expansion and updating of level of knowledge is drawn.

Keywords: economy of knowledge, information economy, technological way, innovative reproduction

Statistical approach to the analysis of development of business on the basis of methods of the cluster analysis. Churilova E.Yu., Salin V.N. of page 39

Difficulties in development of the Russian business in connection with imposition of sanctions in relation to Russia from a number of the countries created a problem of change of economic policy in regions. Many economists see that the reason is only in increase in a key interest rate of banks. But heads of the enterprises point to high taxes which do business unprofitable. Large problems exist with sales of products. A situation when the state orders carry out generally only the large enterprises, automatically put small business in unprofitable conditions. And, as a result, we have rapid development of "gray business" in the country. Creation of the new economic policy are a major national objective for today. The most effective way - to classify territories in the same groups and to develop one economic policy for each of them. The problem of such multidimensional classifications can be successfully decided by means of methods of the cluster analysis what will allow to carry out further other types of the statistical analysis, for example, dispersive and regression, more effectively and to construct forecasts for the future. In article possible solutions of this problem, namely, a clustering to - averages, hierarchical methods of a clustering, on the example of the areas entering the Central economic region are considered by method.

Keywords: analysis of development of business, cluster analysis, small business, multidimensional classifications.

Assessment of a state and development of a control system of stock value in the system of multimodal messages of the international company. Kryuchenko N.N., Mishukova A.A., Salko D. Yu. page 45

In this article the hot topic as realization of securities on the stock exchange is considered influences change of equity of the international company in the system of multimodal messages, and communication of realization of exchange stocks and dynamics of development of the large monopolistic company in the territory of the Russian Federation is also analysed.

The main attention, in the context of this research, is concentrated on consideration of the main aspects of a perspective of the large energy company of Russia by PJSC Gazprom.

The considered subject is very relevant today as in connection with an unstable international economic situation the company faced such problem as the shortage of the capital that affects insufficiently developed processing equipment on oil production in hard-to-reach spots, besides, there was sharp capital outflow and the percent of the got net profit decreased.

As the federal budget of the Russian Federation rises by thirty percent from raw materials sale, weakening of the position in the market of the Gazprom oil company will significantly strike the state budget that will lead to new drawing up the project on distribution of the state money for the subsequent periods.

As, because of the shortage of money the previous drafts of the federal budget of the Russian Federation cannot be implemented.

Keywords: state assessment, development of a control system, stock value, international company, share indicators, profit of the company, exchange

Some aspects of a solution of the problem of a concept of the international integration. V.V. frosts of page 51

In article the problem of determination of essence of integration as the phenomena of development of world social and economic system is studied, various approaches to definition of its nature are presented and analysed. The author made an attempt of systematization of knowledge of integration in its various aspects, parallels of the economic, cultural, socio-political parties of integration are drawn, the complex of opinions on the nature of integration at ethnogenesis level is given. Integration is considered including within formational approach, in development of what the place of a concept of globalization among integration theories is defined. The analysis of criterion function of integration is presented in article, approaches concerning effectiveness of integration process are defined and analysed. Such concepts as essence and a form of integration are systematized, the integration tirade is defined and also signs of integration as the phenomena of the international relations are defined.

The author considers result of integration theorization the formed set of characteristics of integration incorporating results of the analysis of a complex of the known approaches to a problem by which in the easy descriptive way it is possible to approach a solution of the problem of definition of a concept of integration.

Keywords: integration, economic integration, economy, capitalism, globalization.

The review of development of nuclear power in regions of the world. Shorokhova E.O. of page 58

In article the review of development of nuclear power is provided in regions of the world. In different regions of the world development of nuclear power happens multidirectional. If in France, Slovakia, Hungary, Ukraine, Belgium, Sweden, Switzerland, Slovenia, the Czech Republic, Finland, Bulgaria, Armenia, South Korea and Spain the share of atomic energy in electricity generation occupies more than 20%, then in Germany, Switzerland on the contrary there is a gradual reduction of a role of atom. The feature of development and the main tendency of nuclear power consists not in building now, and in updating and modernization of capacities or in extension of term of operation as the majority of reactors works more than 25 years. China and India intend to diversify the energy balance due to massive construction of new nuclear power plants. From 67 power units under construction, 30 are the share only of China and India.

Russia is the world leader not only in innovations and technologies in branch, but also by the number of the international orders for construction of power units around the world. At the same time it is possible to say that development of nuclear power conducts by a new "nuclear era". The nuclear power is almost exclusive possibility of decrease in emissions of carbon dioxide in the atmosphere. However in a number of the countries at nuclear power the competition in the form of RES develops. One of the main obstacles in expansion of nuclear power in the overall energy balance is the cost of construction of the NPP and the underfulfilled regulatory base. Therefore, according to the author, only support of the states will be able to create favorable conditions for branch.

Keywords: world power, energy balance, nuclear power, NPP, atomic power unit, electric power.

The organization of effective management of the enterprise on the basis of information technologies. Aloyev T.B., Batova I.A., Beslaneev R. Ampere-second. 62

The most important problem of the present period of development of society is optimum and effective use of great opportunities for the COMPUTER. Together with rapid development technical and the software of modern computer facilities also the relevance of this task grows. Development and deployment in practice of management of the enterprises of the automated information systems is an optimum solution of this task [1, 7]. This article is devoted to questions of design and development of the automated information systems: for the account manager of the enterprise; for scheduling, control and management of process of road haulage. The developed software products promote the organization of effective management of the enterprise due to ensuring correct maintaining the database containing data on personnel of the enterprise (managers), clients, the signed contracts, accounts and payments. They allow to complement the database with means of exact and partial information search and provide: reference integrity of the database, formation of various reports, conducting high-quality accounting of contracts and clients of the enterprise, control and management of process of road haulage.

Keywords: the automated system; business management; database; information; software; efficiency; road haulage.

The integrated marketing communications as a way of the solution of problems of advance of additional professional education. To Braisaz U.V. of page 67

In article the author's view of problems and possibilities of advance of services of additional professional education reveals. Also the author gives the principles of the integrated marketing communications. Following the results of the conclusion about need of advance of additional professional education by means of the integrated marketing communications is drawn.

Keywords: advance of services of additional professional education, a problem and possibility of advance of services of additional professional education, the integrated marketing communications, the principles of the integrated marketing communications.

Features of development of advertizing campaign on the Internet. Magomedov G.D., Kakhrianova D.G. of page 72

The main feature of advertizing activity in trade by means of the Internet is the possibility of flexible control of display of advertisements. Also, the key feature of advertizing on the Internet is a possibility of receiving more detailed statistical analytics which allows to estimate competently efficiency of each advertisement, a resource of advertizing and behavior of target audience within the advertized web resource.

In article for advertizing on the Internet, it is offered as an important indicator of efficiency - lead cost. The lead is an act of performance of target action of the visitor which can be registration on the website, execution of the order in online store, installation of a mobile application, is ringing, the spent time on the website, the confirmed application, service payment, etc. Such target actions are defined when developing advertizing campaign [1].

By means of elements of control of a web resource the advertizing company can increase target traffic. For the choice of a form of a web resource by authors it is offered to allocate two key factors is a specialization of the company and existence of financial opportunities for involvement of programmers on outsourcing, or existence of internal personnel resources.

Completely to adjust advertizing campaign it is necessary to receive the stable number of orders, and it is possible at a stage of planning within which the enterprise will try to increase target traffic by the web resource as much as possible.

In work ways of advance of the website in search engines – as an important condition for achievement of productive interaction with target audience are shown.

Keywords: content, contextual advertizing, web resource, outsourcing, CPA network, lead cost, target traffic, internet marketing.

Prerequisites to transition of the budgetary educational institutions to the status of autonomous. Esakov S. P.S. 78

The analysis of the economic and other factors promoting transition from the budgetary educational institutions to autonomous is presented in article. Distribution autonomous educational institutions on federal districts in the Russian Federation is also considered and proved that emergence of the status of autonomous institutions has to give positive financial and economic effect in the sphere of higher education and in education market in general.

Keywords: autonomous educational institutions; budgetary educational institutions; investments into education; supervisory board

The special economic zone – a basis of development of production capacity of the region. Rubtsova L.N. of page 83

The principles of territorial and regional approach to creation and formation of special economic zones are reflected. Features of creation of special economic zones in modern conditions are presented. The author pays special attention to current problems of increase in production capacity of the region in the conditions of economic instability. In the conditions of an import substitution problem and also need of further increase in investment resources of the region, attraction of investments continues to play a special role in increase in competitiveness of the Russian enterprises.

However it must be kept in mind that the resources attracted from abroad make multidirectional impact on region economy. Giving it a powerful power impulse of development, technological updating, restructuring of branch structure in favor of the knowledge-intensive, high-tech industries and information and communication networks and systems, foreign investments generate also effect of dependence on them of national and regional economy and also put the competitive pressure upon domestic producers on the corresponding segments of the market. The major condition motivating capital flow in general and inflow of the foreign capital to the SEZ, in particular, is maximizing and reliability of receiving profit. It causes certain requirements (imperatives) to prerequisites and conditions of creation of the SEZ.

Keywords: special economic zones, territorial approach, regional approach, production capacity of the region.

Problems of financial development of the enterprises in the tourism industry. Galimova L.I., Galimov Sh.Sh. of page 86

In the present article problems of financial development of the enterprises of the tourist industry which affected a large number of tourist operators and tourist agencies in Russia in recent years are considered. The market of tour operators is studied, a number of the enterprises bankrupt in the last two years are revealed. Methodological basics of definition financial stability in general and for the enterprises of the tourism industry in particular are covered. Conclusions of rather financial stability are drawn and evaluation criteria are defined. The external and internal factors influencing self-sufficiency of the enterprises of the tourism industry are revealed. The value of the analysis of solvency of the enterprises in order to avoid the procedure of bankruptcy is studied. Are defined the main objectives which are solved by the analysis of financial stability of the enterprises. On the basis of the analysis defined value for comparison of relative financial performance. Levels of financial stability of the enterprises in market economy and in particular the enterprises of the tourism industry are revealed. The short characteristic of these levels of stability is given. On the basis of data of a research recommendations about increase in financial stability are offered.

Keywords: financial stability, bankruptcy, tourism industry, solvency, finance, efficiency, profitability, crisis.

The reasons of financial difficulties of small and medium business in China. Li Baojian of page 91

In article the reasons of financial difficulties of small and medium business in China are considered. The analysis of the factors influencing system and sources of financing of small and medium-sized enterprises in China is carried out. All factors are classified by influence level on macroeconomic and microeconomic. In work it is specified that the credit policy of banks is the fundamental factor constraining investment activity of medium-sized and small enterprises. At the same time, development of state policy in the direction of feigning medium-sized and small enterprises only began, and is based only on government allocations and the budgetary financing. Therefore it is necessary to hold a number of the events concerning diversification of sources of financing of small and medium business, interest rates reduction, creation of advice centers, improvement of the standard legislative base regulating activity of subjects of small and medium business.

Keywords: financing, MSP, small and medium-sized enterprises, microeconomic factor, macroeconomic factor

Methods and means of a holoellipsometriya. Shapkarin I. P., Shpachkova A. V. of page 96

The unique method of a research - a holoellipsometriya, its opportunities, prospects for a research of a wide class of problems of technological processes is considered. The ellipsometriya method taking difficulties of an ellipsometriya at measurements in real-time mode (in situ) and meeting requirements of the speed, necessary for in the situ mode, and parallelism of receiving full (that is theoretically necessary for the solution of the return problem of an ellipsometriya) a set of the determined experimentally optical parameters of difficult system, is called a holoellipsometriya. The method opens ample opportunities of control and diagnostics in real time of optical and mechanical viscoelastic properties optically of anisotropic materials like aksialno intense polymers.

Keywords: ellipsometriya, ellipsometricheskiya parameters, nondestructive control, measurements of in situ, holoellipsometriya, p-and s-linear polarization, hardware functions.

Optimization of labor costs as instrument of increase in effectiveness of work of workers. Samoylyuk T. Ampere-second. 99

The problem of increase in effectiveness of work is relevant in modern conditions, considering an economic, political, social situation in Russia and in the world in general. For its decision in article the author offered a technique of carrying out timing of the operations which are carried out by experts and employees of public institutions. On the basis of results of approbation of a technique reserves of increase in effectiveness of work of government employees were revealed. The high intensity of work of workers is observed. Operations of formal and logical and technical work concern the most labor-consuming. The interrelation of effectiveness and intensity of work is established. For the solution of the revealed problems the optimizing model based on rational use of the available resources is offered. For the surveyed organizations resources have to be aimed at the development of material and technical resources. After carrying out modernization decrease in intensity of work and increase in effectiveness of work due to reduction of quantity of mistakes when rendering services is expected.

Keywords: effectiveness of work, management of human resources, labor costs, intensity of work.

Tendency of development of renewables in the world. Halova G. O., Jordan Of this year page 103

In article tendencies of development of the renewables (R) in the world are considered, problems and the prospects of development of solar and wind power, production of biofuel is analyzed. Change of a share of RES in world power balance is shown, the reasons of growth of this sector of world power are analyzed. In work it is shown competitiveness of various sectors of RES at this stage of development of world power. Convergence of digital and power technologies led to expansion of use of RES in life. In work investments into the sector of RES are analyzed, investment into RES on regions and the countries of the world is shown. In article it is shown that high market concentration of producers of wind generators and photo-electric installations allows the companies which are engaged in production of RES to lobby their interests through various NGO.

Keywords: Renewables; solar energy; photo-electric installations; wind energy; wind generators; biofuel; investments.

Legal status of special subjects of exchange activity. Ivanova E. V. of page 108

Issues of development of legal regulation of the exchange relations are rather sharply discussed in scientific and scientific and practical literature in the last several years. Owing to rather high degree of "closeness" of an exchange segment of the market its regulation continues to have almost completely local character that complicates development of uniform rules of functioning of the exchanges in Russia. In such situation studying of experience of legal regulation of the status of special subjects of the exchange relations is represented useful, and sometimes and inevitable. In the presented material main types of special subjects of the exchange right and developing with their participation the exchange relations are analyzed.

Keywords: exchange legal relationship, exchange, dealer, broker, market maker, central contractor, exchange intermediaries, organizer of exchange trade

The rating of municipal units on extent of development of territorial public self-managements. Tulokhonov O.S. of page 114

In article legal definition is given and also features of quantitative and gender and age list of members of territorial public self-managements in municipal districts of the Republic of Buryatia, on the basis of statistical data and social passports of territorial public self-managements are revealed. Further methodical approaches to formation of rating of the Republic of municipal units Buryatia on extent of development of territorial public self-government, on the basis of absolute and relative measures are allocated. The algorithm of calculation of the summary index of development of territorial public self-managements to the Republics municipal units Buryatia which pays off as the sum of all characteristics (indicators) of development of territorial public self-managements is developed.

As a result of assessment the disproportion between territories of the republic, on the level of their development which directly depend on measures of support by public authorities and local government is observed. The received results of rating allow to hold timely consultations and to prepare recommendations about activation of the efforts by local governments, for development of institutes of civil society in their territories.

Keywords: quantitative and gender and age structure of members of territorial public self-managements in municipal districts of the Republic of Buryatia, the rating of development of territorial public self-managements, the system of indicators of development of territorial public self-managements, territorial public self-government.

Financial and legal responsibility. Yanishevskaya Ya. Ampere-second. 119

The institute of financial and legal responsibility as its application is caused by results of control actions is closely connected with institutes of financial control. The institute of financial and legal responsibility in comparison with having centuries-old history of formation and development of criminal and civil liability by institutes is relatively young. It gains the most noticeable development since the beginning of the 90th years of the XX century. At this stage there were essential transformations of the state and political system of our country, cardinal changes of system of the economic relations, reconsideration of value of financial activity of the state and forms of its realization in new conditions. The considerable number of the new regulations regulating various spheres of the public relations, including financial was adopted. In them received fixing and coercive measures of financial orientation - financial sanctions, - collecting which provided an axis for violations in the sphere of the taxation, In the budgetary sphere and also for violations of financial discipline during the work with monetary cash. established by these and others, accepted subsequently, in acts of a measure of responsibility (penalty fee, penalties, etc.) and also an order of their imposing and collecting significantly differed from traditionally allocated types of legal responsibility: criminal, administrative, civil, disciplinary. In this regard, became possible to speak about existence of the objective bases for allocation in the system of legal responsibility of its new look - financial and legal responsibility.

//Innovations and investments. 2016. No. 2.

Motivation of formation of innovative economy in regions of Russia. *Bezpalov V.V., Zharikov V.V., Yershova M.V.* of page 2

Strategic development of the country and maintenance of its competitiveness in the world markets is possible only at widespread introduction in economy of innovations. Performance of the task of formation of innovative economy of Russia set by the country leaders is possible only on condition of activation of a human factor and direct interest from scientists, inventors and rationalizers. The purpose of this article is development of the principles and methods of stimulation of innovative activity of the enterprises, organizations and their personnel. At the same time, in our opinion, all types of resources at the level have to be available of regions and the enterprises, and the state support of all levels of innovative activity is carried also out.

First of all are referred by us to the principles of activation of innovative activity: creation of the atmosphere of stimulation of creation and development of innovations depending on qualification of personnel; statement of the purpose of introduction of innovations it first of all satisfaction of consumers; reduction of number of levels of management and decrease in time of the cycle "research-production-sale-use" of introduction of innovations; presence of production capacities on production of prototypes and their introduction in mass production; existence of a stock of production capacities at the enterprises of mass production; the interest of consumers in introduction of new technologies and the new equipment in production; use of complex systems of motivation of introduction of innovations at the level of the state and the enterprises.

Conclusions: The analysis of conducting innovative activity showed that at the regional level work on formation of cluster innovative economy is successfully carried out.

Keywords and phrases: innovations, region, enterprise, principles and methods of motivation, personnel, state.

Innovative activity: economical and legal essence, problems of development and regulation. *Orlova L.N.* of page 7

Realities of the modern world show and prove that economic activity, normal functioning of economic systems of different levels, activities, various on structure is determined by an innovative component. The huge role in ensuring intensity of innovative development of national economy is played by institute of intellectual property through which the realization of innovative potential of economic subjects is enabled.

In article questions of legal support of innovative activity in the Russian Federation are considered, contradictions of the existing legislation are revealed. The author considered foreign experience of regulation of innovative activity, the analysis of legal support of innovative activity in the Russian Federation at the federal and regional levels is carried out, opportunities are revealed and the preferable model of regulation of innovative activity is proved.

Realization of the presented model is capable to resolve an issue of necessary and system harmonization of acts in the sphere of innovative activity; expansion of the state support of creative activity and other actions in total defining coordinated actions of the state, business and education in the course of creation and advance of innovations.

Keywords: innovative economy, legal support of innovative activity, intellectual property.

TO a question of modeling of system of the balanced development of investment and innovative activities of the company. *Razakov A. Ampere-second.* 16

In article is considered methodological bases of formation and functioning of system of investment ensuring innovative processes of construction corporations, Modern construction company as the big system is characterized by considerable functional, structural, and parametrical uncertainty. The variety of conditions of the company creates the serious problems demanding considerable costs of ensuring effective management owing to fundamental difference in ensuring two processes of "Functioning" and "Development".

Both of these processes demand accounting of staging for each of these processes and at the same time that the most important, it is also necessary to consider and simultaneous course of these processes, this circumstance inevitably adds complexity to the organizations of management processes, also at the same time in two directions proceeding with different speeds of adaptation to new conditions of the environment.

The nature of management in this regard subject more qualitative and to some extent also strongly differs *with quantitative transformations* of construction corporation depending on type (one of two) of the main organizing processes and a stage (one of three) of this process.

Keywords: innovative and investment activities, the person the making decision, big system, adaptation speed, effective management.

Features of scheduling of the innovative project. *Kushnir Yu.S.* of page 20

Scheduling as prime applied task of the project, it is presented as the system of consecutive stages which effective and right realization can lead the project not only to an economic way of realization, but also to further commercial success. The special attention is deserved by creation of the planned schedule for the innovative project: accounting of uniqueness of developments and their production, specifics of phases of life cycle, features of management of the new and risky project. Certainly, the innovative project, the more carefully is technically more difficult and more unusual and separate tasks and processes *have to* be more particularly planned. Despite it, at each stage of planning a set of mistakes are often allowed. So, in this article the planned schedule is considered as the instrument of increase in level of controllability of the project. The algorithm of development of the scheduled plan on the project is explained, advantages and shortcomings of use of the chart Ganta are defined and also special attention is paid to possible errors of creation of the network schedule of the innovative project.

Keywords: innovative project, scheduling, network schedule, chart Ganta.

The organizational and economic mechanism administrative influences in the system of cost project management on creation of innovative products. *Marshalkina T.V.* of page 26

Successful implementation of projects on creation of innovative products leads to emergence in the market of modern, technological, qualitative goods, contributes to the development of export, increases national stability, promotes creation of jobs, and leads to other useful effects. However, any project is implemented in the conditions of limited resources and terms that is especially relevant for the current economic situation in Russia and reduction of inflow of the foreign capital. The question of management of project cost at the same time comes to the forefront, and the design manager has to not only have skills of assessment and forecasting of cost parameters, but also to have an opportunity to make the correcting impacts on the project with the purpose of achievement of target indicators.

Within this article the author defined the system of cost management, its main stages and cost indexes. The organizational and economic model of impact on the project including the organization of the design company and project financing and also the system of motivation of management based on the reached cost indexes at different stages of life cycle of the project on creation of an innovative product is developed.

Keywords: innovative project; innovative product; NPD project; system of cost management of the innovative project; cost indexes of the innovative project; project financing; system of motivation of managers; KPI system.

The methodical recommendations of assessment of efficiency of partnership of university science and the industrial companies during creation and commercialization of hi-tech innovations. Osipova E.Yu., Danilov A.I. page 32

The submitted article – the methodical recommendations of assessment of effective interaction of the state and manufacturing enterprises with participation of HIGHER EDUCATION INSTITUTIONS. In article allocations of the federal budget are analyzed, indicators of efficiency of the Resolution of the Russian Federation are considered. Assessment of efficiency of partnership of high school science and the industrial companies in creation of hi-tech innovations is presented in article. The key role and efficiency of HIGHER EDUCATION INSTITUTIONS with the industrial companies and the research organizations is revealed, tools methodical the recommendations of assessment of efficiency of cooperations which includes are considered: the description of evidence-based tools of data collection, justification of methodical recommendations of assessment of scientific and technical capacity of HIGHER EDUCATION INSTITUTIONS, development of an algorithm of information processing for assessment of efficiency of interaction of higher educational institutions with the industrial companies. In work the indicators of result of interaction of HIGHER EDUCATION INSTITUTIONS and industrial companies received by method of calculation of coefficient of correlation of ranks of Spirmen and method criterion and indicators are considered.

Keywords – hi-tech, innovations, the industrial companies, commercialization, the innovative environment, university science, the innovative enterprises, innovative potential, efficiency.

Improvement of processes of financing and effective functioning of technopark structures. Mukhamedyarov A.M., Divayeva E.A., Habibrakhmanova Yu.R. of page 38

Now it is invaluable the role of technological parks as connecting link between science and production, in commercialization of technical developments increased. However the organizational, administrative, information opacity is characteristic of technopark structures that leads to inefficient use of financial resources. For improvement of processes of formation, reasonable transparent financing and effective functioning of technopark structures authors of article make the recommendations.

Keywords: technopark structures, scientific parks, scientific and technological parks, science and technology parks of high technologies, nanocenters, innovative and technological centers, business incubators, innovative and industrial parks; financing of innovations, the system of monitoring, funds of support of scientific and scientific technical activity, the differentiated financing.

Modeling of the modes of the balanced development of investment and innovative activities of the company. Razakov A.A., Razakov M. Ampere-second. 43

In article is considered methodological bases of formation and functioning of system of investment ensuring innovative processes of construction corporations which have the specifics at the organization of innovative activities for two main processes of the company:

- process of functioning in the usual mode when the corporation conducts implementation of plans for the established business sectors;
- development when the corporation in parallel organizes innovative activity within other plan – to creation and introduction of innovations which can in the principle change structure and structure of the existing business segments and/or business of units in these business segments of the company.

As a rule, a contradiction of these conditions become aggravated owing to unpredictability, in fact, conditions of discrepancy of production of the company to a certain segment of the market environment that assumes purposeful formation of special conditions which are designed to provide a new round of a cycle of development of the company by obvious activation of innovative and investment activity.

Keywords: modeling of the modes, innovative and investment activities, specifics of formation of system of investment providing, business segments, business units, cycle of development of the company.

Optimization of work of operational department of commercial bank. Kabanova Yu.R. of page 49

In article ways of maintenance of competitiveness of commercial bank due to reducing costs are defined. The main items of expenditure which are possible for reducing without damage to production are revealed. A number of measures for optimization of work of operational department of bank is also offered.

Keywords: commercial bank, operational department, optimization of work of bank, reducing costs of commercial bank, expenses on personnel, structure of department, efficiency of operating activities

Pricing of mortgage contracts. Chistyakov M.M. of page 53

In this article highlights of mortgage lending are considered. The author set the object of carrying out the analysis of mortgage lending. As a result of the analysis the reasons influencing pricing of mortgage contracts were established, comparison of mortgage rates in Russia and the world is carried out, at the same time Russia is in the 47th place of their 60 considered countries. Communication of the standard of living and a mortgage rate is considered. To establish extent of communication the coefficient of correlation of ranks of Spirmen which is a nonparametric indicator of communication between the variables measured in a rank scale was counted.

Keywords: Mortgage, mortgage lending, pricing of mortgage loans, analysis of mortgage lending, initial contribution, comparison of mortgage rates, concept of a mortgage, essence of a mortgage

Policy of information security and control of information streams in commercial bank. Yudenkov Yu.N. of page 61

Economic security is the generalizing category of safety from a set of threats and includes: - information security; social safety; scientific and technical safety; energy security; nuclear safety; resource safety; innovative safety; legal safety; cultural safety; demographic safety; ecological safety; technical safety; religious, etc. The description of content of information security and specifics of control of outsourcing as one of the directions of control of information streams is provided in article.

The following conclusions are drawn that at implementation of projects on reduction to compliance to this or that requirement of the regulator of credit institution follows: to focus attention on key stages of introduction of IT; the nobility what requirements for information security should be fulfilled surely; to have the approved order of implementation of requirements for information security taking into account the interests of the most credit institution; to understand differences between requirements for information security, the purposes for information security, mechanisms of protection and control actions; to use only effective mechanisms of protection; to exercise periodic control of execution of requirements for information security at each stage of life cycle of introduction of IT; to consider all possible options of implementation of requirements for information security for the purpose of increase in efficiency.

Keywords: commercial bank, credit institutions, banking services, information security, information streams

Development of the cotton industry of Russia by 1900-1917 Konotopov M.V., Lembersky M.N. of page 69

This article continues a series of articles devoted to studying of dynamics of the cotton industry of Russia from the moment of its origin at the beginning of the 18th century.

By the beginning of the 20th century the industrial revolution in the cotton industry was complete. This branch was the advanced branch of the Russian industry for two reasons.

First, the textile industry in general was most "market": that is worked not for the state order as mining or metallurgical industry, and was aimed generally at satisfaction of needs of the ordinary population (needs of the nobility for magnificent clothes and jewelry were satisfied mostly for the account import). And even from among branches of the textile industry cotton was allocated as the most chastnopredprinimatelsky branch as other subsectors – woolen, linen – were substantially regulated by the state and worked for the state order.

Secondly, the technology of cotton production was imported to Russia as well as to other western countries, from Asia, and it was mastered by already enterprising people creating the enterprises working for the market. Unlike the linen and woolen industry, the cotton industry, thus, did not grow from country subsistence economies, and at once had capitalist character.

Keywords: economy history, history of Russia, history of national economy, textile industry, cotton industry, economic statistics, hlopkopryadilny production, hlopkotkachesky production, tinctorial and stuffed production

The analysis of methods of bank pricing with attraction of the theory of the Austrian school. Mushengko D.V. of page 76

In article pricing as an integral part of a complex of bank marketing taking into account features of a banking product is considered. Such features in the form of bank pricing as percent and a tariff are marked out. According to the theory of the Austrian school the gradation of "market orientation" of methods of bank pricing from the methods based on purely internal determinatives costs to purely market methods based on the net value of a banking product is offered. Special attention is paid to complexity of accounting of costs in expensive methods of pricing including difficulties with measurement and identification of banking products. The author analysed use of coefficients in methods of price following. Ways of transition to purely - to valuable methods of pricing in bank are designated. Also from positions of the theory of the Austrian school the bank risk and uncertainty included in the price of banking products are analysed. Features of management of bank pricing for natural and legal entities are considered.

Keywords: pricing, bank pricing, analysis of methods of pricing, form of bank pricing, management of pricing, value, risk and uncertainty, bank tariff, market rate of percent.

Regional policy of China and free economic zones. Pertsik E.N., Kabakov S.I. of page 84

The specifics of spatial structure of an urbanization of China and multistage administrative-territorial divisions, unevenness of process of an urbanization are disclosed (growth-falling-growth) and accommodations of urban population; the largest cities, agglomerations, macroregions. In China the SEZ multistage system, similar to it is not present anywhere in the world: SEZ with diversified economy; "open" seaports; the open seaside economic zones including the cities and rural areas; the boundary open cities, etc. Hong Kong (after 160 years of possession of it of Great Britain) and Macau is returned to China (after 450 years of possession of Portugal). By the time of reunion with the People's Republic of China Hong Kong turned into one of world financial centers, became the large exporter of the capital and the center of offshore business. The special administrative Region of Hong Kong received self-government of "the highest degree" – out of competence of its local authorities there are only questions of foreign policy and defense, such status of Hong Kong will remain for 50 years.

Keywords: structure of an urbanization of China, administrative-territorial division, accommodations of urban population, the largest cities.

Philosophy of the European bank - the concept of a mission and base of the development strategy. Pashkov R.V. of page 90

Modern supervising requirements to financial stability of credit institutions assume obligatory presence at banks of the development strategy, separate banks go on the way of drawing up one strategic document – the concept of development. This document covers vision, a mission, philosophy, development strategies of bank and the main organizational positions of its activity. However the mission of any European bank has difference from Islamic banking and demands deep philosophical judgment for formation of that system of values which generates, develops and realizes bank potential in the market.

Methodological prerequisites and practical recommendations to formation of bank values are shown to the recommendation of creative vision, a mission, the motto and fundamentals of bank philosophy *in the submitted article*, i.e. what defines exclusiveness and recognition of concrete commercial bank. Basic elements of philosophy of the European bank are considered. Philosophy – not a fashionable trend, but views of bank of the world around and place of bank in it as credit institution. The philosophy of bank builds the system of corporate culture as philosophy of the general destiny. The philosophy is the integral element of social banking liability as business. The bank always has to promote general welfare of development of the real sector of national economy.

Keywords: bank, European bank, strategy, philosophy of bank, development strategy of bank, mission

Work safety. Belekhov A.N. of page 97

The air environment is one of the most important elements of a production microclimate, and the main considered parameter at assessment of a working zone of the enterprise on compliance to norms of labor protection. The optimum composition and purity of air directly influence productivity and stability of work at the enterprise and also health and professional enthusiasm of personnel. It is necessary to provide the effective system of filtration of air for maintenance of safe working conditions in cases when production is accompanied by allocations of the volatile chemical compounds allocated in the course of melting of polymers, use of various solvents, presence of dust and heavy metals. The generalized values of useful and harmful components of the air environment of production zones are presented in the publication.

Data are important for experts:

- technologists during creation of new processes;
- mechanics when developing designs.

Data are essential for heads of small and medium-sized enterprises in processes of arbitration assessment as the most unprotected.

Keywords: multistage production, a significant amount of the equipment with traumatism elements in the industries, the general principles, special value, air exchange as physiological protection.

Gender features of employment in Krasnodar Krai. Vitselyarova K.N., Aksayeva Yu.E., Oganessian V.G. of page 101

In article the analysis of employment of the population in Krasnodar Krai on the basis of which gender features of motivation of work, gender distinctions which are expressed in unequal position of men and women in the sphere of work and employment are revealed is carried out. Gender

discrimination represents one of important social problems of society for which decrease in sharpness it is necessary to investigate, analyse and establish its reasons which are, in our opinion, in features of modern society, in the developed regional traditions, customs, stereotypes of behavior of floors and other factors. The gender distinctions which are expressed in unequal position of men and women in the sphere of work and employment represents one of important social problems of modern society. For decrease in sharpness which needs to investigate, analyse and establish its reasons which are, in our opinion, in features of modern society, in the developed regional traditions, customs, behavior stereotypes. The regional features and distinctions which are uniqueness of this or that territory find reflection not only in specifics of labor market.

Keywords: gender, region, regional labor market, employment of the population, motivation of work, compensation level, gender discrimination, economically active population, unemployment, labor relations.

Crisis of the higher education. Look from within. Makarova G.Yu., Kharitonov Yu.N., Fishermen V. E., Guzhin A. Ampere-second. 106

In article the main problems in education are considered, assessment of risk of unemployment among university graduates and also given monitoring of efficiency of higher education institutions and quality of the provided education is carried out.

Keywords: reform of an education system, monitoring of efficiency of higher education institution, competitiveness of higher education institution, integration of Russian education.

Conceptual bases of improvement of strategic management of the industrial enterprises in the conditions of global crisis. Stetsyukevich A. S. page 110

Need of development of the author's concept of strategic management of the industrial enterprises for a solution of the problem of improvement of methods and tools of strategic management for the Russian industrial enterprises is proved. The main manifestations and the reasons of crisis of the concept of strategic management of the business organizations are revealed. The analysis of prerequisites and conditions of formation of the new concept of strategic management for the Russian industrial enterprises is carried out. The choice of specific group of companies as a research object is reasonable. The scientific ideas which are been the basis for the author's concept of strategic management of the industrial enterprises are presented. Valid conclusion about a possibility of improvement of methods and tools of strategic management for the Russian industrial enterprises by transition to the new scientific approach at the organization of analytical providing based on application of information systems and technology multiagentny modeling.

Keywords: strategic management, global crisis, the integrated corporate structures, industrial output of investment appointment, to analytical ensuring strategic planning, multiagentny modeling.

Relocators for consumers of services of available tourism in Russia. Akramov A. Ampere-second. 117

Today, despite positive shifts in this sphere, services of movement (transport), services of available tourism rendered to consumers in Russia are developed poorly. It is explained by lack of barrier-free city and tourist infrastructure, non-standard approach to the solution of problems. Besides, now there are no centers of training of specialists for work with disabled people and handicapped groups of persons as in general in a services sector, and in the tourism industry in particular. In article the analysis of the services of movement (transport) rendered to consumers of services of available tourism in Russia is carried out, conclusions are drawn on the existing problems.

Keywords: movement services, available tourism, barrier-free infrastructure, disabled people, handicapped groups of the population

Control system of real estate of the higher education institutions of the Russian Federation which are under authority of the Ministry of Education and Science of the Russian Federation at the level of the subordinated organization. Shkurov F.V., Sizov A.P., Sarajevo G.Yu., Shenletir I.E., Levina N.I. page 120

The Ministry of Education and Science of the Russian Federation carries out the owner's power concerning the federal property delegated to the organizations subordinated to the Ministry. For optimization of management of property and increase in efficiency of property complexes of subordinated higher education institutions of the Ministry of Education and Science of the Russian Federation with the assistance of Moscow State University of geodesy and cartography developed the Program of modernization of property complexes of the federal state educational organizations of the higher education. The current and strategic problems of management of property of the educational organizations are allocated and the model of implementation of the program as set of mechanisms of the solution of property problems is prepared.

Keywords: State ownership; property; owner's powers; subordinated organizations Ministry of Education and Science of the Russian Federation; real estate of the subordinated organizations; effective management of a property complex; locations of the educational organizations; mechanisms of the solution of property problems; Ministry of Education and Science of the Russian Federation; Moscow State University of geodesy and cartography (MIIGAik).

Expediency of use of a method of program and target planning in the solution of problems of housing financing (on the example of implementation of the FTP "Dwelling" for 2011-2015). Kadakoyeva G. V. of page 126

It is known that one of the most burning issues of the Russian state and the Russian society is the housing perspective. The housing policy representing set of measures of the state and its municipalities focused on high-quality housing providing citizens of the Russian Federation by granting subsidies for acquisition of housing, individual share in new construction creation of the effective mechanisms directed to the independent decision by the population of the Russian Federation of housing problems today has to especially thought over and effective. Problems of creation of the market of qualitative housing and providing conditions for comfortable accommodation of the population of the state are carried to number of priority national projects owing to social orientation of qualitatively new stage of housing reorganization in Russia. It was meant that a real opportunity to earn officially on qualitative housing for separate categories of the population will promote permission of housing problems of the population of the country. In addition, it was supposed that consumer moods of a considerable part of citizens of the Russian Federation will be overcome as result of clear establishment of groups with which the state undertakes to satisfy their pressing housing needs. In this aspect also rather effective use of program and target methods of the solution of housing problems of the population of the Russian Federation is advisable.

Keywords: housing policy, program and target method, budgetary financing, off-budget financing.

Problems of the Russian industrial enterprises. Kapitonova Yu.S. of page 130

The range of the Russian commodity market and services is wide and various. However an overwhelming part of the offered goods of import production. It considerably undermines the provision of domestic producers who do not sustain the competition to foreign suppliers in the market today. Need of development and maintenance of the domestic industry cannot be denied for today as the volume of the created gross national product, social and economic development of society, satisfaction degree in the material and spiritual benefits of the population of the country depends on success of the separate enterprises.

Today's changes in political arena can promote creation of the economic environment for development of commodity market and services of domestic manufacturers. In particular, restriction of import to the Russian Federation only promotes increase in demand for various domestic production. Therefore there are all bases to hope that the tendency of stabilization of a situation was outlined in the matter at the macrolevel. And questions of stabilization of a microenvironment in hands of producers.

Keywords: range of goods, political arena, development, domestic industry, demand.

Cluster approach as basis of effective development of the region. S.A. side play, Shilova N.N. of page 134

Realization of industrial policy directly depends on the created mechanism which will provide conditions of industrial development. The key mechanism of realization of industrial policy is cluster approach. Cluster approach is the effective instrument of management of processes which are connected with social and economic problems of regions. Definition of cluster initiatives will promote formation of new approach for creation and stimulation of clusters and also to definition of the instrument of cluster approach in strategies of development for regions at the federal level. Application of cluster approach in economy of the region will provide the embodiments of a large number of competitive advantages of territorial subjects of the Russian Federation. Increase in results, both economic, and social, development of territorial subjects of the Russian Federation can be thanks to realization of cluster strategy which is directed to formation of the general direction of realization of the state regional policy. Certainly the matter is relevant now.

Keywords: industry, cluster, industrial policy, organization, regional cluster, cluster approach

Efficiency of realization of an algorithm of administrative actions of the enterprises of special economic zones. Rubtsova L.N. of page 139

Strategic activity in industrial policy is stimulation of inflow of investments into area economy. Creation of favorable investment climate through improvement of the legislative base, formation and realization of active investment policy, decrease in investment risks is a basis of steady inflow of foreign investments into area economy.

Regional support of branches of an economic complex for activation of investment and innovative processes is conducted in the following directions: tax incentives, subsidizing of bank percent, direct financing from the budget. In article current problems of marketing management at the enterprises of special economic zones in modern conditions are considered, shortcomings of system of marketing management and marketing planning of the enterprises of special economic zones are revealed.

The author considers the problems of strategic planning and formation of the purposes of strategic planning of development of special economic zones, factors influencing these processes, methods of strategic planning in the work. In article the algorithm of administrative actions of key managers of the enterprises for production of services for the resident enterprises of special economic zones is offered.

Keywords: system of marketing management, algorithm of administrative actions, special economic zones, synergy diversification.

Concept and factors of complex development of the region in the conditions of formation of special economic zones. Chernyavskaya Yu. Ampere-second. 143

The second half of the XX century was marked by wide circulation in world practice of managing of such form of the international cooperation as the special economic zones (SEZ). Gradually a qualitative and quantitative variety of special economic zones grew. So, along with initial trade zones, all new types designed to solve continuously extending circle of problems were created. In this regard, special economic zones represent such phenomenon which constant develops and updated, the relevance of its research demands the increasing scientific researches. Now complication of an economic mechanism of functioning of special economic zones is noted, new approaches to assessment of comparative effectiveness of various types appear.

In article the author considers sources of development of the region in the conditions of formation of special economic zones, a specialization role in regional social and economic development, contradictions between specialization and complexity.

Keywords: special economic zones, complex development of the region, special economic zones of industrial and production type, development strategy.

The prospects of social and economic development of the region on the basis of coordination of strategic objectives of regional policy with the purposes of development of transport infrastructure. Kurikov V.M., Sadykov A.F. page 147

In article theoretico-methodological factors the defining prospects of social and economic development of the region on the basis of coordination of strategic objectives of regional policy with the purposes of development of transport infrastructure are considered. The theoretical approach to development of regional transport infrastructure focused on the purposes of regional social and economic development and being in the course is offered: fundamental provisions of the system analysis; the theoretical beginnings and the methodology of transition to sustainable social and economic development determined by the concept of transition of the Russian Federation to sustainable development; strategic objectives of regional policy of the Russian Federation; concept of strategy of social and economic development of regions of the Russian Federation; the provisions determined by the transport strategy of the country. The matrix of complexes of the strategic tasks which are most influencing both parameters of the social and economic sphere of the region and a transport component of regional economy is given. The specified matrix is the instrument of formation of complexes of the strategic tasks which are most influencing both a transport component of regional economy, and parameters of the social and economic sphere of the region.

Keywords: regional transport infrastructure, sustainable development of the region, transport strategy, matrix, coordination, strategic tasks.

Improvement of organizational and functional structure of management of consumption of energy resources on railway transport. R.S. sim cards, Sattarov R.S. of page 151

Need of increase in energy efficiency of railway transport is proved in work and actions are offered improvement of organizational and functional structure of management of consumption of the fuel and energy resources (FER) in the Russian Railway holding company.

The chain of command on the railroads which is carried out through the fuel and energy centers which are formed due to reorganization of the former road heattechnical departments is described and at further reforming of the company will provide uniform technical policy in the field of management of energy consumption.

The author's solution on increase in efficiency and validity of management of a potrebeleniye of energy resources in stationary power on railway transport on the basis of use of modern information systems is proposed.

The offered information systems (an automated workplace the Heating engineer) have to enter into organizational and functional structure of management of consumption of TER and provide transparent regulation of process of settlement standard limitation of resources in the energy sector of the Russian Railways holding company.

Keywords: rolling stock, energy efficiency, operational costs, information systems, fuel and energy resources

Modern problems of crediting of MSP in Russia. Zavalnyuk Yu.V. of page 155

Without improvement of macroeconomic indicators it is impossible to speak about improvement of a condition of the market of bank crediting of SME since it is in direct dependence on an economic situation of the state. In article subjects of small and average business are considered, the market of bank crediting of the sector of MSP is analyzed, problem zones of crediting come to light.

Keywords: commercial bank, banks, sector of MSP, credits to small and medium business, financing, borrower, creditor, financial resources, loan portfolio

Radiation technologies in the XXI century: innovations and development. Makarov I.E., Shapkarin I. P., Shpachkova A. V. of page 160

Modern radiation and technological processes, mechanisms of course of radiation and stimulated processes in substance are considered. It is shown that purposeful use of changes allows to carry out productions which have considerable advantages before the corresponding not radiation processes (quality of production, profitability and so forth), or have no not radiation analogs. It is noted that most difficult and knowledge-intensive radiation cleaning from the technology relating to the field of ecological application of ionizing radiation sewage treatment is. The directions further development of radiation technologies are given. It is noted that the serious break in development of radiation technologies can be expected only at the expense of innovative projects. The subject of innovative projects is offered.

Keywords: radiation sewing together, destruction, free radicals, radiation cleaning, environmental protection, industrial production, innovative projects.

Modeling of conversion of marketing communications in the leasing company. Mikhalkevich I.S. of page 165

Increase in efficiency of use of internal resources of the company is strategically significant direction of management. It is especially relevant during the crisis periods, including, for the leasing companies. One of internal resources of the leasing company is the client base in total with the developed channel of the proceeding marketing communications. Increase in efficiency of marketing communications is reached by acceptance of complex measures for improvement of marketing, professional development of the selling shots and also optimization of the corresponding tools. This article is devoted to means and methods of mathematical modeling and the analyses allowing to improve quality of utilization of client base and, as a result, to increase efficiency of marketing communications.

Keywords: conversion modeling, marketing communications

//Innovations and investments. 2016. No. 3.

Development of the innovative crisis response strategy of marketing of the company in modern conditions. Kiselyov S. Ampere-second. 2

The present article is devoted to need of development and deployment of systems of crisis management as element of innovative company management in the conditions of crisis, on the example of the choice of the crisis response strategy of marketing. Having considered the main behavior models of the company in the conditions of crisis from the point of view of holding organizational actions, having weighed extent of influence on them certain marketing tools, factors of external and internal enterprise environment, we develop a uniform algorithm of development of the crisis response strategy of marketing relevant for the concrete company and adapted under its needs. And on the basis of the generalized analysis of indicators, characteristic of the company, we define versions of the crisis response strategy of marketing. Thus, the relevance of this work is defined by existence of the clear strategy open and economically expedient, both for the company, and for the market which effective realization allows the company not only to keep and strengthen own positions, but often, it is essential to expand market borders.

Keywords: The innovation, crisis management, marketing, marketing strategy, benchmark.

Innovative components of the theory and terminology of bank management. Rusanov Yu.Yu. page 8

The fresh wording of the concept "risk" considerably expanding the list of factors and conditions of formation of risks and also their manifestations and consequences in spheres of bank management is provided in article. On the basis of a fresh wording of a concept risk opportunities and the prospects of differentiation of methods of management of risks on the basis of structurization of risks with allocation of their factorial and productive parties are defined. More detailed structurization of risks will allow to increase effectiveness and efficiency of methods and tools bank risk management. New interpretations of concepts risk management with justification of new conditions and consequences of risks in traditional modifications of pure risks and speculative risks reveal (in new interpretation of risks chances). In addition to traditional new interpretations of risks, such as chance and shock are entered and proved.

Keywords: Structure of risk, factorial sphere of risk, productive sphere of risk, strategic concepts risk management, purposes and expectations risk management, pure risks, chances, risks chances, shocks

About need of implementation of new regional investment projects in the Republic of Bashkortostan with participation of budgetary appropriations of the federal center. E.N. major of page 13

In the present article "Construction of facilities of social and engineering infrastructure of the city of Ufa of the Republic of Bashkortostan" with attraction as the state support of Investment fund of the Russian Federation is told about the regional investment project realized in 2008-2009 in the Republic of Bashkortostan. Against the background of successful implementation of this project it is asked about the reasons which are not giving implementation of similar projects on a constant, stream basis in territorial educations, for example in the Republic of Bashkortostan. After demonstration of the principles of operation of the mechanism of management of investment process in the capital market (on the example of the market of the pension capital) on the principle of additivity it is asked about similar operation of this mechanism at implementation of investment projects. This circumstance can become a basis for carrying out further researches in the sphere of finance and managements of investment projects. The main idea of operation of the mechanism of management of investment process in the market of the pension capital is based on the law of an optimistic extra charge when due to operation of optimism of the management of the interested firms in social policy of the workers and workers interested in providing the worthy old age from obtaining one-stage benefits during the current period of time it is possible to begin a cycle on an internal contour of work of a reflexive cycle that will allow to involve broad masses of the population in management of investment process.

Keywords: economic process, distribution of income, motivational preferences budgetary appropriations, savings, investment projects, co-investor, tax revenues, federal budget, social oriyentrovannaya policy.

The analysis of the main reasons and driving forces of falling of the oil prices during oil crisis of 2014-2016 Ivanishchev A.V., Permyakov A. Ampere-second. 18

In work the analysis of the main reasons for falling of the oil prices at various stages of oil crisis is carried out to the period from 2014 to 2016. The main factors which started falling of the oil prices in the second half of 2014 became the excess offer in the world market of oil and strengthening of the American dollar in connection with the increased expectations of tightening of monetary policy of FRS. It is shown that the disbalance periods

offer/demand in the world market of oil have the repeating character caused by duration of investment projects in oil production. Thus, oil crisis of 2014–2016 should be considered a natural consequence of the powerful inflow of investments into oil branch initiated by the cardinal growth of cost of oil in the second half of the 2000th years. According to the carried-out estimates balance offer/demand in the world market of oil can begin to be restored not earlier than the second half of 2016.

The second wave of falling of the oil prices which began in the second half of 2015 in many respects was result of inflation of a financial bubble because of the increased speculative activity of participants of the oil market what data of exchange trade in oil futures and the analysis of dynamics of growth of warehouse reserves of crude oil in the USA confirm.

Comparison of various fundamental criteria for assessment of the lower limit of falling of the oil prices is carried out. In relation to the average monthly oil prices of the most correct the fair price calculated on the basis of profitability of oil production is. On shorter time intervals of the loudspeaker of the oil prices in the lower point of falling it is substantially subject to influence of factors of speculative exchange trade. It is suggested that in the long term the relation of the average annual prices gold/oil will remain ranging from 18,1 to 28,6 barrel/tr. units.

Keywords: oil, oil crisis, exchange, demand, offer

Uncertainty in business assessment by method of real options. Nuzhdenov A.D. of page 27

The method of real options in business assessment, allows the appraiser to consider influence on the cost of the companies of market uncertainty of their activity from the point of view of the existing opportunities of the companies for adaptation, obtaining benefits and restrictions of losses from its influence. The analysis and identification of the sources of uncertainty forming real options of the companies in turn act as extremely important objects for a research. In the present article the analysis of a concept and types of uncertainty from the point of view of the concept of real options is considered, classification of real options by the form of the uncertainty which is their cornerstone is formulated and also the analysis algorithm of uncertainty of activity of the company applicable in the course of identification of real options is presented. Classification of different types of uncertainty and the description of process of its analysis, will allow to specify the methodological device of application of a method of real options in practice and to increase correctness of calculation of cost of business by method of real options.

Keywords: Assessment, business assessment, real options, options, uncertainty, classification of real options, real options in business assessment

The system of project financing in the world market and its influence on the Russian economy. Bektenova G.S. of page 32

The world market of project financing gained the development in the 18th century, its development by the most active rates was observed during sharp increase in prices for oil in the 70th the 20th century. The present is a stage of political mistrust the world community to the Russian Federation, economic recession and budget deficit of Russia when the market of project financing slows down rates of creation of new projects and realization of current. The organized system of project financing can be the catalyst for the Russian economy, but the universal tendency exerts impact on rates of economic development of other countries and Russia including that as a result is reflected in macroeconomic indicators of these countries. Political influence on the certain countries, including on the Russian Federation affects investment climate of the country as result on volumes of investment resources and the number of projects which are implemented according to schemes of project financing.

Keywords: project financing, GDP, unemployment, Banking capital, investment resources.

Features of structure of an urbanization of Japan and formation of technopolises. Pertsik E.N., Kabakov S.I. of page 39

The specifics of formation of spatial structure of an urbanization of Japan are described: level of development of an urbanization, agglomerations and megalopolises. Four stages of post-war development of Japan are shown, to each of which there corresponded the economic model. The main criteria of placement of technopolises (research and production city settlements) according to the developed Technopolis program providing the balanced, organic combination of hi-tech productions, science and favorable vital space, symbolizing synthesis of the major ideas are formulated: general technologization and concentration in one territorial education (outside large city agglomerations) a rational combination of science, the knowledge-intensive production and opportunities for training.

Keywords: Structure of an urbanization of Japan, development of agglomerations, megalopolises and megalopolises; formation of technopolises and criteria of their placement.

Universalization as one of measurements of integration of the world markets of natural gas. Eremin S.V. of page 44

In article the universalization of the world markets of natural gas which, along with internationalization of business activity and the capitals acts as one of the measurements gaining strength of integration processes at the regional and global levels is considered.

The universalization represents process of diversification of market segments and formation of the institutional system constructed on the harmonized principles and standards. It leads to elimination of discrimination between the economic units belonging to various national states and creation of the uniform integrated economic space.

Conditions, prerequisites and criteria of a universalization are investigated. Separate risks which the universalization represents for the countries which budgets have high dependence on export income are revealed.

The tendencies of development of the world markets of natural gas revealed in article can be of interest in the context of assessment of integration capacity of the certain countries in the gas sphere.

Keywords: natural gas, globalization, regionalization, integration, universalization, pricing mechanism, gas market

Features and the prospects of interaction of the states of the Eurasian Economic Union with the countries of the Caspian region in the field of power. Seferov A.K., Illeritsky N.I., Tyrtysheva D.O. of page 51

Changes in the world energy markets, geopolitical processes and objective economic factors push a number of the states of Eurasia and the Caspian region to cooperation strengthening. In particular, there are new opportunities and the prospects of interaction of the states of the Eurasian Economic Union with the countries of the Caspian region in the field of power. In article the reasons and prerequisites for development of such cooperation are analyzed, an assessment of development of power branch in the Caspian region is given. On the basis of actual data in article the possibilities on realization joint projects in the field of investigation, production, transportation and processing of hydrocarbons and also ensuring energy security are considered. The possibility of creation of the international body on coordination of cooperation between EEU and the countries of the Caspian region in the field of power is considered.

Keywords: Caspian region; power; Eurasian Economic Union; power cooperation.

Formation of uniform payment space as natural process of monetary integration. Savinova N.G. of page 57

One of the main tendencies of development of world economy is monetary integration of national economies on the basis of liberalization and harmonization of the currency legislation, formation of uniform economic, financial, information and payment space. An important role in ensuring

integration processes is played by the national payment service providers providing institutional interaction and development of uniform payment infrastructure.

In article questions of formation of uniform payment space and integration of the payment service providers providing national and transnational availability of payment services *reveal*. Problems of the organization and regulation of uniform payment space in the territory of the Eurasian Economic Union are investigated, problems of legislative and technological adaptation of national payment service providers of member countries and also developments of the uniform principles of supervision and observation are considered.

The conclusion that formation of uniform payment space happens within a modern trend of development of a world financial system is drawn and the European experience of transnational regulation can be used at integration of national payment service providers within the created regional monetary unions.

Keywords: national payment service provider, uniform payment space, monetary integration, economic unions.

Role and tasks of management of non-profit organizations. Belovo Yu.I. of page 60

In article the role of non-profit organizations as most important partner of the state in rendering social services is considered. The analysis of management of commercial and non-profit organization is carried out. Definite purpose of activity of NPO that it not only change of characteristics of the organization, but also, first stage of change in society. Sources of financing of NPO and a task of management of NPO are considered. The model for allocation of interrelation of the purposes, plans and results of activity of NPO is offered what will allow management to predict effectiveness administrative actions, in the presence of the corresponding techniques.

Keywords: non-profit organizations, effectiveness, financing, management, management of activity

Business models and strategic management of the knowledge-intensive corporations. Mikhalev S.V., Belov A.A., Handogin M.S. of page 66

Research objective is theoretical justification and development of structure of interrelations of elements of model of business of the companies in the knowledge-intensive branches. Attention was paid by the author of article to consideration of concepts of strategy, types of strategy, managements of the organization. During implementation of the literary review we paid attention to concepts, various interpretation of strategic management, the main problems and the reasons of emergence of critical situations. Besides were considered various business models which in present conditions allow to develop and to systematically get profit. For successful development and high rates it is necessary to update in due time business models and adequately to react to external changes to avoid strategic disintegration. At the unpredictable nature of long-term prospects it is necessary to apply pilot projects. It will allow not only to improve indicators of firm, but also to obtain information on character and the direction of changes that gives the chance in time to react to the arising threats and risks. Following the results of the author draws conclusions that in the modern world a lot of things depend on competent planning, from ability accurately and in due time to develop business models and forecasts of management of organizational structure. Many authors are similar in the increasing role of strategic management, especially knowledge-intensive branches of corporation. They are the largest potential for economic growth and formation of our power as most powerful state.

Keywords: model, management, strategy, forecasts, oragnizatsionny structure, knowledge-intensive branches, economic growth.

Development of the integrated corporate structures in the industry – a global challenge of traditional methodology of strategic management. Stetsyukevich A. S. page 72

The author of article sets before himself the purpose to consider the factors influencing formation of new tipologiya and basic lists of synthetic strategy of the Russian industrial enterprises and the key features X interfering application in them traditional methodology of strategic management. Practice of strategic planning in the Russian industry – transition from use of standard sets of competitive and innovative strategy to development of new tipologiya of synthetic strategy is considered. The factors influencing formation of new basic lists of synthetic strategy of the Russian industrial enterprises are established. It is shown that the traditional methodology of strategic management based on development of the list of synthetic strategic alternatives could have real prospects of development and also that it is interfered by impossibility of application of this approach for qualitatively new form of the organization of industrial production and corporate business - the integrated corporate structures. Genesis and essence of this phenomenon are considered. The features of the integrated corporate structures at the system level interfering application in them traditional methodology of strategic management are revealed.

Keywords: the integrated corporate structures, the Russian industry, strategic planning, synthetic strategy, the concept of management of chains of deliveries, a new paradigm of strategic management.

The structural assessment of the supplier based on the balanced indicators with the integrated corporate social responsibility. Teryukhov Ya.I. page 78

The choice and assessment of suppliers is one of the most important kinds of activity in the field of process of purchases. This process consists of four stages: identification of the purpose, formulation of selection criteria, search of suitable alternative options and final choice.

In work selection criteria are described.

In this research the author presented application of assessment of suppliers on the basis of the balanced indicators (BSC) with the integrated corporate social responsibility (CSR) developed on the basis of the review of literature from 76 scientific works. By means of five entered indicators, namely: finance, the buyer, business processes of the enterprise, development of personnel and corporate social responsibility is brought a categorization of selection criteria of suppliers. As a result assessment of the supplier offered in this work can be useful to qualification of the supplier, on compliance to the purposes and the strategy of the buyer and also to problems of ecological and social responsibility in society.

Keywords: balanced system of indicators (BSC), corporate social responsibility (CSR), strategic choice of suppliers, criteria for evaluation of suppliers.

Relevance of transformation of model of financing of projects of housing construction. Levin Yu.A., Lomachenko S.S. of page 82

In article the existing funding mechanism for construction is analyzed and its inability to provide obligations of the builder for implementation of investment projects is proved. It is shown that risks of system of shared-equity construction in its current form and need of transition to sales of ready housing do relevant the concept of intermediary participation of the bank sector in financing of projects of housing construction. At implementation of this concept authorized banks can issue to builders bank guarantees and credit them. For minimization of risks of co-investors the expediency of creation of the new banking product accumulating funds of shareholders on special accounts is proved. It is shown that bank financing of the construction project will happen at the expense of 2 sources: the banking product created from the funds from investors placed on special accounts, and the credits of bank.

Keywords. Financing of projects of housing construction, accumulation of means of shareholders, banking product.

The directions of development of budgetary tax policy in the Russian Federation. Starikova S.S., Gnatyshina E.I., Kemaykin P.V. of page 85

Budgetary tax policy of the state, being reflection of the pursued economic policy, has rather independent value. What amendments the state is forced to introduce in the economic policy substantially depends on results of the pursued budgetary tax policy how to build tax system at a certain stage of development. The purposes of budgetary tax policy are exposed to continuous adjustment under the influence of numerous factors among which, first of all: constant modification and accounting of new tendencies economic and social situations in the country, certain regions, municipal units, specific features of development of separate industries of the state as working in the export mode, and activity of which is directed to satisfaction of internal social and economic requirements and also - arrangement of socio-political forces in society. In article the directions of use of priority mechanisms of budgetary tax policy depending on the created social and economic situation in the country are considered.

Keywords: tax policy, tax burden, social and economic development, tax regime, budget, tax incentives, tax administration.

Role of a hi-tech complex in the transformed economy of Russia. Kochnov D. Ampere-second. 90

The new economic realities caused by a number of external factors bared structural problems of modern economy of Russia. Innovative updating which necessary condition is the solution of a strategic task – modernization of national economy becomes an imperative of economic policy. Despite separate progress, our country continues to lose advantages in the field of high technologies. Not the demand of results of scientific activity is the reason of it. The hi-tech complex as a subsystem in national economy unites science, education and production, transforming results of scientific and technical activity to hi-tech products. Perception of production, educational and scientific facilities as complete system allows to increase efficiency of use of qualitative resources and to create uniform conditions and mechanisms of support. The state policy focused on development of a hi-tech complex promotes increase in participation of business in scientific activity and acceleration of rates of updating of technological base.

Keywords: hi-tech complex (VTK), hi-tech production, scientific and technical policy, scientific and technical priorities, high technologies, transformation of economy.

Modernization of the Russian economy in the period of sanctions. Markushenok K. Ampere-second. 93

The current economic situation caused by the western sanctions exerts strong impact on the Russian economy. In particular, on its innovative development which is at the moment the most perspective, and on some sources – only a right direction which will allow to return to the country to economy of dosanktsionny level. The model of economic growth consisting in export of energy resources is outdated, for the reasons of sharp reduction of prices of energy carriers, insufficient study of the directions of cooperation now in the sphere of export of energy resources in this connection the most part of projects was created together with the western companies. Solutions of a problem of modernization of the country were defined in 2009 and now, despite the developed difficult political and economic situation, positions of Russia in the world rankings improve, within innovative policy basic elements of an innovative ecosystem among which an important role is played by institutes of development, innovative infrastructure, the venture market are formed. Innovations have to become that lever which will allow to pass to the Russian economy from raw orientation – to economy of knowledge, will provide its modernization and rise.

Keywords: innovation, innovative development, economic system, innovative economy, economic development, modernization, investments, economy of knowledge, sanctions

Increase in a tax burden - as a factor, dissuasive on development of small business in Russia. Bachilo T. G., Trubitsina N.V. of page 97

Article is prepared on the basis of the materials collected by authors within the research of a problem of decrease of the attractiveness of small business entities as subjects to investments and also studying of a question of influence of increase in a tax press at development of small business in Russia. In article it is considered a situation at which in the conditions of an economic crisis for support of small business, de jure the tax pressure upon small business has to remain invariable and even to decrease, and de facto there is an increase in tax burden and as a result decrease in investment attractiveness of the small business entities which are carrying out the activity in the Russian Federation and causing a tendency to decrease in total of small enterprises or transfer of business to the sphere of shadow economy. In the conclusion the measures designed to reduce the level of tax pressure on small business entities that will promote increase in level of their investment attractiveness are proposed.

Keywords: taxes and taxation, accounting, tax burden, business barrier, small business entities, investment attractiveness, investments, taxation of income from individual share, sales tax, property tax of the organizations, cadastral cost.

Labor rehabilitation of disabled people on the basis of public-private partnership. N.I. tulle, Mayatskaya I.N. of page 105

In article the organization of labor rehabilitation of disabled people on the basis of the public-private partnership (PPP) is considered. Need of development and use of the mechanism of PPP for processes of labor rehabilitation of disabled people is proved. On the basis of studying of the domestic and foreign approaches presented in legislative documents and references by the author it is offered to distinguish two-factor and three-factorial models of public-private partnership. In relation to Moscow the mechanism of labor rehabilitation of disabled people on the basis of public-private partnership can be created in the form of the Center of labor rehabilitation of disabled people representing a form of concentration of resources (personnel, material, financial, educational and methodical, information, etc.) his founders and participants: the governments of Moscow, employers, medical and educational institutions, public organizations and natural persons for labor rehabilitation of disabled people.

Keywords: disabled people, labor rehabilitation, state, business, public-private partnership, models.

The analysis of non-tariff methods of regulation in electrical power branch. Aksenov A.P., Borisov A.M., Nayanov E. Ampere-second. 109

The analysis of the normative legal acts adopted by federal bodies of representative and executive power in the direction of development of non-tariff regulation in electrical power branch is presented in article. The research of yet not realized tasks for the purpose of allocation of the most important questions connected with development of power branch as an element of domestic economy is presented.

The electrical power complex is one of the most developed branches of the national economy of the Russian Federation therefore this sector is strategically important from the point of view of realization of tactical and strategic problems of development of domestic economy as a full-fledged element of the world economy.

Question of state regulation of electrical power branch as well as any other sector of the national economy and national economy in general, is important for any country with the developed or developing economic system of the mixed type.

Keywords: electronetwork complex, price control, cross subsidizing, regulation of investment process.

Increase in competitiveness of fitness clubs in the local market on the basis of price and not price methods.

Krasnov E.V. of page 113

In article the author's view of the mechanism of increase in competitiveness of fitness clubs in the local market on the basis of price and not price methods is described. Need of use of an individual combination of these methods according to positioning of club is proved. Definition of competitiveness of fitness services is given. Besides, a number of the significant factors exerting impact on activity of club is described. Examples of methods of the price and not price competition are listed. The matrix of the main formats of fitness clubs developed by the author allows to choose an individual combination of methods of the competition for increase in competitiveness.

Keywords: competitiveness of fitness club, local market, structure of the market of fitness clubs, price and not price methods of the competition.

Scientific and technical progress and safety of work. Belekhev A.N. of page 116

Studying of dangers of work, the reasons of their emergence, methods and means of protection has to be one of the basic elements promoting effective organization of events on labor protection of employees of the enterprise that causes relevance of the chosen subject. Studying of influence of scientific and technical progress on safety of work of the person is the cornerstone of article. Tasks of work include consideration of negative factors of a technosphere, influencing the person and the environment of his dwelling and also questions, concerning the wrong arrangement and operation of the computer equipment, especially in rooms unadapted for this purpose that changes conditions and the nature of work of experts, leads to an adverse effect on a functional state and health of working. Timely identification of violations in the organization of work with the computer equipment allows to eliminate an adverse effect of physical factors on health of users.

Keywords: technosphere, technogenic and anthropogenic origin, comfortable working conditions, progress, electromagnetic radiation, production factors.

The asymptotic solution of a task of Nash of sharing of a monetary prize between two players with power functions of usefulness. Aleksandrovich S.V., Sekerzh-Zenkovich S.Ya. page 122

The problem of sharing of the sum of money received by two players who entered cooperation for implementation of the joint project is considered. It was supposed that the efforts of players directed to implementation of the project are approximately identical. The case when individual functions of the expected usefulness of money Neumann's background - Morgenshterna of players are sedate is considered, players possess identical relative coefficients of rejection of risk of Errou-Pratt and differ with own monetary states. It was shown that for the solution of this task use of model of Nash of the bargaining of two players is admissible. Within this model the received problem of optimization was solved by means of Lagrange's method. In the assumption that the divisible sum and a condition of one of players are significantly less than a condition of other player the asymptotic solution of a task of Nash was received. According to the received decision, the sum of money will be divided between players not equally. The player having significantly bigger own monetary state will agree when sharing to the most part of the divisible sum, and the player having an insignificant monetary state will agree to a smaller share when sharing.

Keywords: Cooperation of players, model of sharing of Nash, function of usefulness Neumann-Morgenstern's background, coefficient of rejection of risk of Errou-Pratt, Lagrange's method.

Accounting of an investment temporary log in macroeconomic model of reproduction. Gevorkyan E.A., Martirosyan A.E. page 127

Within macroeconomic model of reproduction of Kaletsky the dependence of national income from time ($Y(t)$) taking into account an investment temporary log is investigated. It is supposed that the dependence of consumption on time ($X(t)$) represents the work exhibitors and periodic function. It is shown that reproduction process in this case is described by the non-uniform ordinary differential equation of the first order with the late argument concerning the function $Y(t)$ Solution of This Equation by method of a variation of constants in an assumption of existence of small parameter in the considered process leads to analytical expression for $Y(t)$ It is shown that existence of a temporary log essentially influences the nature of change of national income depending on time. Also special case of lack of a temporary log in the considered task is considered. It is shown that results in this case could be received from the received results limit transition at aspiration to zero parameter of delay.

Keywords: time log, macroeconomic model, production, investments

The optimum choice of strategy of development of the new software on the basis of Gurvits generalized risk criterion. Foshin D.V. of page 130

The problem of the choice of strategy of development of the new software on the basis of Gurvits generalized risk criterion is considered. Gurvits's risk criterion for the decision of matrix games is analysed. Criterion minuses are considered, the theoretical reference on generalized Gurvits's risk criterion is provided. A conscious player is the software developer company. Its strategy consist in the choice of employees for software development: hiring of employees to the state, work with the Russian freelancers or search of experts in India or Pakistan. Prizes of a payment matrix are defined as a difference between the calculated income from implementation of the software and costs for its development. The decision is passed by means of the mathematical model "Game with the Nature" in which the optimality of strategy is defined generalized Gurvits's risk criterion.

Keywords: software; investment project; game theory; a game with the nature; the generalized Gurvits's risk criterion.

Russia in global chains of value added. Suslin E.D. of page 138

Today production of goods and services inherently represents irregular network organizational shapes which unite among themselves producers worldwide who are economically inadequate among themselves. According to UNCTAD about 80% of world value added are created by trade and production chains. It is possible to tell that GTsDS became today one of key elements of global economy which extends both on developed, and to developing countries. These chains divide process of creation of goods on time and the place. All aforesaid causes the general trend on integration of economies into global production, aggravates the competition for localization in the territory of the most effective parts of a chain.

Keywords: value added, globalization, Russia, multinational corporation, intellectual rent, OECD, UNCTAD, WTO

Potential ways of increase in efficiency of use of the results of intellectual activity received by the enterprises of defense industry complex. Pankov D.V., Murashova S.V. of page 143

In article the situation which developed around the results of intellectual activity received by the enterprises of defense industry complex within implementation of the state defensive order is considered and the analysis of possible ways of increase in efficiency of use of above-mentioned results, such as involvement of the enterprises to determination of scopes of research works within the state defensive order, joint possession of the rights to results of intellectual activity, creation of the tools allowing the enterprises to get acquainted with innovative production of each other and training in the field of management of intellectual property on the basis of the state and corporate order is given.

Keywords: Intellectual property, result of intellectual activity, commercialization of the rights to results of intellectual activity, rights for intellectual property, defense industry complex, state defensive order

Role of cluster diversification in economic development (political and economic aspect). Grankina V. of Hp 147

In article diversification definition is offered as special type of integration which represents set of the economic relations developing between people concerning assignment of conditions and results of the integrated work which allows to reduce costs of production opens new opportunities of hardening of competitive advantages of economy in general. Recognizing importance of diversification at various levels of economic activity, new approaches to a research of cluster diversification are revealed and offered along with earlier known (neoclassical and synergetic): institutional, information, organizational and administrative and marketing.

Theoretical approaches to a research of cluster diversification from two positions are proved: theories of poles of growth and spatial component. Within the theory of poles of growth economic development is not that other as structural change of economy under the influence of so-called "driving forces". The spatial component becomes the major aspect in her treatment. This most emphasizes the practical importance of spatial development of economy. The space, or a certain territory, acts as a resource of production of goods.

The key role of cluster diversification in the system of the modern market relations is opened. This role is expressed in stimulation of innovative activity of economic entities within a modern innovative paradigm of economic development. It is established that act as effects of systems of cluster diversification expansion of cooperation communications between economic entities; completion of production chains of value creation; development of import-substituting competences and productions; increase in investment attractiveness and competitiveness of the companies and regions of their basing. In this context in work it is emphasized that the organizations of all forms of ownership (state, private, mixed) can be participants of clusters.

Keywords: production diversifications, horizontal vertical, conglomerate diversification, cluster diversification, cluster infrastructure

Features of use of instruments of economical production at the hotel enterprises. Kabanov A.A., Zhukova M. Ampere-second. 155

In article the possibilities of use of instruments of economical production at the hotel enterprises (are considered (Just in Time, Kaizen, 5S, cards of a stream of creation of value of hotel service, visualization). The making Kaizen systems are allocated five: organization of team work; ensuring personal discipline and responsibility; formation in collective of a high morale; formation in hotel of circles of quality; encouragement of workers for development of suggestions for improvement of activity of hotel. On each component examples from practice of large international hotel corporations are given. The main ways of realization of the tool 5S including are considered: sorting (removal from a workplace of everything that does not use and occupies working space); observance of an order (everything that is necessary for work, has to lie under review and to be readily available); the maintenance of a workplace in purity (the workplace has to be clean and upon termination of the working day all objects have to be on the places); standardization of the procedure of maintenance of an order (the first three actions have to become a norm for all employees); stimulation of maintenance of an order (adjustment of system of monitoring of an order).

Keywords: hotel, hotel service, economical production, instruments of economical production, quality, standards of service.

//Innovations and investments. 2016. No. 4.

Reproduction of fixed capital as decisive factor of innovative development of the enterprise. Sakhibgareev I.R. of page 2

In article theoretical aspects of innovative development of the enterprises in the conditions of need and precedence of implementation of structural changes in the Russian economy are investigated.

The wide literary review of scientific works of domestic scientists in the field of the theory of investment, the theory of reproduction, the theory of innovations in which questions of need of transition of the enterprises on the innovative way of development, basic provisions of perspective investment policy of the enterprises of a problem and the prospect of implementation of effective investment of updating of fixed capital at the enterprises, evolutions of economic development of the enterprises reveal *is provided in article*.

In this context the essence of fixed capital, a role and value of process of its reproduction for innovative development of the enterprise *is investigated*; the crucial role of reproduction of fixed capital is defined. In article the factors influencing process of a circulation of fixed capital at the enterprises, defining intensity of its reproduction are also systematized. It is specified that the condition of fixed capital is a component of internal reproduction system of the enterprise.

In conclusion of article the conclusion is drawn that reproduction of fixed capital on the basis of realization at the enterprises of innovative investment projects will allow to integrate increase in technological level of the enterprises, forming innovative reproduction of fixed capital at the enterprises.

Keywords: Reproduction, fixed capital, innovative development, strategy, innovations, investments, production factor.

Actions for increase in efficiency of use of results of intellectual activity. Pankov D.V. of page 6

This article is devoted to the situation which developed around the results of intellectual activity received by the enterprises of defense industry complex within implementation of the state defensive order and to the description of sense of actions which can be held by federal executive authorities for stimulation of the enterprises of defense industry complex to creation of results of intellectual activity within implementation of the state defensive order and increase in efficiency of use of such results. In article it is also shown that all such actions are anyway connected with commercialization of the rights to results of intellectual activity, the short description of instruments of commercialization and its advantages is given.

Keywords: Intellectual property, result of intellectual activity, commercialization of the rights to results of intellectual activity, rights for intellectual property, defense industry complex, state defensive order

Application of ideology of "an economic startup" on the example of the innovative automobile Crimea project. Denisenko E.V., Malinin V. of Hp 9

It is known that the startup has the considerable risks connected with uncertainty of development of a market situation. Banks in Russia practically do not credit startups - their risks and uncertainty are so high.

Risks in the sphere of innovations when creation of a new product, services adds essential uncertainty to risk of a new startup are especially high. The team of a startup creates a new product in the conditions of full uncertainty. Nobody yet definitely knows who their real users and what actually has to be a product, and the majority of projects perishes. And the full-fledged market research demands big financial and time expenditure. The method of "an economical startup" developed by the American scientist Eric Rees is a scientific basis of this work.

The work offered the reader is devoted to application of a technique of "An economic startup" to practice of development of innovative projects in the Russian conditions. In work the essence and scientific bases of a method is shown, the essence of check of hypotheses is sorted, the analysis of process of check of hypotheses is carried out, necessary calculations and data are given.

Keywords: market research, startup, innovations, business model, management, business, marketing, economical startup

The directions of innovative development of regions within sustainable development. Ziyatdinov A.M., Ziyatdinova R.M., Matukhin E.L., Kroshechkina I.Yu. page 14

In this article the author considered the directions of innovative development of regions within sustainable development. Within solvable scientific tasks in work the typologization of regional educations which is based on their reference to the groups differing on dynamics of economic development and types of stability is offered. Allocation of groups is carried out by the expert way connecting expert estimates to the analysis of indicators of social and economic development of territorial subjects of the Russian Federation. The author of article focuses attention on the analysis of methodological approaches to creation of innovative system, justification of the directions of innovative development capable to provide sustained economic growth of regions of Russia, and mechanisms of their realization which remains very relevant scientific task. Following the results of the conducted research the author draws a conclusion about need of formation and the organization of regular monitoring of realization of the chosen purposes and priorities of innovative development, assessment of their influence on social and economic processes in the region. Rational regulation of development of regions within national economic space assumes definition of belonging of concrete meso-level system to one of four quadrants of level of the economic development revealed with use of the system of indicators presented in the real research.

Keywords: region, development, typology, innovative system, territorial subjects of the Russian Federation, mechanisms, monitoring.

Methodological bases of modeling of innovative higher education. Kapyrin P. Ampere-second. 20

In formation of an innovative way of development of national economy the important role belongs to the higher school. Higher education institutions have to provide development of an innovative cycle from a stage of basic researches before release and realization of the knowledge-intensive production and technologies, to create and improve innovative infrastructures in higher education institutions, to carry out preparation, retraining and professional development of the experts working in the innovative sphere. In article the questions connected by the innovative, advancing development of system of the higher education for the purpose of formation of the innovative culture in society promoting formation of the new, quickly changing market of intellectual work are considered. Various methodological stages of model of innovative development of the higher education are considered. It is shown that the innovative activity of higher education institutions based on knowledge has to be considered as the main mechanism of ensuring quality of training of experts of the higher education, to promote formation of the new, quickly changing market of intellectual work. It in turn will demand serious change of all existing education system, will cause the necessity of development of new contents, new technologies and methods of training.

Keywords: management, economy, innovations in educational activity, innovative education.

Improvement of the mechanism of loan financing of investment activities of the metallurgical companies. Postupinsky I. Ampere-second. 24

In article influence of micro and macroeconomic factors on efficiency of policy of loan of the metallurgical companies of Russia is considered. Methodical recommendations are developed and the main directions allowing to increase efficiency of the used long-term borrowed funds are formulated. The methods reducing currency risk when using the borrowed funds nominated in foreign currency are offered. The methods of adoption of financial decisions allowing to define ways of financing taking into account specifics of a metallurgical complex and also proceeding from life cycle of the company, degree of risk and liquidity of the financed project are formulated.

Keywords: efficiency of policy of loan, loan financing, long-term loan sources, metallurgy

Risk analysis as guarantee of steady growth of investments in the sphere of the real estate. Levin Yu.A., Lebedev N.A., Lomachenko S.S. of page 31

In article it is shown that real estate market problems in most cases are a consequence of the crisis phenomena in economy. The number of questions, arising in a housing segment of the real estate market which are closely connected with questions of investment and crediting of construction branch is analyzed. It is proved that crisis in the real estate market which is characterized by extremely high specific weight of proceeds of credit always negatively affects welfare of the population. It is specified a possibility of approach at the same time of a number of theoretically possible risks of all economic entities of the real estate market. It is proved that identification of crisis risks, studying of their features, as well as the real estate market nature in general, is capable to give real instruments of long-term forward development of construction branch and to avoid the serious reasons of strengthening of socio-political instability in society in the conditions of crisis. As a possible measure of providing the maximum guarantees to investors development of the system of reinsurance of risks of civil liability of builders for non-execution or untimely execution of their obligations for transfer of inhabited objects to investors is considered.

Keywords. Investment mechanism, construction branch, mortgage lending, risks.

Exposure of a discount rate on the MCPM model: analysis, scope and criticism. Zubovich D. Yu., Lukashov N.V. of page 34

In article the model of market assessment of the capital (MCPM) is considered. Shortcomings of model of assessment of capital assets (CAPM) which serve as the reason of use of alternative methods of calculation of a discount rate are given in the first part of work. The algorithm of exposure of a discount rate on MCPM is analysed. Use of options within this model is explained by authors. On the example of the telecommunication companies of the USA the comparative analysis of the values of a discount rate calculated on MCPM and CAPM is carried out. In end of article conclusions of rather practical applicability of MCPM are drawn, its advantages and shortcomings are specified.

Keywords: model of assessment of capital assets, model of market assessment of the capital, option, risk, risk management, discount rate.

Competitive production systems of the Russian industry. Balashov E.S., Gromova E. Ampere-second. 39

The innovative model of economic development of Russia is analyzed. Such concept within innovative structure of economy as technological business (technology entrepreneurship) is separately noted. Its main distinctive features from traditional business are emphasized. The elements forming this type of business are considered. Approximate process of course of technological business is built. The special case of technological business – corporate (internal) business is marked out. On the example of the Rosatom and Rostec state corporations the possible option of development of corporate technological business is shown. The estimated model of a production system of the hi-tech innovative enterprises is analyzed. On the example of JSC Tikhvin Car-building Plant the control system which is based on the principles of one of models of modern resource management – economical production (Lean Production) is considered.

Keywords: technological business, corporate technological business, new product / technology, innovation, production system, resource management.

Technological way: to the background. Hawkers of M. Ampere-second. 43

The theory of technological ways which arose for the last century explains many processes which were taking place in the past, building communication between technological, economic and social development of the person. The relevance of the theory of technological ways of subjects is more, than the mankind is closer to new way. Social, political and economic uncertainty of this period forces more and more people to look for the reasons of the taking place events and everything increases desire to learn to understand and predict instability. The understanding of long-term economic processes and development of a technique of definition of a phase of technological way not in a historical retrospective, and will allow to improve now instruments of strategic planning by that will promote serious increase in stability of economy. Applying this theory it is possible to avoid large investment mistakes and to receive serious strategic advantages.

Keywords: Technological way, innovations, Kondratyev's Cycles, Creative destruction, technical way of production, basic innovations

Islamic banks in the countries of the European Union - adaptation potential. Kabsh M.D., Martynenko N.N. of page 45

Article is devoted to evolution and current state of the Islamic banking market in the countries of the European Union. Prerequisites of formation of banks of Islamic type in the European Union, the problems having negative effect on presence of Islamic banks in EU countries are considered. Presence of potential for use of separate mechanisms of activity of Islamic banks in the European market is emphasized. In article the conclusion is drawn: the ways of issue of loans applied by Islamic banks quite can be an alternative to the traditional credit for the non-Muslim clients interested in favorable investments taking into account bigger diversification of risks. Reliability of return of the means given to a loan is designed to increase use of such ways by traditional banks. In other words Islamic banking became a considerable segment of the financial market, and three countries - Iran, Pakistan and Sudan - decided to transform completely the financial system and to use only Islamic type of bank financing.

Keywords: Islamic banks, European Union, assets of banks, traditional banks, financial services.

Detailed analysis of a condition of tax system of Azerbaijan. Magerramov A.M., Babayev F.M. of page 51

In article the current state of tax system of Azerbaijan is considered. The question was investigated from the point of view of the right and statistics. It is told about the problems existing in tax system. At the end certain recommendations are made.

Keywords: tax system, right, statistics, Azerbaijan

Not price methods of increase in competitiveness of fitness clubs. Krasnov E.V. of page 54

In article the description of a complex of marketing of services of the fitness club which is a basis for development of not price methods of increase in competitiveness is given. The example of classification of content of activities for advance of services of fitness club is given. Author's definition of competitiveness of services of fitness club is given. The point of view about need of the accented allocation of process on the organization of individual service of clients is proved. The approach presented by the author will be useful when developing maintenance of a complex of marketing of services of fitness clubs and not price methods of increase in competitiveness.

Keywords: competitiveness of fitness club, not price methods of the competition, marketing of services of fitness club.

Connection of success of the companies with realization of the concept of sustainable development on them. Pavlova E.I. of page 57

The concept of sustainable development of the company becomes more and more dominating. It covers all aspects as business, and public work. In today's economic conditions the key choice of corporations on creation of value are stability maintenance, and steady creation of value more than priority purpose of activity of corporations is an imperative. As the administrative paradigm sustainable development of corporations is based on three components - economic growth, social development, environment protection. This article is devoted to studying of factors that provide success of the company by means of adoption of administrative decisions in the plane of sustainable development.

Keywords: sustainable development, success of the company, factors of stable development, principles of stable development.

Theory of information society and human resource management. Baksheev S. of page 62

In article the essence and lines of information society, the requirement to the modern employee of this society is considered. Various points of view of modern scientists on an essence, history of emergence and signs of new society, including D. Bella (the theory of "post-industrial society"), E. Toffler (the theory of "three waves") are shown. The emphasis is placed on the sociocultural component of information society designated by A. Buzgalin and A. Kolganov a concept of "kreatosfer" as the sphere of cultural values in which freedom of creative self-development and self-realization dominates. Importance such relevance of lines of a sociocultural component of information society, making impact on personnel as increase in a role of knowledge and information and permanent education which admit society as value *is emphasized* and are considered as unique resources of national innovative systems which use has the features. The positive and negative features in the sphere of human resource management caused by changes in new society are considered.

Keywords: Information society, personnel, information, knowledge.

Formation of cluster structure of economy of the region. Bezpалov V.V., Zharikov V. D., Zharikov V.V. of page 67

The country leaders set the task of formation of the innovative organization of economy. First of all it concerns regions. At the present stage of economic development two main models of the spatial organization of regions are allocated: integrated and network. The integrated model was realized during an era of industrialization and connected with domination in regional economy of large mass industrial productions. They – a primary place of employment of most of able-bodied population of the region, the main source of tax revenues in the budget, a significant factor of formation of infrastructure economy of the region and financial flows. Now in regions the network (cluster) structure is formed. At the same time clusters can be created in various branches of economy. The gathered enterprises and the organizations entering into network of cooperation and interaction form the research and production cluster which is adjusted on creation and introduction of innovations.

Keywords: cluster, region, structure of economy, model.

Administrative decisions on a conclusion managing a subject from crisis as an innovative way of management. Kiselyov S. Ampere-second. 72

Timely detection of crisis in activity of economic entity, undoubtedly, is one of the major tasks in the system of crisis management. Identification of signs of the crisis approaching, but not shown yet gives to the management of economic entity great opportunities for localization of a crisis situation, an exit from it, and demands smaller time and material inputs on holding those actions. And responsible, at the same time, the stage of elimination of the reasons and consequences of crisis which demands from management of economic entity of attraction of all means and resources, material, financial, professional, in the conditions of limited time is not less important.

In article the algorithm of crisis management by activity of economic entity taking into account definition of a stage of crisis process, adoption of necessary strategic decisions and operational measures at various stages of crisis *is offered*. The specified actions are recommended to be carried to methods of innovative reforming which is one of elements of the advancing crisis management.

Keywords: economic entity, crisis, diagnostics of a condition of the organization, crisis management, anti-recessionary actions

Economic aspects of labor employment of disabled people. N.I. tulle of page 79

The author in detail considers some economic aspects of labor employment of disabled people in article. On the basis of researches the reasons of insufficient balance of interests of the state and business and barriers at stages of employment of disabled people are established, offers on their decision are proved, and examples of interaction of the state and subjects of business which are in turn constructed on a program not so very and legal basis, optimum distribution of the competences and functions directed to creating favorable conditions of increase in labor employment of disabled people, creation of opportunities for achievement of the material independence by them are also given. According to the author it is necessary to increase balance of interests of the state and business perhaps on the basis of development and implementation of the target program of creation of specialized jobs for disabled people on modern technical and technological base with full compensation of expenses of employers.

Keywords: disabled people, labor employment of disabled people, quoting, jobs, program, expenses, subsidies.

About need of use of the new economic mechanism of financial security of implementation of the development strategy of the company. Safonov M.S. of page 83

The economic mechanism of financial security of strategic development of any company represents very difficult and constantly developing system of relationship, first of all, constant search of sources of financing of this activity, distribution of financial resources between structural divisions and also monitoring and control of efficiency of their use. Strategic development of the company assumes realization of both traditional, and breakthrough processes of search of the new products and technologies promoting the intensive and extensive growth of the company. Timely ensuring investment and innovative activities of the company with the necessary volume of financial resources - a key to success of its activity.

Keywords: financial security, foreign investments, banking sector, strategic planning, development of the company

Regularities of transformation of marketing paradigms. Syaglova Yu.V. of page 87

In article the question of regularities of transformation of the main marketing paradigms – 4P, 4C, 4R is studied. A research objective is identification of the main regularities and forecasting of transformation of marketing paradigms and also accompanying them, concepts of marketing, for example, it as 4E and 4T.

Author's interpretation of evolution of development of marketing paradigms allows to draw a conclusion that genesis of marketing paradigms assumes their transformation which has cyclic character with centrifugal expansion of an evolutionary spiral on a timebase - of the past to the future. Authors also formulate a conclusion that between the previous and subsequent stage of each cycle it is formed and further there is a number of concepts of marketing which are prerequisites and need of essential transformation of the current evolutionary stage and its change by the subsequent.

Keywords: Marketing paradigms, evolution, genesis, transformation, concepts of marketing.

Business development strategy as instrument of management of competitiveness. Guzhina G.N., Nazarshoyev N.M., Guzhin A.A., Ezhkova V.G. of page 90

For the organization of works on ensuring competitiveness of any objects (systems) it is necessary to formulate accurately their mission, the development strategy, to estimate the opportunities and external threats, strong and weaknesses, communications with the external environment and to solve other problems. Application in strategic planning of marketing of modern methods of the analysis allows to operate effectively a product portfolio of the enterprise, to develop the corresponding marketing strategies on grocery lines for achievement of the goals of the organization in general.

Keywords: strategy, business, competitiveness, strategic planning, consumers.

Agriculture as social and economic system. Kharitonov A.V. of page 93

In article positions of domestic and foreign scientists to definition of a concept system are investigated and generalized. It is revealed that social and economic system wider and generalized concept which besides economy elements, includes the social sphere. The conclusion is drawn that on system properties and to destination, agriculture as a basis of food supply of the population is social and economic system.

Defining agriculture as economic system, its following system properties are noted:

1. to agriculture as to economic system, signs of conditional and open system are inherent.
2. Agriculture, being generation of the person and a basis of his activity it is characterized as the artificial and open phenomenon which gives the grounds to carry it as economic system to artificial systems.
3. Development of agriculture, in many respects is defined by external and internal factors. These circumstances characterize its unstable system.
4. Agriculture, representing a life form and being branch of economy has properties of organic systems.

In too time, agriculture as the economic system, includes resources, subjects of economic activity which participate in production, distribution, exchange and consumption interacting at the same time, form uniform complete social and economic structure in a certain territory.

Keywords: agriculture; social and economic system; types of systems; system properties; economic system.

Research of structural regularities in long-term dynamics of volume of world oil production. Ivanishchev A.V., Residents of Perm And. Ampere-second. 99

On the basis of studying of structural regularities of dynamics of volume of world oil production on a long interval of 1858-2014 the quantitative ratios describing dynamics of growth of world oil production in models of exponential and allometric growth and also a logistic curve with saturation are received.

The periodization of stages of world production of oil taking into account temporary dependence of growth rates of oil production is made and the characteristic of three stages of development and two transition periods caused by restructuring of oil branch is given. For change of the modes of development such factors as transformation of structure of the oil market, level of the competition between participants and, as a result, reorganization of the mechanism of pricing of oil and oil products had *the defining* value.

It is established that the moments of cardinal structural changes in world oil branch have cyclically caused character coinciding with 12-13-year recurrence in dynamics of the world oil prices.

The modern stage of development proceeds since 1984 and is characterized by delay of growth rates and approach of world oil production to a condition of saturation (oil peak). On the basis of the offered scheme of a periodization the critical ages in development of world production of oil and critical levels of volume of world oil production are determined. The oil peak, maybe, is reached by 2025 at the level of 4,45-4,8 billion tons then world production of oil will pass into a condition of stabilization of volumes of production.

Keywords: oil, oil peak, world oil production, cycle, dynamics

Value of a share in the mechanism of management in economic societies and associations. Tarkhova O.Yu., Chekunov A. S. page 107

Share in the authorized (depository) capital of economic societies and associations, being a basis of participation in the legal entity and granting to its participants a complex of the corporate rights, can be considered and as the certain legal tool used for management of economic societies and associations.

In article the value of a share in economic societies and associations as the legal tool used for management of corporation and implementation of corporate control *reveals*. Influence of the size of a share on administrative opportunities of its owner and existence of interrelation of a share with the right of membership and the right to vote is considered.

Keywords: share, economic society, association, corporate management, corporate control.

Some aspects of standard and legal and financial and tax regulation of business activity in the Russian Federation. Shorin V.M. of page 112

Key link of state regulation of business activity – taxes. Business in our country – as in one other country of the world – is assessed at once with three taxes which the businessman has to pay annually. In the tough competitive environment *of one property tax can* already be enough to take away all profit of the businessman. And here choice only one: the state itself creates all "businesses" necessary for the country and undertakes full responsibility for their development, or it relies upon a private enterprise initiative. But then at the center any state planning and regulation the figure of "business owner" has to be put.

What does our state in this regard? In general, of course, state machinery idle is not necessary. A lot of things become, but for the solution of the main task offered by us - support of business activity of people – either nothing, or everything that only interferes with its decision.

And for this reason emigration of people and flight of the capitals continued all years of "democratic reforms". On it Russia lost not less than 2-2,5 trillion a dale. The USA and up to 7-10 million the most enterprising part of the population.

So to do to stop this flow of people and the capital abroad? Let's try to understand.

Keywords: investments, immigrants, taxes, tax quota, tax burden, inflation, tax policy.

Acupuncture and radonoterapiya in postoperative rehabilitation of reproductive function at patients with external forms of genital endometriosis. Cardano M.H., Tembotova I.A., Grigoryan I.M. of page 117

Results of prevalence, complications of external genital endometriosis, rehabilitation and restoration of reproductive function after an operational laparoscopy by reception of acupuncture and a radonoterapiya are presented in article. Positive influence on GGYaNS, psychoemotional, vegetosodist systems and reproductive function were observed. The conclusion is drawn: use of acupuncture and a radonoterapiya in the postoperative period at sick NGE in 57,5% of cases has the normalizing influence on GGNyAS, in 72,5% - on cortical neurodynamics, in 48,2% - on cortical and subcortical relationship, in 72,5% - on psycho-emotional, in 72,5% - on vegeto-vascular system, in 62,5% - on haemo dynamics of bodies of a small pelvis, in 42,5% - on reproductive function.

Keywords: external genital endometriosis, adhesive process, primary and secondary infertility, acupuncture, radonoterapiya.

The place of tourism in development of national economy and feature of a tourist product. Hasenova K.E., Zeynullina A.Zh., Ibrayeva A.K. page 120

The most important feature of tourism as object of management are specifics of a tourist product, its inseparability from a formation source. Because at realization of a tourist product the personal aspect amplifies, process of providing tourist service can be automated in much smaller degree, than, for example, process of production of goods. For this reason in tourism management immeasurably more attention has to be paid to human resource management and regulation of the interpersonal relations.

The present stage of development of the sphere of tourist services is characterized by high dynamism, competition strengthening, synchronous development of tendencies to specialization and a universalization, increase in requirements to quality of services, need of strengthening of the state support of tourism. Now formation of the market of tourist services meets difficulties. Their considerable part is connected with insufficient readiness as teoretiko-methodological bases of a research of this market, and with features of its formation and functioning.

Keywords: tourism, tourist product, economy of Russia

Information assessment of actions of crew for performance of an objective in information and psychological conditions with use of computer technologies. Kolosov S.V. of page 124

In article questions of use of computer technologies for determination of level of readiness of aircrew (navigators) for performance of an objective and information assessment of actions of crew information and psychological conditions are considered. Computer simulators are used for individual training of the navigator, with the subsequent preparation on complex exercise machines as a part of crew. The research allowed to solve a complex problem of training of the navigator – to estimate the level of readiness for performance of objectives, modeling of conditions of their performance and to estimate actions of the certain navigator and crew in general.

Keywords: readiness level, real flight, tactical maneuvering, option of performance of a task.

Development of the production technology of food of functional purpose (on the example of preparation of sauces). Namsarayeva Z.M., Hamnayeveva N.I., Bogdanova O.V. of page 130

The sauce to meat products enriched with the functional ingredients which are contained in sea-buckthorn juice, serum cottage cheese, carrots and pumpkin is developed. The main structure of sauce is optimized. The expediency of use of vegetable sources of biologically active agents for creation of products of functional purpose is noted. The possibility of a tenderization of kollagensoderzhashchy secondary raw materials of animal origin (a hem beef) is proved by the fermented sauce.

Keywords: Functional product, microbic association of kefiric fungi, sauce, tenderization.

Repair structures on the basis of polymeric knitting. Uzayeva A. Ampere-second. 134

As show numerous researches, coupling of old, it is long working, and new construction solutions on cement knitting it is small. The design of strengthening and the damaged element of a construction work in common at all not as it is supposed calculation as the rheological indicators considering material aging are not entered into calculations.

Now sharply application increases in construction of various knitting materials and concrete with additives of monomeric and polymeric organic and kremniyorganichesky substances. Contents them in the knitting materials can fluctuate in big limits — from percent shares to 5 — 10% and more. These substances enter into a portlandtsement and its versions, receiving polimertsementa and polimertsementny solutions and concrete, in aluminous and other cements and also in plaster knitting, receiving polimerpishovy solutions and concrete. Polymers can be entered into the knitting materials at a grinding of the last (usually up to 1%). More often they are applied in the form of water dispersions and solutions which enter into concrete mixes at their preparation.

Both components usually participate in curing of the knitting substances with polymeric additives. Extent of such participation to a large extent depends on properties and structure both inorganic knitting and polymeric additive. As a result concrete on such compositions gain the properties borrowed from each component of initial mix. So, they can promote plasticization of concrete mixes with considerable decrease in water content in them and also to airinvolvement and a gidrofobization with sharp increase in frost resistance of concrete. Additives of polymers increase extreme extensibility of concrete, their impact strength, durability by stretching and a bend, resistance to attrition, adhesion to other materials, etc.

Use of not cement knitting makes changes to our ideas of the production technology of repair construction works. When using as connecting solutions polymeric dispersions it is possible to receive qualitatively new result.

Keywords: repair construction works, cement, concrete, the construction materials, the knitting substances polymeric knitting repair structures, adhesion.

Assessment of a state and development of indicators of the sphere of information and communication technologies. Klochko E.N. of page 140

Results of a statistical research of dynamics of indicators of the sphere of information and communication technologies in the Russian Federation are presented in article. The main tools of the analysis were methods of the analysis of temporary ranks and also tabular and graphic methods of visualization of data. Results of a research can be used as the tool for realization of state policy in the considered sphere and also sector contribution estimates for the solution of questions of modernization and innovative development of economy.

Keywords: information and communication technologies, sector of ICT.

Increase in loyalty of the consumer on the basis of use of the principles of economical production. Kabanov A.A., Chudnovsky A.D. of page 146

On the basis of the analysis of programs of loyalty of the international hotel companies the conclusion is drawn on need of increase in satisfaction of lodgers of hotels by improvement of quality of the rendered services and service. Requirements are developed for ensuring constantly high-quality work of personnel of hotels. Use at the hotel enterprises of the Economical Production system is offered. The principles of the organization of economical production in relation to the hotel industry are considered: understanding of value of the made hotel service for the end user; identification of a technological production phase of hotel service on which value is created; the organization of work in hotel on decrease in losses; observance of logistics of performance of technological process of creation and rendering hotel services; service creation only in case of presence of demand for it at the consumer; constant improvement, both services, and process of their rendering.

Keywords: hotel, hotel service, loyalty of the consumer, loyalty program, economical production

About invariance of strictly hereditary radicals concerning endomorphisms. Mushrub V.A., Sukhorukova I.V., Belyaev A.A., Pavlovsky V.V. of page 150

This article is an important stage of work of authors on development of the theory of invariance of radicals of associative algebras under the influence of endomorphisms. Conditions on algebra of R and its endomorphism of f sufficient are found in this work in order that strictly hereditary radical was a f -ideal.

It is necessary to remind that according to definition in a class of all associative algebras over field K radical of algebras has to be invariant only relatively surjective homomorphisms of algebra. While any radical in category modules, unlike radicals of algebras, invariant concerning all homomorphisms of modules. In particular, follows that the radical (M) any module M is invariant at any homomorphic display of the module M in himself. Thus, naturally there is the following problem.

Problem. To find conditions on R algebra its endomorphism f which provide invariance of the radical $p(R)$ concerning f endomorphism. In the present article we solve this problem for strictly hereditary radicals p and f endomorphisms with a p -radical kernel ($\text{Ker } f \subseteq p(R)$).

The definition problem whether this radical of algebra is invariant concerning its endomorphisms of some special look, is called a problem of invariance of the radical concerning endomorphisms. This problem carries purely cognitive interest, but has at the same time various appendices in the theory of rings of slanting polynomials and slanting semi-group rings. In case of primary radical this problem acquires special relevance.

Keywords: invariance, endomorphism, hereditary radicals, associative algebras

Methodical approach to adoption of the administrative decision on replacement or restoration of the equipment of the enterprises of an oil and gas complex of the Russian Federation. Tomazova O.V. of page 155

Relevance. Maintenance of fixed assets in operating state and their timely updating, was always relevant in all industries. Recently the matter is particularly acute in an oil and gas complex of the Russian Federation. It is connected with the fact that the enterprises of an oil and gas complex use new technologies and as a result the hi-tech equipment in the course of production.

Statement of a problem. As a result of a research of works of the Russian scientists in which methodical approaches to adoption of the administrative decision on restoration or replacement of the equipment of the industrial enterprises are offered it was established that for the enterprises of an oil and gas complex, similar methodical decisions are not submitted.

Solutions of the put problem. For the solution of this problem the author of article developed the methodical approach allowing to prove expediency and also options of replacement or restoration of the equipment in relation to activity of the enterprises of an oil and gas complex.

Results and conclusions. The realization of the offered methodical approach is enabled in two stages. At the first stage justification of the choice of restoration or replacement of the equipment is carried out. At the second stage, in case of replacement of the equipment, the way of its renovation is proved.

The offered methodical approach is developed for management of the enterprises of an oil and gas complex of the Russian Federation. Its application will allow to provide extension of term of working capacity and technological suitability of the equipment functioning at the enterprises of an oil and gas complex.

Keywords: equipment, restoration, replacement, oil and gas complex, working capacity degree.

//Innovations and investments. 2016. No. 5.

Technological ways and social and economic progress. Konotopov M.V., Novitsky N.A., Lomochenko S.S. of page 2

In article theoretical and methodological basics of judgment of social and economic progress through a concept of technological way are covered, characteristics of the taken place ways, as from positions of the dominating technologies, and social effect of their introduction are given. Parameters of new, sixth way are offered. The current state of the leading economies of the world within the fifth technological way existing nowadays including economies of Russia is shown. The main conditions of transition to new way are considered, and on their basis approaches to formation of capacity of the country, both necessary, and sufficient for that are formulated. Requirements to formation of strategic and local programs of modernization of economy which will allow to react in due time and adequately to global challenges are proved.

Keywords Science, equipment, technology, economy, progress, potential, innovations, investments, effect, society

Problems of information security in modern society: culturological approach. Vershinina S.V. of page 12

Now the increasing number of representatives of authorities and business pay close attention to questions of information security, especially distinguishing problems of formation of innovative culture as innovative culture will contribute to the development of innovative and is information the protected society. As information at all stages of development of society was object of fight, with full confidence it is possible to claim that, than the state has great information opportunities, that more true it tries to obtain strategic advantages. Experience of the last years shows that many states consider information as a strategic resource: "Who possesses information, that owns the world!". In article the interrelation of information security of the personality and innovative culture is considered, main types of information attacks are shown and need of studying of problems of formation of innovative culture of the personality is proved.

Keywords: information security of the personality, innovative culture.

Technique of assessment of innovative climate of municipal unit of the Republic of Bashkortostan. Valinurova A.I., Kazakova O.B. of page 17

In article the methodical approach to assessment of innovative climate of municipal units including the system of estimated indicators and a ball scale of processing of statistical information is offered. Approbation of the offered approach on information massifs of the Republic of Bashkortostan by results of which groups of municipal units depending on a condition of innovative climate are allocated is carried out and the innovative atlas of the

Republic of Bashkortostan is created. Recommendations about improvement of a condition of innovative climate of municipal units are developed for each of the allocated groups.

Keywords: innovative climate, municipal unit, assessment of innovative climate of municipal unit.

Use of financial and economic modeling for definition and calculation of key performance indicators of innovative projects in the mining industry. Mikhaylovsky A. Ampere-second. 23

Subject. Theoretical and methodological bases of assessment of economic efficiency of innovative activity of the uranium mining enterprises.

Purposes. On the basis of the analysis of international and domestic experience of financial control to develop and approve process financially – economic modeling for definition and calculation of key performance indicators of innovative projects in the uranium mining enterprises.

Methodology. In the real work with the help of methods financially – economic modeling, the factorial analysis the most effective system for definition and calculation of key performance indicators of innovative projects in uranium mining branch *is defined*

Results. Process financially – economic modeling for definition and calculation of key performance indicators of innovative projects in the uranium mining enterprises *is developed and approved*.

Conclusions. The conclusion is drawn that in modern economic conditions financially – economic modeling needs to be used for definition and calculation of key performance indicators of the uranium mining enterprises necessary for increase in investment attractiveness and justification of adoption of administrative decisions, the enterprises of the uranium mining sector of economy.

Keywords: innovative activity, factorial analysis, financial modeling.

Assessment and analysis of financial stability of investment companies. Kabsh R.D. of page 27

Results of the analysis of financial stability of any economic entity are the most important characteristic of its activity and financial and economic wellbeing. This work is devoted to a question of assessment of financial stability of the enterprise. The essence of financial stability and a condition of the company, the main approaches and estimates is considered. For practical understanding of a question, the description of financial stability was illustrated on the example of a research of a financial condition of the IK RUSS-Invest investment companies (JSC IK RUSS-Invest) and JSC Promyshlennye investitsii (JSC PI).

Keywords: financial stability, solvency, analysis of financial performance, finance.

Formation of methodological base of assessment of efficiency of innovative and investment projects taking into account regional features. Baychorov M.U. page 33

In article the relevance of questions of improvement of methods of assessment of innovative and investment projects at the regional level in connection with transition of economy of Russia to the innovative way of development which caused need of development of strategy of modernization of all spheres of life of society for the purpose of creation of effective system of managing, both Russia in general and each region in particular is considered. One of components of innovative policy are the innovative and investment projects representing the elaborate system demanding considerable investment investments. Economic growth and efficiency of innovative and investment strategy substantially depend on formation of system of selection for implementation of innovative and investment projects, assessment of efficiency and adaptation opportunities of innovative projects to quickly enough to the changing realities of the modern world and the Russian economy, in particular. Modern realities are that that innovative and investment projects are implemented in the conditions of high uncertainty and risk that complicates application of traditional methods of assessment of efficiency. In article it is specified that despite formation of teoretiko-methodological and methodical bases of assessment of efficiency of projects and programs, a variety of approaches to creation of the mechanism of selection of the best projects, problems in assessment of projects is a lot of. It is possible to refer not readiness of a conceptual framework, narrowness of criteria for evaluation of projects, ignoring in the system of assessment of innovative and investment projects of regional features to them.

Keywords: innovative and investment projects. innovative policy, assessment methods, criteria for evaluation of projects, regional features, ways of improvement of a technique of assessment of innovative and investment projects.

Influence of integration processes on investment climate. Bryukhanov Yu.M., Potapova V.Yu. page 36

In article prerequisites and results of formation of appeal of investment climate of participants of integration economic system are considered. The thesis about rapprochement of investment climate in integration economic space moves forward. The structure of macroeconomic indicators of investment climate in the Eurasian Economic Union is defined and estimated. The reasons of differentiation of macroeconomic indicators of investment climate as a result of competition policy are shown.

Relationships of cause and effect between trade balance of participants of economic integration and indicators of investment climate *are described*. It is shown that the countries exporting to Russia allowed bigger weakening of rate of national currency to get the competitive advantages importing the countries from Russia allowed smaller weakening of rate of national currency in the first year of economic integration. Within the first year of EEU "the countries exporters" Belarus and Kazakhstan keep key interest rates above than in Russia to attract investments in EEU. And "the countries importers" Kyrgyzstan and Armenia hold rates below a key interest rate of bank of Russia to attract qualitative borrowers.

Keywords: investment climate, economic integration, macroeconomic indicators, investment risks, competition policy

Influence of yield on the state securities on macroeconomic, financial performance and capitalization of the market. Yakushin A. P.S. 41

The state securities are an integral part of the financial market and object of studying of the most part of the theory. In modern conditions, the state securities play a key role as in creation of macroeconomic policy, and influence on various assets in the financial market. The author of article analyzes influence of the state securities on dynamics of macroeconomic and financial performance of the Russian Federation and other countries of the world. Also decomposition of yield on the state securities and its influence on capitalization various is made by the sector of the Russian Financial market. Results of the conducted research demonstrate to what the state securities exerts huge impact on capitalization of various assets in the market and also decomposition of profitability of the state papers is the indicator of stability of development of national economy. Results of a research will be the interests of workers in the sphere of the public and municipal finances and also participants of the financial market and to analysts of the financial market.

Keywords: state securities, public debt, financial market, yield on securities, state loans, debt market.

Factors of economic incentives of economic growth in the Republic of Tajikistan. Begov D.M. of page 46

In the system of measures of stimulation of economic growth, factors of its providing represent the integral element. Process of achievement of economic growth represents result of interaction of many factors which define reproduction conditions at different stages of social and economic development. The most important of factors of economic growth are labor and investment resources.

It is necessary to emphasize that the problems connected with attraction of investments and a manpower in places for Tajikistan existed always, even at the time of existence of a planned management system when scales of production were much more, than now.

Thus, summing up the result of the empirical analysis of factors of economic growth across the Republic of Tajikistan, it is possible to note that labor and investment resources are used not absolutely effectively.

The practical importance of results of a research consists in a possibility of use of the received results in the course of ensuring economic growth in the Republic of Tajikistan on prospect. Besides, results of a research can be useful to the Ministry of Economic Development and Trade, the Ministry of Finance and National bank of Tajikistan when developing programs for social and economic development of the country.

Keywords: Republic of Tajikistan, economic growth, factors of economic growth, stimulation, investments, manpower, labor productivity, increase in population, employment, capital, GDP.

Iraqi crisis: A position of Iran concerning a military solution by force of the Iraqi crisis of 2003 and the central role of the authorities of Tehran within the existing political situation in the Middle East after the war in Iraq. Salum H.E. page 54

The author in the article analyzes a position of the Islamic Republic of Iran in the Iraqi crisis of 2003 and also its impact on formation of domestic and foreign policy of the country. Shows how important impact was exerted by crisis on character and the course of process of Middle Eastern settlement, formation of the plan of creation of "the Big Middle East" and also on curtailment of plans of the USA for strengthening of the presence in the region. In addition, the author investigates influence of crisis on plans of Iran for control over the territory of the Middle East.

Keywords: Iraq, Iran, USA, Big Middle East, Baghdad, Tehran, Islamic groups, Gulf States, Sunnites, Shiites, Nadzhaf, Karbala.

Role of the Asian Infrastructure Investment Bank (AIIB) in implementation of the "Economic Belt of the Silk Way" project. Jia Songs. 61

Since 2009, the People's Republic of China makes attempts to turn the Chinese yuan into hard currency, and the Asian Infrastructure Investment Bank (AIIB) – for this historical moment seems the most convenient instrument of achievement of this purpose, its basis and functioning will promote creation of an image of China as responsible world power and also will support the idea of internationalization of yuan, and will increase influence of China on a world financial system. The idea of creation of similar international financial institution belongs to the government of the People's Republic of China which nominated her a few years ago. AIIB will form the competitive environment, cooperating with Asian Development Bank (further - ABR) which is based in Japan and also with being in the United States World bankom1. In this connection creation of AIIB has key value for the international policy of economic expansion pursued by the People's Republic of China.

Keywords: Asian Infrastructure Investment Bank, yuan, reforming, monetary system, IMF, China

Role of derivatives in evolution of strategy of management of assets and liabilities of commercial banks. Guseva I.A., Altsione O. Ampere-second. 67

Article is devoted to the analysis of evolution of strategy of management of active and passive operations and also a role of derivatives in this process. Key aspects of the active, passive, balanced approaches to management of assets and liabilities are considered. Authors prepared and made a periodization of dynamics of change of tasks within the strategy of management of assets and liabilities of commercial banks during various periods of time. Special attention is paid to a problem of increase in marginality of business at the set risk level, including by means of a technique of VaR (Value-at-Risk) by the developed JP Morgan company, and its modifications in a look: CVaR (Conditional VaR), CaR (Cash Flow-at-Risk) and EaR (Earnings-at-Risk).

Keywords: active and passive operations, strategy, commercial bank, derivatives (derivatives), tool, risk, interest rate, volatility.

The directions on improvement of system of compensation in the agricultural organizations. Ivanova N.M., Bykovskaya N.V. of page 71

The efficiency of the agricultural organizations increases in process of growth of interest of workers in the end results of production. Such motivation is provided by the system of compensation. However low profitability of many enterprises does not allow them to apply incentive payments following the results of managing. In profitable enterprises introduction of effective systems of compensation restrains because of a lack of scientific and practical recommendations about the organization of the salary. In article questions of the organization of system of the salary on the modern agricultural organizations are considered. The directions of rationing and tariffing of work are presented. The system of differentiation of tariff coefficients on groups of works and categories of workers for farms with different levels of profitability is offered.

Keywords: agrarian production; distributive relations; rationing; tariffing and compensation; tariff coefficients on groups of works and categories of workers.

Possibilities of development of the human capital of the organizations and enterprises of the investment and construction sales tax complex in the conditions of creation of construction clusters. Yanenko E.N. of page 75

The human capital in itself does not provide either high technological effectiveness of production, or high degree of innovation of economy, or the high standard of living of the population, and, therefore, and competitiveness. A necessary condition of competitiveness of the human capital in comparison with any other economic resource is creation of the favorable environment for realization. Just in it we also see a role of an investment and construction complex which can become the "locomotive" allowing investments into education to be transformed to the competitive human capital of the construction sales tax complex. Statistical data on the Novosibirsk region are presented in article. Data on the list of students are provided in institute of additional education of the Novosibirsk state architectural and construction university (Sibstrin). Influence of a construction cluster of the Novosibirsk region on development of the human capital of the organizations and the enterprises of an investment and construction complex is considered. The mechanism of creation of the training centers on the basis of the universities is presented.

Keywords: investment and construction complex; personnel potential; educational services; training of employees; professional development; construction cluster; construction complex; human capital.

Increase in efficiency of use of Internet advertizing of the enterprises of restaurant and leisure and entertaining business on social networks as a factor of increase in competitiveness of the enterprises. M.A. frosts, Aristov P.O. of page 80

This article is devoted to a hot topic of features of increase in efficiency of Internet advertizing of the enterprises of restaurant and leisure and entertaining business on social networks as factor of increase in competitiveness of the enterprises.

Social networks become more and more popular in the Internet. Their number grows every day. At the same time, the most popular of them register every day new users. From this it is possible to draw a simple conclusion: social networks become more and more influential and significant in the market of marketing communications of the enterprises of restaurant and leisure and entertaining business.

With growth of popularity of external communications in the Internet, social marketing (SMM - Social Media Marketing) - a way of advance of Internet resources *widespread in the West gained development*. SMM advance certainly belongs to "white" ways of promotion and advance of the websites, unlike habitual "external optimization" when by purchase of lot of exiles, optimizers tried to manipulate results of search delivery.

In a research the SMM strategy essence, a concept "social network" and the main Internet technologies in advertizing activity by means of social networks for increase in competitiveness in the studied field of activity - at the enterprises of restaurant and leisure and entertaining business *is briefly described*.

Keywords: Internet technologies, advertizing, SMM strategy, market segmentation, social network, image, loyalty, competitiveness.

Key indicators and mechanism of increase in economic efficiency of activity of the tourist enterprise. Radionov A. S. page 84

Main objective when determining economic efficiency of the tourist enterprise is obtaining information on the key economic indicators of the enterprise by means of which the financial condition of the enterprise, its profits and losses is defined. Assessment of economic efficiency of the enterprise is carried out by means of two ways: by means of the express analysis and deeper detailed analysis of the enterprise. There is a large number of various indicators characterizing efficiency of activity of the tourist enterprise. Use and calculation of these indicators allows the management of travel agency to plan effectively activity, to develop development strategies for achievement of goals. In article economic indicators of the tourist enterprise and the mechanism of increase in economic efficiency are analyzed

Keywords: indicator, economic efficiency, tourist enterprise, tourist branch, startegiya of management

Development of small farms in agrarian and industrial complex: results of implementation of the state program in 2015. Mumladze R.G., Vasilyeva I.V. of page 88

Realization of actions for support of small farms in the village is extremely significant for development of agriculture. As practice shows, they are capable to give new strong impulses to increase in production of agricultural products, promote the solution of problems of social life in rural territories, promote effective import substitution and export growth of agricultural production. In article measures for effective development of small farms within the State program of development of agriculture and regulation of the markets of agricultural production, raw materials and food for 2013-2020, results of its realization in 2015 are considered. The analysis of results of realization of such actions as support of the beginning farmers, development of family livestock farms on the basis of peasant farms, grant support of agricultural consumer cooperatives on development of material and technical resources, the state support of crediting of small farms, registration of the land plots is carried out to property by peasant farms.

Keywords: state program, small farms, peasant farms, production, state support, realization results

Stockpile management at the level of economy and branches. Fedorov L. S. of page 93

In article the analysis of management of inventory holdings at the level of economy and industries in the developed countries is given. The attention to fluctuation of stocks under the law of recurrence and methods of management is paid by them. It is noted that withdrawals of capital investments in stocks cause recession and vice versa, their increase leads to revival of economy. The opinion of the American scientists that inventory holdings play so important role in economy that if it was succeeded to deliver 75% of fluctuations of level of investments into stocks under control, then the economy of the USA would not test any of post-war recessions is given.

Is proved that the redundancy of inventory holdings dictates need of achievement of balance between the volume of orders and storage of stocks. This balance is reached by determination of the economic size of the order. Often in practical activities for assessment of actual level of reserve stocks properties of certain systems of statistical distribution are used.

In article it is noted that in industries creation of inventory holdings is defined by their specific role which they play in the course of release and delivery of production. From here and difference in approaches to policy of capital investments in separate branches and to determination of priority of the tasks solved during production.

Keywords: logistics, inventory holdings, management, demand, recurrence, fluctuations of stock rate, costs, order size.

The place and role of an enterprise cluster in the uniform social and economic system of the region. Bondarenko V.E. page 98

In article the essence and criteria of definition of sustainable development of enterprise structures in the system of regional economy are revealed. In modern conditions the problem of adaptation of activity of the enterprises to changes of the environment receives new aspects, especially in the conditions of world crisis – essential increase in level of influence not of a stable situation in the country and in general in the world. The system of assessment of cluster potential of economy of the region which represents a set of elements of innovative and competitive development of the economic objects which are in the localized territory. This system will effectively work if to perform certain operations: distribution of the main indicators characterizing production factors; calculation of rating of the region by means of a method of linear calculation; definition of the integrated indicator of assessment of cluster potential of economy of the region by association of the integrated estimates on all four socio-economic factors: human, organizational, ecological and innovative.

Keywords: enterprise cluster, region, cluster potential of economy of the region, competitiveness, innovative system.

Methods of increase in efficiency of processing of the client database. Mikhalkovich I.S. of page 104

At regular cleaning, normalization and a deduplication of data on clients in corporate databases inevitably there is a need of increase in efficiency of search of the changed records and also developments of criteria for assessment of results of cleaning and a deduplication. For the purpose of increase in efficiency of search transformation of compound keys of the database for use of traditional index structures is offered. For assessment of quality of a deduplication of data use of the additional criterion allowing to lower a subjective component of such assessment is offered.

Keywords: deduplication, assessment of quality of data.

Quality control of corset and linen products. Shpachkova A.V., Andreyeva E.G., Chizhova N.V. of page 109

Methods of definition of quality control of corset and linen products, methods of the analysis of quality of garments, method of assessment of quality of manufacturing techniques of clothes, sociological methods of assessment of quality of products are considered. It is noted that sociological methods of assessment of quality of products are directed to the solution of problems of optimization, i.e. improvement and development of activities of functional services, the range or quality of products. It is shown that the high quality and competitiveness of production are provided with all system of marketing – from designing, pilot and mass production before sale and service of the operated products, including means and methods of management and quality control, ways of transportation and storage. The analysis of these data is necessary for development of recommendations about formation of konfeksionny cards on a corset and linen product.

Keywords: methods of management, quality control, corset and linen product, corset, konfeksionny cards, konfeksionirovaniye, garments, raskroynny production.

System of utilization of chemical weapon: economic bases of the theory and practice. Golubtsov S. Ampere-second. 113

In this article economic bases of the theory and practice of system of utilization of chemical weapon are analyzed. Consistently the essence and economic content of process of utilization of chemical weapon and also the purpose, direction and the principles of utilization reveal. Special attention in article is paid to the description of actions for formation and improvement of standard and legal, technological, technical, personnel and information base of process of utilization of chemical weapon.

The author notes that utilization of chemical weapon represents a complex economic, technological, legal, etc. the actions directed to transformation of toxic chemicals,

ammunition and devices, the equipment for reduction in the state not suitable for use as chemical weapon and also on conversion of facilities for production and utilization of chemical weapon.

Also in article actions for informing the population and public associations concerning safety of the population and environment protection at work with chemical weapon in places of its storage and utilization are described.

Keywords: Chemical weapon, utilization of chemical weapon, economic content of process of utilization of chemical weapon, industrial goods, conversion, object for utilization of chemical weapon.

Cloud computing of "the clever cities". Nightingales V.N., Prokofiev A.V., Chyosov R.G., Stuff of M. Ampere-second. 116

In this work the technology of containerization on the basis of LXC is described. As the containerized architecture it was used the multilevel client-server application, consisting of the following a component: the server of databases, a caching subsystem, the application server, the server of exchange of messages, the web adapter the client providing interaction with web the server, web the server, a cross-country platform AJAX. A key element of multilevel client-server architecture is the application server which realizes the following functions – authorization and differentiation of the rights for users and the connected devices, processing of inquiries, logging of all actions of users and devices, management of a cache of data, management of time of life of sessions, control of external devices. The application server possesses Python API and ORM for creation of applied logic of system. The multilevel client-server architecture was used for creation of single knot of cloudy infrastructure of the clever city. Layers of containerization, isolation and layers of management of containers were realized in language C ++. The developed architecture of containerization allowed to realize simple management of updating and scaling of a cloud.

Keywords: containerization, virtualization, clever city, Internet of things, LXC, Docker, client-server architecture, C ++, Python, ORM

Problem of optimization of the choice of the investment project in the IT sphere within the synthetic generalized Gurvits's criterion. Foshin D.V. of page 122

In article the problem of maximizing profit of the firm operating in the hi-tech market which is in a stage of creation, testing and start in sale of the new software is created. The problem is solved at the expense of the mathematical model "Game with the Nature" in the conditions of full uncertainty in which the optimality of strategy pays off with the help of the generalized Gurvits's criterion developed by the author synthetic concerning prizes and risks. The strategy of the company software developer are hiring of programmers to the state or as freelancers in the Russian and foreign market. Ruble exchange rate to dollar acts as the strategy of the nature which are accepted in a random way. Prizes of a payment matrix are as the indicators of NPV of the investment project calculated on the basis of income from distribution among users of the developed product and costs for its development.

Keywords: hi-tech markets; volatility of exchange rate; development of the software; investment project; game theory; games with the nature; the generalized Gurvits's criterion; synthetic criterion of Gurvits.

Development of the technology of meat products increased food and biological values from camel meat. Uzakov Ya.M., Tayeva A.M., Medeubayeva Zh.M. of page 128

Article is devoted to studying of a possibility of use of camel meat in production of sausages raised food and biological values. New production – sausage fried of camel meat with use of composition of a brine is offered. The main technical characteristics of new production taking into account target values of organoleptic indicators, food and biological values and expiration dates are defined.

Keywords: camel meat, nonconventional meat raw materials, indicators of quality of sausages, new meat product, brine composition

About some problems of introduction to civil circulation of the rights to results of the research, developmental and technological job got at implementation of government contracts. Zhamoydik K.M. of page 132

In article of the graduate student of RGAIS – the head of department of the rights to results of intellectual activity of United Engine Corporation Joint-stock company K.M. Zhamoydik an attempt of a research of the problems arising when involving in civil circulation of the rights to results of intellectual activity which are acquired during performance of research, developmental and technological works at implementation of government contracts is made. The relevance of the considered subject is represented, first of all, need of increase in "return" of the budgetary funds invested in the Russian economy.

Keywords: results of research and development, order rights to results of intellectual activity.

The specific characteristic of pincers and terms of their activation in the conditions of the foothills of Southern Dagestan. Alibekov R.R. of page 135

Annual these detection of a piroplasmiasis at farm animals is presented. These data allow to develop the approximate scheme of ways of circulation of a look in the nature. They are as follows: the rewintering hungry imagos and an imago from the rewintering nymphs in March-April attack animals. Parasitizing of an imago drags on for animals from March to June-July. The disappeared females in the first half of summer lay eggs which leave larvae. Larvae attack wild mammals, including badgers, hares, mouse-like and other owners, get drunk and leave the owner, is more often in a phase of the got drunk nymphs. The nymphs who disappeared in early fall get on well perelinyat at an imago, and later saturation - winter. In article the specific list of ticks of a badger and terms of their activation is defined. Experiment under natural conditions for definition a metamorphosis of larvae and nymphs of *Dermacentor marginatus* is made. The seasonal periods of infection of animals with different types are revealed by pincers.

Keywords: piroplasmiasis, badger, nymph, imago, hole, pastures, metamorphoses.

Distinction and similarity of the concepts "Linguocultureme" and "Logoepistema". Tsao Huilins. 138

In this article it is about basic concepts of a linguokulturologiya – a linguocultureme and a logoepistema. Studying logoepistemy forms the new scientific direction which is beyond cultural linguistics. It is possible to call this new direction a lingvoepistemologiya. Analyzing contents of the terms "linguocultureme" and "logoepistema" it is important to understand that, adjoining to other culture, the person intuitively perceives it through a prism of the local culture owing to what inevitably arises various extent of misunderstanding and a divergence. In domestic science attempts of the description of such divergences by means of a concept a lacuna are of the greatest interest. As the main objective of comparative cultural linguistics is comparison of languages and cultures, we believe that the lacuna – the "white spot on the semantic card of language" testifying to a divergence, a discrepancy of cultures, languages, outlooks could become unit of a linguoculturological research.

Keywords: culture of language, reality, kulturema, linguocultureme, logoepistema

Specific features of sight translation as independent type of translation activity. Frash S.S. of page 142

Lingvopsikhologichesky features of sight translation and also modern social and economic conditions cause need of allocation of this type of the transfer to separate discipline for the program of training of professional translators. The lack of the created methodical approach to formation of skills of sight translation defines relevance and novelty of the real research. In view of need of development of the stage-by-stage plan of training in sight translation as it is obviously important to independent type of translation activity to study its specific features in detail. Understanding as sight translation interpretation of the written text without its preliminary reading, the author of this article considers his features from the point of view of psychology and linguistics, namely processes of perception, storage and generation of information when performing this type of the translation in comparison to its linguistic specifics caused by a difference between an oral and written language. Transition from a written language to oral is represented to the author the greatest complexity when performing sight translation, considering also some extralinguistic moments. Such transition sets for the translator such tasks as transfer of the elements of the written text which do not have verbal equivalents, such as punctuation signs,

translation of bezekivalentny lexicon, transfer of passive voice and gipotaksis, many of which need to be solved separately for each pair of languages. Acceptance in attention of all psychological and linguistic features of this type of the translation is obviously necessary for elaboration of uniform approach to a technique of training in sight translation when training professional translators.

Keywords: sight translation, type of the transfer, translation process, translation model, training of translators.

Russian market of the state securities: problems and prospects of development. Nevsky O.V. of page 146

In article taking into account the existing program documents priorities of development of the market of the state securities in the Russian Federation are allocated. On the basis of the analysis of data of the Ministry of Finance of the Russian Federation and regulations the main tendencies of development of two segments of the market of the state securities in the Russian Federation are defined: federal and subfederal securities.

The author points to two groups of the problems interfering development of the market of the state securities in Russia: problems of attracting investors and a problem of coordination and methodical ensuring implementation of issue and the circulation of subfederal securities and also gives their general characteristic.

Possible solutions of the specified problems are as a result offered, including the emphasis on need of acceptance from federal public authorities of concrete measures *is placed*, including entering into the legislation of the changes directed to protection of the rights of the investors acquiring the state securities, a possibility of issue of the state bonds under financing of specific projects including infrastructure and also coordination and stimulation of issue of subfederal securities from the Ministry of Finance of the Russian Federation, increase in openness of information on the state securities and about their issuers, extension of the list of the financial instruments used in the market of the state securities.

Keywords: state securities; public debt; securities market; state bonds.

Essence and the maintenance of the price as economic category in the market of pharmaceutical retail trade.

Burtseva T.A., Aleksanyan R.O. of page 152

Research objective which results are offered in the present article is diagnostics of the retail market of medicines as object of an economic research and identification of the factors of pricing determining the market price of medicines. For achievement of the goal of a research on the basis of systematization of the scientific points of view the understanding of the price as economic category for considered like the market is offered, the characteristic is carried out it and the specifics are revealed.

Keywords: price, market, structure of the market, pricing factors.

Methods of assessment of efficiency and competitiveness of transport routes and sea navigable container lines.

Fadeyev E. Ampere-second. 161

Global division of labor dictates tendencies in distribution of the international productions. The centers of production of goods move away from places of their consumption more and more. The only possible way of delivery is sea container transportation, taking into account its low cost and also delivery periods. Every year fight between the companies providing service for sea container transportations strongly escalates, it is reflected in emergence more various services and also in price fight and creation of cartels for control over the free tonnage and regulation of the offer of empty seats in vessels.

Keywords: container line, competition, transportations, container, shipping company, import, export, competition, methods.

Problems of increase in efficiency of hotel complexes. Kobyak M.V., Layko M.Yu. of page 171

The author of article presented establishment of problems of increase in efficiency of hotel complexes. Following the results of the conducted research the author of article edotmechat that the prime solution is required by the following problems of development of hotel business: creating favorable conditions for attraction of additional sources in investment of material and technical resources; the solution of questions of legislative establishment of standards of tax payments which would consider features of branch; reduction of the existing standard and legal base for the enterprises of tourist branch of Russia to the international requirements and practice of functioning of the similar enterprises abroad; development of the concept of financial and economic support of the enterprises of branch from federal and local authorities; development of mechanisms of assistance to increase in load of hotels at the level of the state and development of advertizing of a tourist Russian product abroad. The author comes to a conclusion that the solution of these problems will help to create conditions for ensuring preferential crediting of the enterprises of hotel complex; favorable tax regime for the investor; to reduce the tax pressure upon the enterprises of hotel complex, to consider branch features of formation of structure of costs of services. All these actions will allow to increase the volume of investment of construction and development of hotel complexes.

Keywords: hotel complexes, efficiency, investment, preferential crediting, tax regime, tax pressure.

O expanded to a centrod of a ring of slanting polynomials with automorphism. Mushrub VA., Maximov D.A.,

Fadeyeva L. Hp 175

This work is devoted to studying of rings of slanting polynomials. Rings of slanting polynomials is one of classical objects of a research in the theory of rings (see [2, 3, 17, 18]). More precisely, the purpose of the real work is the description expanded a centrod [1] of rings of slanting polynomials over f-primary ring. All rings are assumed associative with unit. Works are devoted to some aspects of the problem considered in this article [11, 12]. The offered work in many respects is motivated with the previous researches of authors [7, 19].

The main result of the real work is the Theorem 1 which claims that expanded centrod of a ring of slanting polynomials or it is the field of invariant elements of the left Martindeylovsky f-ring private, or is isomorphic to the field of rational functions over previous we weed.

As important additional results of work serve the offer 2 which establishes that expanded centrod of a ring of slanting polynomials and a ring of slanting polynomials of Laurent coincide, and a lemma 2 in which the internal automorphism of the left Martindeylovsky f-ring of private is constructed.

In the proof standard technology of work with rings private and the methods developed in articles [5] and [6] is used.

Keywords: associative rings; rings of private; expanded centrod.

//Innovations and investments. 2016. No. 6.

Modernization of economy of Russia: on the way to the sixth technological way. Lomachenko S.S., Babloyan T.I. page 2

The world economic crisis allowed to reveal more accurately and clearly problems of development of the Russian economy. There was obvious an exhaustion of present model of economy. The relevance of a subject is caused first of all by need of the solution of a scientific problem of transition of national economy to new technological way, developments not only theoretical, but also practical aspects of stimulation of innovative mechanisms of economic system. This article is devoted to the analysis of readiness of economy of Russia for transition to new technological way, search of levers of stimulation of innovative development. The main stages of modernization of economy of Russia within preparation of economy for transition to new technological way, post-industrial way are revealed. This article is devoted to problems of formation of approaches and mechanisms of modernization of economy of Russia, the main problems and prospects of Russia are revealed upon transition to new technological way.

Keywords: technological way, modernization of economy, an innovation, economic reforms, structural deformation, technical progress, nano - and biotechnologies, technologies of the future, economic model, industrial development.

Role of higher education institutions in institutional development of innovative activity. Davletgareeva A.R. of page 5

The sphere of science and education plays a significant role for innovative economy. Therefore development of higher education institutions and high school science institutionally acts as one of key factors of institutional ensuring innovative transformations of Russia. In article the role and the main problems of integration of higher education institutions into regional innovative system is designated. The author studied features of educational and research activity of higher education institutions within which the scheme of interinstitutional interaction with higher education institution at the level of the region is offered. In this research the role of higher education institution as subject of creation of qualified personnel for innovative economy by increase in competitiveness of graduates is defined. The research showed that for increase in competitiveness of graduates, it is necessary to introduce special disciplines in educational process and also the "enterprise" module in the form of the educational and training enterprise directed to increase in practical skills of management of innovative activity at the innovative focused enterprises.

Keywords: higher education institution, innovative economy, regional innovative system, institutionalist, imitating methods of training.

Efficiency of innovative activity in the Russian economy. Nizamutdinov R.I. page 12

Bases of competitiveness of economy in modern conditions are its diversification, innovation and efficiency. The countries applying for a significant role in the world economy equally need to develop each of these signs. In article the analysis of development of the innovative sphere of national economy regarding prevalence like economic growth is made and necessary conditions for transition to effective economy are formulated. The national economy of the Russian Federation considerably lags behind the developed countries on efficiency level. The measures taken on elimination of lag and modernization of economy are accompanied only by increase in quantitative indices of expenses, without increase in return from these expenses.

Keywords: innovative economy, extensive growth, intensive growth, efficiency of economy.

Features of modeling of innovative strategy of the enterprise of power plant engineering with use of properties of a logistic curve. Runova M.I., Chulyukov V. A., Sokolyansky V.V., Knyazeva E.V. of page 16

In this article the model of a logical curve and one of its possible applications in innovative strategy the enterprise of power plant engineering is considered. The logistic curve according to the characteristics allows to predict stages of growth of the markets of innovative products. The description svoyst in a curve on the basis of which demand on innovative a product was predicted is submitted, the moment of saturation of the market is defined and optimum time for introduction of the following innovation is revealed. The possibility of practical use of properties of a logistic curve is illustrated on the example of formation of strategy for a conclusion of an innovative product of the LockheedMartin company.

Keywords: logistic curve, innovative strategy, forecast, modeling.

Regulation of a ratio of "expense price" in activity of developers as the driver of development of construction branch. Ivanov M.S. of page 20

The ratio of "expense price" has the huge potential for management of activity of developers. The purposes of such regulation are sustainable development of the company and a performance of the mission of the construction organization which consists in providing the population with qualitative, comfortable and economic housing. Use of modern technologies and construction materials, application of effective methods of the organization of construction production and also introduction in activity of developers of methods of controlling in a complex give an innovative impetus to development of construction branch.

Now the main objectives of construction branch is the solution of social problems for creation of the stimulating conditions to the population of Russia, but not receiving the maximum profit. The organization of space and also providing conditions for comfortable accommodation, rest, self-development and comprehensive growth of quality of production *is regarded as of paramount importance*. And increase in efficiency of activity of construction branch requires new form of relationship - state cha? stny partnership. Within such relations the state and developers of construction branch interact in various forms of the average and long-term relations on mutually advantageous conditions. Regulation of a ratio of "expense price" for developers will be the powerful tool for management of investment projects and their efficiency.

Key slova: developer, construction branch, real estate, housing market.

Project financing on the principles of public-private partnership as the instrument of stimulation of economic growth. Kirakosyan L. S. of page 24

In article problems of identification of interrelation between investments into infrastructure by means of project financing and long-term economic growth are considered. After consideration of opinions on the matter of various world researchers, the Author analysed regression dependence between GDP per capita and degree of development of infrastructure on the basis of indicators of 142 countries, the straight lines and indirect effects rendered on economy by investments into infrastructure projects are considered. The revealed effects are calibrated in production function of Kobb-Douglas. The author also allocates the reasons of application of project financing as one of the most perspective instruments of development of infrastructure and implementation of long-term investment projects, distinctive characteristics of the mechanism of project financing are provided. The author considered researches of the leading world economists by calculation of multiplicative effect of investments into infrastructure, own regression model of temporary ranks of GDP and investments into infrastructure for a time span of 5 years is constructed. The author also analyzes forecasts of various researchers concerning the need of the Russian economy for infrastructure investments. This parameter is applied to assessment of multiplicative effect of development of the instrument of project financing.

Keywords: project financing, public-private partnership, infrastructure projects, multiplicative effect, regression analysis, economic growth

Optimization of size of product cost with use of various methods of the operational analysis. Nikitina D.M. of page 28

In this article the object to consider optimization of size of product cost by means of the main methods of the operational analysis (a profitability point, a stock of financial durability, the operational lever), to describe methods of the operational analysis and to show a role of the operational analysis in optimization of size of product cost and also to consider scenarios on increase in profit of the enterprise was set. An object of research of this article is management of expenses on the basis of the operational analysis for the purpose of increase in efficiency of production economic activity of the enterprise.

It is possible to formulate the following tasks proceeding from a goal:

- To give definition to a concept of costs of production.
- To analyse functions and methods of management of expenses.
- To give ways of improvement of a cost management system at the enterprise.

Due to the objectives, after the analysis of functions and methods of management of expenses, it is necessary to define structure of expenses after which it will be possible to find the greatest reserves in decrease in product cost. The structure of expenses, is expressed through the relation of their

sum under separate articles to the total cost of production as a percentage, i.e. through their specific weight. There are various ways of cost cutting and increase in profit which will be considered in this article. However, one of sources of economy of materials, and, therefore, and economy of costs of them, their rational use and distribution is.

Analyzing results of activity of the enterprise and having reliable information on its work, it is possible to draw a conclusion what scenario is preferable on increase in profit up to desirable level at present.

Keywords: operational analysis, costs of production, receptions of the operational analysis, indicators of the operational analysis, profitability point, stock of financial durability, operational lever.

The place and role of mortgage cost in the system of bank crediting. Nadezhdina Ya.V. of page 33

Fundamental basis of functioning of the banking sector of economy is the internal dualism inherent in bank as to credit and financial institute, and being in unity of the commercial and social beginning. In a narrow sense, the bank is the commercial organization created for the purpose of receiving and maximizing arrived. However, in a broad sense, the bank plays a role of the important social institute designed together with Central to act banks as the base for creation of financial infrastructure of the state and to provide conditions of its normal functioning, being, thus, an important factor of existence of a financial system of the state and the instrument of ensuring the worthy standard of living of the population. The crisis phenomena of the last years showed that functioning of a domestic banking system in the conditions of system world crisis demands reconsideration of the place and a role of pledge in the system of bank crediting, improvement of methodology of assessment of mortgage cost, considerably increasing its role when determining and hedging credit risks of bank.

Keywords: pledge, mortgage cost, credit risk, cost, hedging, credit

The prospects of structural modernization of economy in the light of the created investment and financial disproportions. Firsov D. Ampere-second. 37

In article the relations developing between subjects of investment activities during distribution of the financial size accumulated by means of existence of a qualitative and quantitative difference between the actual and planned parameters of results of the budgetary investments and expenses, similar to them, are investigated. It is shown that these relations were resulted by the quasifinancial system operating in parallel with the main, and which is based on the state investments including budgetary and also the other public expenditures having signs of investment. Prerequisites of maintenance of a quasifinancial system are the distortion of information and lack of reliable data about the key financial parameters and also contradictions between public and private economic interests. At the expense of expenses of dual contents it is possible to redistribute, on the one hand, a part of financial resources for the purpose of further concealment of information on their destiny, volumes and recipients, with another – to receive necessary result. In these conditions neoindustrialization and creation of vertically integrated corporations with the set profitability indicators for the enterprises entering them it is impossible because of essential divergences between the real and declared indicators.

Keywords: budgetary investments, asymmetry of information, quasifinancial system, financial speculative extra charge, neoindustrialization.

Features of regulation of bank activity in the USA. Zvonar V.K. page 46

In article features of regulation of bank activity in the USA are considered. For development of economies of industrialized countries the condition of credit system of the country is of particular importance. In this regard government regulators and in particular the Central bank conduct careful supervision of the credit and bank sphere. Each country has the features and specifics of control of activity of financial institutions, it is caused by historical and political factors. Also not the last place in policy of the different countries is taken by regulation of functioning of transnational banks. These international banks which work in various countries are obliged to follow accurately rules of system of regulation of this or that country. Such regulating rules belong to the services provided by banks, their equity, formation of reserves, and definition of rates in deposits and the credits.

Keywords: Regulator, Central bank, megaregulation, banks of the USA, features of regulation.

Iraqi crisis: A combination of internal and external factors of influence in the Iraqi crisis. Salum H.E. page 49

The author in the article wants to shed light on the internal and external reasons of war in Iraq in 2003 and to show a role of the first war in the Persian Gulf in 1991 which began because of the conflict with Kuwait. Also the author speaks about a role of the western countries, especially about participation of the United States of America in the Iraqi industry of chemical weapon and in development of weapons of mass destruction in Iraq. Also, in article it is about rapprochement of Washington and Baghdad after the Islamic revolution in Iran in 1979, about the American invasion and the question of character of domestic and foreign policy of the ex-president of Iraq Saddam Hussein is in detail considered during two the soldier against Iraq in 1991 and in 2003.

Keywords: USSR, USA, Iraq, Kuwait, Iran, conflict, crisis, external, internal, politikia, Saddam Hussein.

Global crisis will begin with China? Semakina A. Ampere-second. 55

Now integration of China into world economy reached that degree that any change in the country influences development of other regions. In it is a high time many experts too consider that the world is on the threshold of a global economic crisis where the People's Republic of China will play a crucial role. In the submitted article the author analyzes factors which can become the reason of an economic crisis in China and with does attempt to systematize data of researches for assessment the scale of influence of the country on economy Asian and other regions at present and to predict share of China in possible global economic downturn. Also it is analyzed changes of influence of financial communications in the Pacific Rim prior to an economic crisis in 2009 and later.

Keywords: China, economic crisis, cumulative debt of China, rebalancing, import of China, world financial market

Organizational structure of modern holding. Zotov V.M. of page 59

Seeking to give innovative character to national economy legislative and executive authorities by means of acceptance of the whole set of laws and other regulations carry out the massive pressure upon economic entities on purpose "to push" them to innovative development. Unfortunately, the effect of such legislative pressure is still small. In the present article the selective approach to the solution of this problem consisting in concentration of innovative and compulsory efforts on holding educations as the most prepared organizational structures to generation of innovations and their embodiment in an innovation is offered.

Keywords: result of intellectual activity, intellectual property item, innovation, innovation, organizational structure, holding, control system of intellectual activity.

Motivation and stimulation of personnel for increase in efficiency of activity of the enterprises. Midova V.O., Minasyan E.T., Ponomarev M. Ampere-second. 64

Ideas of opportunities of motivation and stimulation of personnel underwent big changes in practice of management. In article the modern methods of motivation and stimulation of personnel necessary for productive activity of the enterprises are considered.

The carried-out analysis of motivational activity of the oil and gas enterprises showed that the companies possess well built system of the motivation and stimulation of personnel, quite steady, and, above all rather successful. It is obvious that the relevance and sharpness of problems of increase in efficiency of activity of the enterprises, competitiveness and quality of products, the provided services, in general are directly connected with satisfaction of the oil and gas complex of personnel *working at the enterprises*, its readiness to carry out the duties with enthusiasm, an initiative and high efficiency. Main objectives of modern system of motivation and stimulation of personnel are as follows: to induce employees to work for result; to realize the strategy of growth of the enterprise; to give the chance to more effective workers to earn more; to increase efficiency of activity of the enterprise due to overall performance; to create the transparent objective system of assessment of each worker.

Keywords *productive management, material and non-material motivation, stimulation of personnel, efficiency of work.*

Effectiveness of a control system of quality on the basis of the principles of HASSP at the enterprise for release bakery and confectionery. Tsareva G. R. of page 68

In article theoretical and methodical approaches to conducting check of effectiveness of a control system of quality at the enterprise of the food industry are considered. Assessment of effectiveness of the introduced control system of quality based on the principles of HASSP on LLC Bakery No. 1 of the Republic of Mari El is presented. As introduction of the HASSP system gives to the enterprise a number of external advantages: creation of reputation of the producer of qualitative and safe food product; increase in trust of consumers to the made production; increase in investment attractiveness; possibilities of an exit on new, including international, the markets, expansion of already existing sales markets.

The order of conducting check of compliance of the enterprise to requirements of normative documents for safety of food products which subject includes check of observance of the requirement of TR CU 021/2011, TR TS 022/2011, TR TS 005/2011 and technical regulations of the Customs union on the separate types of food products and the requirement established by the legislation of the Russian Federation *is given*.

Keywords: principles of HASSP, quality system, safety of production, effectiveness assessment technique.

Current state of management of the Russian enterprises of furniture production. Rzhev Ruble. Ampere-second. 73

In article are considered the current state of production of furniture by the domestic enterprises in comparative aspect. Also the balance of own and imported products is given in structure of consumption for the last 6 years.

It is revealed that the volume of the Russian export 10 times less import volumes, and concentration at the level of 3 largest contractors is much higher (nearly 2/3 against 2/5). At the same time dynamics of export to force of the small size is rather volatile and is to a lesser extent dependent on exchange rates. It is shown that in general, production of furniture in Russia does not belong to competitive productions.

Keywords: competition, furniture production, dynamics of export, sector of furniture production, strategy of sustainable development of furniture production.

Import substitution in the sphere of production of medicines and its influence on pricing in retail pharmacy chain. Aleksanyan R.O. of page 80

Research objectives which results are offered in the present article are the analysis of development of the pharmaceutical market of the Russian Federation as object of an economic research, identification and assessment of the current results of import substitution in the sphere of production of medicines, assessment of influence of import substitution on formation of retail prices in pharmacy chains as pricing factors. For achievement of the goal of a research on the basis of systematization of statistical data the situation in the pharmaceutical market of the Russian Federation before introduction of the import substitution program (Pharma-2020) in the sphere of production and realization of medicines in the territory of the Russian Federation is assessed, assessment of change of retail prices and classification of the factors influencing retail prices in pharmacy chains is carried out.

Keywords: price, market, structure of the market, pricing factors, import substitution.

The concept of the mechanism of measurement and assessment of indicators of energy efficiency of infrastructure of a transport complex on the basis of synergy interaction of functional subsystems of railway transport. R.S. sim cards of page 91

In work the concept the mechanism of measurement and assessment of indicators of energy efficiency of infrastructure of a transport complex on the basis of synergy interaction of functional subsystems of railway transport with use of system of power-economic certification is offered.

With the assistance of the author complex certification of the enterprises of the railroads - Russian Railway branches of JSC was carried out and the system of power economic certification which allowed to create power economic passports at the level of structural divisions and the road *is developed* and also to carry out operational assessment of correctness of filling of passports with structural divisions in the course of work.

Results of approbation allowed to reveal inefficient structural divisions where the specific expense of fuel and energy resources in the same areas of work differed from the adjacent enterprises several times. It allowed to construct a scale of ranging of the enterprises for efficiency of expenditure of fuel and energy resources on all activities and to establish signs of inefficiency according to order of conducting separate accounting of income, expenses and financial results of JSC "Russian Railways".

Keywords: rolling stock, energy efficiency, operational costs, information systems, fuel and energy resources

Influence of scientific and technical progress on fashion of the XX century. Dear T. G., Kozlova T.V. of page 94

Most of designers give great value to use of innovative technologies in the projects, with special expressiveness it is traced in design of clothes. Continuous development of innovative technologies induces designers to create innovative forms, to apply new methods during the modeling and design of collections, in due time to create the new production which is in the greatest demand. Innovative methods of modeling and design, nonconventional materials: optical fiber, silicone, polymers, and in general surprising imagination of designers, give unlimited stylistic opportunities for broad activity. Material of article is devoted to the analysis of innovations as to culture phenomenon. Inclusiveness of opening of scientific and technical progress to scientific, industrial, economic, fashionable spheres, are staticized as an important sociocultural problem. Are considered from the point of view of evolution of shaping of a suit on the basis of new innovative solutions in the field of production of materials with new technical and operational properties.

Keywords: innovations, design, nanotechnologies, fashion, design of a suit.

Development of agriculture as the priority direction in policy and management of import substitution. Nikulin L.F., Toporov A.R., Nazarenko A.A., Sulimov N.Yu. page 101

In article chronic lag of the agrosphere of the Russian Federation from a condition of criteria of food security is shown. The statement about almost continuous restriction (to new technologies and the equipment) free access in the global markets is proved that does a problem of import substitution not only relevant, but also substantially clear. Incompleteness of the previous technological ways in relation to the agrosphere of the Russian Federation can complicate a problem considerably.

Keywords: import substitution, openness, agrosphere, management 2.0, management 3.0, competence, farming, alternativeness.

Development of BSC for logistics division integrated into BSC of manufacturing enterprise. Tkachenko M.G. of page 105

In article the concept of the balanced system of indicators (BSC) – one of effective instruments of strategic management in creation of strategy of manufacturing enterprise reveals. The relevance of the considered methodology is caused by the fact that it combines a financial and non-financial performance of activity of the organization. Not monetary assets – personnel, innovations, business processes – in many respects determine the market, but not book value of the company. Development of BSC for the top level of the organization is important for understanding of how to achieve goals. At the same time, drawing up system of the balanced indicators to divisions of the company and integration them in the system of indicators of the top level is also of great interest. It allows to provide coherence of the purposes of separate subsystems and their compliance to the purposes of all administrative system of the enterprise that is especially important at the time of the high competition in the market and decrease in rate of return. Development of the system of the balanced indicators can become a push to development of the system of management accounting of the enterprise in which the contribution of each division will be clear.

Keywords: system of the balanced indicators, integration of indicators, system of indicators of the top/lower level of the organization, logistics

Statistical analysis and forecasting of development of a branch network of insurance company. Sadovnikova N.A., Yudinseva E. Ampere-second. 109

Results of the statistical analysis of information base behind activity of branches of insurance company are presented in article.

Regional classification of branches is made with use of the cluster analysis and neural network methods of the analysis. For definition of the main tendency of development of a branch network of insurance company verification of a tendency of a temporary row with use of Cumulative T-criterion is carried out. Results of the analysis and the offered techniques of a research can be used in processes of development and realization of policy of regulation of activity of branch networks of insurance companies and preparation of the development strategy.

Keywords: Branch of insurance company, insurance premium, regional classification, regional insurance statistics, tendency of development of a branch network of insurance company

Methodical provisions according to innovative investment attractiveness of regions. Sandu I.S., Demishkevich G.M., Ryzhenkova N.E., Troshin A. S. page 115

In article approaches to assessment of innovative investment attractiveness of regions for the purpose of achievement of economic stability and development of regions, increases in welfare of the population are considered. The most known methods of assessment of investment attractiveness of regions are listed. The features influencing innovative investment attractiveness of regions are revealed. The most known methods of assessment of investment attractiveness of regions are allocated. Authors offered methodological approach on the basis of carrying out a clustering of regions of Central Federal District on the level of innovative investment attractiveness on the basis of assessment of investment potential and investment risk.

Keywords: innovative, investment, appeal, region, investment potential, investment risk, technique, approaches, clustering, increase

Perspective technologies of transmission of kinetic energy as a result of new opening in physics. Vannovsky Yu. P.S. 122

In an experiment with the closed mechanical system counterbalanced on unifilyarny tortional scales with a possibility of the movement concerning three mutually perpendicular axes, at remotely-controlled immersion in the closed system of a physical body in the container with liquid (in a liquid support of a physical body), the phenomenon of deviation of a vector of net force of weight unknown earlier of the closed mechanical system, with a deviation of a vector of rather inertial reference system, equally effective on 0.1 – 0.5 meters, is noted. For the purpose of the explanation noted in an experiment, unknown earlier physical phenomenon, the author made the scientific hypothesis defining the established phenomenon of deviation of a vector of net force of weight of the closed mechanical system as a result of the predicted, first regularity of the movement of the center of mass of the closed system. At the same time the scientific hypothesis predicts the interconnected system of the first, second and third regularities of the movement of the center of mass of the closed system and methodologically proves, method of the vector analysis, a consequence of the predicted opening, the representing new physical principles of transmission of kinetic energy including the new physical principles of the movement of mechanical system and the new physical principles of generation of electric energy. The scientific hypothesis made by the author is confirmed in a series of critical experiments (experimentum crucis), with a possibility of repeated repetition experimentally established unknown earlier scientific facts. A practical consequence of the stated opening is represented by the breakthrough technologies of transmission of kinetic energy providing application including, in devices of correctional orbital and mid-flight engines of the spacecrafts (S). In this publication practical proofs of the situation for the first time formulated by the author of 21.09.2010 as the stated discovery in materials of the application for an invention No. 2010138688 published on the basis of the existing patent legislation, are given in the website of Federal Patent Department of the Russian Federation 27.03.2012.

Keywords: the phenomenon of deviation of a vector of net force of weight of the closed system, static shift of the center of mass of the closed system, regularity of the movement of the center of mass of the closed system, the new physical principles of the movement of mechanical system.

Problems of development of theoretical bases of creation of computer networks. Mukhamadiyev Yu.O., Mukhamadiyeva N. Ampere-second. 127

The possibility of data transmission at distance cannot be overestimated today. We face it both in life and in the professional activity. In this article a number of the main problems when developing theoretical bases of creation of computer networks is considered. Now there is an urgent need in the organization of data transmission for network not only from one personal computer to another, but also from the periphery to the center. At the same time there is a number of questions on relationship in network at various types of the carrier, the solution of problems of identification in network of both computers, and data which are transferred between them. Modern decisions of computer networks allow not only to organize such data exchange, but also to provide access to the uniform database of a huge number of participants, creation of focal points, provision of guarantees when carrying out financial transactions. The solution of the depicted problems is provided in an order of their increase on the importance. Only the short analytical description of their decision on the basis of the existing technologies is provided. At introduction of new technologies the sounded problems will be relevant as they channelize checked solutions of theoretical problems at their introduction. These are such problems as definition of the environment of data transmission, i.e. like the carrier (wire and wireless), physical characteristics of the carrier, operational parameters of a way of connection of the carrier to the computer, combination of a large number of computers in one computer network, a security guarantee of exchange of information and integrity of transmitted data, their structure, control of delivery of data, interpretation of the obtained data by transfer.

Keywords: information network, the IP protocol, IP networks, the router, like the carrier, a data flow, data exchange, identification.

Development of recommendations about formation of konfeksionny cards on a corset and linen product and to the choice of a look and parameters of stitches and seams for production of corset and linen products from elastic materials. Shpachkova A.V., Andreyeva E.G., Chizhova N.V. of page 131

Recommendations about formation of materials in a package of a corset and linen product are offered. One of the main requirements imposed to seams of products - sufficient extensibility of materials is considered. Line frequency when tailoring products from cloths of different types is revealed. Optimum width of a seam with which, the seam protects material threads from a gap and a vypolzaniye is revealed.

Keywords: seam width, corset products, corset, konfeksionirovaniye, konfeksionny cards.

To a question of a smoothing problem Gurvits's criterion and economic application. *Labsker L.G.* of page 134

The detailed analysis of a problem of smoothing by Gurvits's criterion concerning prizes of extremely pessimistic principle of Wald and extremely optimistic principle of maksimaksny criterion in clean strategy is carried out. In geometrical and analytical forms necessary and sufficient conditions under which Gurvits's criterion has no property of smoothing are formulated and proved. The received results are illustrated on the solution of a problem of economic contents.

Keywords: The Game with the Nature model, Wald's criterion, maksimaksny criterion, Gurvits's criterion concerning prizes, optimism indicator, the smoothing problem which top is bending around a broken line, production, a technological way, production expenses, the fixed expenses, specific expenses.

Relevant tasks of management of processes of productive use of material resources. *Babanov V.N., Sokolov M.F., Homyakov V.N., Shulmin S.* Ampere-second. 146

The essence and relevant tasks of management of processes of productive use of material resources are considered.

The logistics is the basis for management of processes of productive use of material resources.

As the perspective direction in management of processes of productive use of material resources it is offered to use the production and territorial system of an intensive materialsberezheniye.

Indicator of management efficiency is the usefulness of its result.

Keywords: management of processes, logistics, productive use, material resources, usefulness of result.

The Arctic – a zone of strategic interests of Russia. *Bondareva V.S.* of page 151

The Arctic is the extensive and special region of the world drawing to itself more and more close attention of the states having a direct exit to the Arctic seas and to the Arctic Ocean and the world community in general today.

The concept "Arctic" includes the space which is adjoining the North Pole of Earth and including suburbs of continents of Eurasia and North America, all Arctic Ocean with islands and also adjacent parts of the Atlantic and Quiet oceans and Arctic states.

All Arctic states are puzzled today with where and as there have to pass borders of their Arctic possession and exclusive economic zones. And this with the fact that process of differentiation of these possession with small breaks went throughout XIX and XX centuries, continuing and today. Approved as the President of Russia D. Medvedev on September 18, 2008. "Bases of state policy of the Russian Federation in the Arctic until 2020 and further" (further – "Bases of state policy") define: "The Arctic - the northern area of Earth including the deep-water Arctic basin, the shallow suburban seas with islands and adjacent parts of the continental land of Europe, Asia and North America.

The largest country, the USSR (today – Russia), got also the biggest sector - about a third of all area of the shelf of the Arctic. These areas are not under full sovereignty of the states and are not a part of the state territories, but each coastal state has the sovereign rights for investigation and development of natural resources of the continental shelf and an economic sea zone, adjacent to it, and also for protection of the environment of these areas.

The wide range of the problems connected with definition of a role and the place of the Arctic zone of Russia in ensuring strategic national interests of the country is considered.

Need of legislative promotion of the Arctic zone in an independent object of the state regional policy is proved.

Keywords: strategic national interests, management of social and economic development, Arctic states, strategic relations, energy resources, subarctic zone.

About interaction of labor market and education market. *Bulls* page 155

The relevance of the chosen subject is explained by the fact that education market is in interrelation with labor market. Mutual adaptation of education market and labor market depends on form of education. The process of granting and terms of educational services, the more time log between mutual adaptation of the markets is longer, the level of informal uncertainty at the choice of a type of educational services is higher, that high probability of structural disproportions in vocational training of shots

The purpose of article is defined by studying of interaction of labor market and education market.

The submitted article is devoted to the analysis of interaction between factors of labor market and an education system. The main contradictions between education market and labor market in the Russian economy are revealed. Need of accounting of signals from labor market is shown by the educational organizations. The factors causing high-quality changes of labor market and, as a result, an education system are defined. The main contradictions of interaction of educational institutions and labor market in Russia are defined.

For achievement of a goal the following methods were used: teoretiko-methodological analysis of scientific literature; statistical and quantitative methods, comparison, generalization.

Keywords: education, labor market, institutional environment, new competences, labor relations, employment.

Review of methods of assessment of efficiency of innovative and investment projects. *Krylov E.I., Vorobyova L.S.* of page 158

Activity of any commercial organization is directed to production, performance of work, rendering services to provide profit to owners (dividends), to the state (taxes), to creditors and investors (percent), to personnel (the part of profit directed to awarding and social development). It is possible to tell that any new enterprise, its entry into the market is result of the specific investment project.

Sooner or later, for any commercial organization the time when it is vital to develop and realize the strategy of investment development comes, to choose the most effective investment projects, to control the course of their realization, to make investments in innovations, i.e. to try to win against time by means of innovative and investment projects, "to rejuvenate" the enterprise, to win competition.

Thus, the birth of the new enterprise and fight for survival which is already functioning in the market demand serious analytical work in the field of development, the choice and implementation of the separate investment, innovative and investment projects and investment programs including several various projects.

In article the existing methods of assessment of efficiency of innovative and investment projects are considered. Criteria of decision-making at the choice of the most effective innovative and investment project for its subsequent realization are given.

Keywords: real investments, capital investments, investment projects, innovative projects, methods of assessment of efficiency of innovative and investment projects, investment income.

Creation of composition of a brine for tselnomyshechny meat products. *Tayeva A.M.* of page 165

Article is devoted to creation of composition of a brine for use when massaging tselnomyshechny meat products.

Carrying out an injetsirovaniye the offered brine is characterized by uniform saturation by a brine of pieces of meat, the minimum running off of a brine after an injetsirovaniye and uniform distribution of posolochny substances in pieces.

Thanks to such processing meat becomes more elastic, juicy at thermal treatment, has tenderiziruyushchy properties since the quantity of the withheld brine is up to 50%. Under the influence of salt muscular tissue in addition bulks up that promotes increase in an exit of a ready-made product. Change of cellular structure promotes introduction of posolochny substances, for example, of dyes, meat gains desirable rose-red color quicker.

Keywords: brine composition, pumpkin juice, goji berries tincture, shpritsvaniye, brine.

Financial and psychological barriers of maintaining steady competitiveness. *Resident of Veliky Ustyug V. of Hp* 168

For the last twenty years many once successful companies lost the leading positions in the markets, traditional for themselves. In article the main barriers on the way of innovative development of the successful companies – orientations to expectations of investors, expectations of consumers and expectation of managers of resources are considered.

With the help of methods of financial mathematics and the case-study method (analysis of cases) the author analyzes typical mistakes which the companies make, being guided by the existing canons of assessment of their activity. Market value of the stock of the company, indicators of its profitability, stability and liquidity, market researches of inquiries of consumers of production of the enterprise and also the general requirements to the level of marginal profitability of expenses belong to these canons, in particular.

In work it is shown that orientation to expectations of the main stakeholders of the company (her investors, consumers and managers of resources) often is an obstacle for adoption of timely decisions on change of strategy of the company and introduction of innovations.

Keywords: the steady competitiveness, expectations of stakeholders, blasting innovations, strategic advantages, the conflict is more whole

Theoretical aspects of financial engineering and relevance in modern conditions of influence of crisis. *Chugunov I.V.* of page 173

In article crisis trends of economy of the Russian Federation in the conditions of the present are analysed, the main aspects of financial engineering are considered. The relevance of this perspective is caused by urgent need of fast adaptation of regional systems to constantly changing market conditions and influence of crisis. Success from the solution of the arising problems in many respects depends on timeliness of application of various procedures and quality of the carried-out analysis. Practice of financial engineering became more active recently.

Article purpose – to characterize theoretical aspects of financial engineering and relevance in modern conditions of influence of crisis.

The method of data collection can be considered:

- monitoring of materials of printing and electronic business and specialized publications, state-of-the-art reviews of the market;
- monitoring of materials of the marketing and consulting companies;
- systematization and synthesis of data.

Keywords: Uncertainty, risk, finance, financial management, financial engineering.

Treasury letter of credit as instrument of treasury support of government contracts. *Shishkov R.S.* of page 177

In article the perspective way of the state (municipal) control - treasury maintenance is considered. Its contents and also the main stages of formation is considered.

At the first stage the experiment on introduction of procedures of maintenance was made. At the following stage the general concept of treasury maintenance was outlined. Now there is a distribution of treasury maintenance on all system of government contracts and also development of separate instruments of treasury maintenance.

The author comes to a conclusion that at this stage treasury maintenance is necessary, however it is not deprived of separate shortcomings.

In this regard investigates the treasury letter of credit which is one of tools of the mechanism of treasury maintenance. The treasury letter of credit is designed to lower negative consequences from introduction of treasury maintenance. In article separate aspects of the treasury letter of credit are analyzed: bases of its delivery, functioning order, ways of execution. Besides, the author the attempt to differentiate features of the treasury letter of credit and the translated treasury letter of credit becomes.

In the conclusion the conclusion about the future of the treasury letter of credit, the prospects of its improvement is drawn.

Keywords: public financial control, state (municipal) control, treasury maintenance, treasury letter of credit.

Information security methods from unauthorized access. *Yudin I. Ampere-second.* 183

The description of technical means and methods of information security from unauthorized access is provided in article on the basis of open publications of foreign and domestic literature, however, by consideration of technical means of conducting investigation and information security detailed characteristics of the corresponding devices are not provided, for more detailed studying they can be found in reference books and catalogs of manufacturing firms. The main attention in work is sent for consideration of the principles of operation of technical means of information security.

Keywords: information security, unauthorized access, information security methods, radio monitoring, shielding, nonlinear locator, electronic lock, USB key

Problems of efficiency of implementation of the state program of development of agrarian and industrial complex and way of their decision. *Ostapenko G.N.* of page 189

In article problems of efficiency of implementation of the state program of development of agrarian and industrial complex and a solution of such problems are considered. The reasons of low effectiveness are explained by non-performance from year to year of a number of key indicators of the program, and for further successful economic development of the agro-industrial sphere of economy only to increase the amounts of financing of state measures insufficiently, also complex assessment of efficiency of expenses of budgetary funds is necessary.

Also adaptation of state regulation of the agrarian sector of economy to conditions of membership of Russia in the WTO is important. At the moment some more problems which are connected with complexity of such adaptation are not solved. Among the main it is possible to call very low (lower than the level of 1990) the agricultural products output, is also low the level of profitability of most of participants of this segment of the market, and expanded reproduction has no opportunity to be effective with the existing production sales volume. Are important also deficiency of financial resources which does not give the chance to carry out modernization of agrarian and industrial complex and insufficient interest of workers, turnover of staff in the village, low labor productivity.

Strict implementation of rules of the WTO will inevitably lead to deterioration in a situation – increase in disproportions of the foreign trade balance of raw materials and food will continue. It will exert negative impact and on the economic sphere (tax and customs duties will decrease), and on social – the situation with employment in the village will worsen.

Therefore one of the main tasks of agrarian policy the country - creation of conditions for introduction and improvement of innovative agrarian production and also increase in competitiveness of domestic agricultural products and providing a long-term outlook of forward development of agrarian and industrial complex.

Keywords: Agrarian and industrial complex, state regulation, efficiency, WTO

State and prospects of development of satellite communication systems. *Abdraimova A. S., Larin A. Ampere-second.* 192

One of types of a space radio communication is satellite communication, it is based on use of satellites of Earth as repeaters. The satellite communication system have advantage in comparison by other communication systems as it has no restrictions on a binding to the area and covers the territory where creation of other communication systems is impossible: not populated or low-populated territories (in particular, northern territories of Russia), sea thoroughfares, places of a rupture of land infrastructure of telecommunications. Satellite communication is use of traditional radio relay communication by removal of a repeater at very big height, in the investigation of what the zone of its visibility represents nearly a half of the Globe.

In this article is considered satellite communication systems, their state and the prospects of development at the moment, the principles of construction and feature of a satellite radio communication. Classification of satellite communication systems depending on a type of the transmitted primary electric signals, and classification depending on the covered territory, placements and accessories of the terrestrial station and also artificial Earth satellites for the organization of television and sound broadcasting, elliptic and circular orbits is shown. Definition is given to the radio relay lines used as a part of satellite systems. Satellite communication, satellite systems with active and passive relaying of a signal and also their merits and demerits, types of radio services depending on type of the terrestrial station and the system designation of satellite communication, a geostationary orbit and also development of network of satellite communication is considered. The conclusion is drawn on prospects and relevance of development of satellite communication systems presently.

Keywords: repeater, CCC (satellite communication system), RRL (radio relay line), TS (terrestrial station), SS (space station), artificial satellite (artificial Earth satellite), geostationary station, circular orbit, elliptic orbit, active satellite, passive satellite.

Assessment of overall performance of hotel complex and its key divisions. *Kobyak M.V., Layko M.Yu.* of page 197

The author of article conducts a research of assessment of overall performance of hotel complex and its key divisions. The author noted that the basic value for assessment of overall performance of hotel complex has the choice of base for comparison or determination of level of efficiency which is accepted as standard. As standard level plan indicators, indicators of functioning of competitors, averages on branch can be accepted. The author

draws a conclusion that key performance indicators for hotel complex are divided into the following groups: the indicators which are directly influencing profit (financial and economic indicators); the indicators influencing quality and efficiency of service of guests; the indicators influencing the efficiency of functioning of hotel complex and indicators influencing overall performance of employees. These indicators correspond to organizational structure and structure of management of hotel. At the same time indicators should not represent the unique result of data. More effective method consists in generalization of several coefficients in one on a proportional basis.

Keywords: hotel, complex, efficiency, assessment, indicator, management, organizational structure.

Algorithmic approach to teaching the theory of counts. Mushrub VA., Maksimenko M.N., Vybornova I.I., Fadeyeva L. Hp 202

In article the idea of algorithmic approach to teaching the theory of counts is stated, in it the possibility of such approach not only in the sections devoted to optimization on the columns, but also in sections connected with the basic concepts of the theory of counts is proved. The course of the theory of counts offered in article is based on technology of manual realization of algorithms. In it examples of manual realization of the G-algorithm of flat laying of the count and an algorithm Fleri are given. At the same time authors do not deny need and usefulness of training of bachelors and experts of mathematical and technical specialties of realization of these algorithms in the modern languages of programming or in a package to symbolical mathematics of Mathematica Wolfram Research. The theory the count gives an ideal opportunity for visualization of action of algorithms what is no by other sections of discrete mathematics.

Let's note what the sections of the theory of counts connected with optimization (the maximum streams and cuts in networks, the shortest routes on columns, findings of a critical way on the network count of a complex of works, a technological problem of dynamic programming, a task about replacement of the equipment) is taught on the basis of algorithms now. Here it is enough to mention Ford-Falkerson, Dijkstra, Floyd-Uorsholla's algorithms.

The idea stated in article allows to pass to teaching all theory of counts on an algorithmic basis. Such approach allows students to understand thoroughly theoretical material, to carry out verification of solutions of computer tasks and to systematize the gained knowledge.

Keywords: technique of teaching discrete mathematics, manual realization of algorithms, gamma algorithm Thatta, algorithmic approach

Practice of use of the mechanism of project financing at implementation of large-scale investment projects. Maryin A.V. of page 209

Project financing within several decades is used for implementation of large-scale and capital-intensive projects. Today the given mechanism is the most effective funding mechanism for large-scale projects on development, creation or modernization of objects. In the submitted article practice of use of this mechanism in the Russian Federation in industrially raw projects is considered. Practice of implementation of investment projects of preparation of industrial platforms – development of industrial parks is separately considered.

By results of study of a question of development of project financing by the author the main barriers which are slowing down his development *are defined and presented*. Combination of project financing with tools of other not traditional financial systems is also offered that provides efficiency of realization not of one, but a number of industrial, infrastructure, social and other investment projects.

Keywords: investments, project financing, investment drafts, mechanisms of implementation of projects.

Methodological bases of justification of parameters of innovative development. Zaryankina O.M. of page 212

In article for assessment of innovative development it is offered to use a technique of assessment of structural shifts. The author analyzes quantitative and quality indicators of structural shift, various schools of sciences and approaches in definition, considers the sequence of application of a technique. The offered approach is approved on the example of the Smolensk region. The structural shift of gross value added is determined by types of economic activity. The conclusion is drawn on the smaller speed of structural shift in the region, than in national economy in general, growth of intensity of change of structure in the Smolensk region.

Keywords: structural shift, Smolensk region, technique, assessment of innovative development.

Problems of pedagogical estimation in structure of educational activity. Abzalimov R.R. of page 216

In this article problems of pedagogical estimation as process and result of training are considered. As a result of the analysis of various points of view on maintenance and function of pedagogical assessment, the author holds the opinion that pedagogical estimation – a difficult pedagogical phenomenon which has to enter the categorial device of pedagogics along with education, training, education. The author focuses the main attention in work on a concept of "the developing estimation" at which the feedback of the teacher and pupils allowing to increase quality of training, to improve educational activity is established. Also in article the goal-setting contradiction in pedagogical activity, namely communication of the purposes and results of education and their estimates is considered. It is shown that the purposes are stated in language of integrated, general categories, and results - in language of concrete knowledge, abilities, qualities of the personality, etc., that is in language of actions. The matter remains debatable as there are difficulties in unambiguous formulation of the specific pedagogical goals and tasks. In the conclusion it is told that the variety of ways of estimation demands development of the educational tasks initiating qualitatively different educational activity.

Keywords: the pedagogical estimation, educational activity, estimated actions, "a quality loop" developing the estimation, self-estimation, assessment, ways of estimation developing training, personal meanings of estimation, the controlling function of pedagogical assessment.

//Innovations and investments. 2016. No. 7.

About features of transition to new technological way in modern conditions of world production and international division of labor. Levin Yu.A., Nikanorova A.D., Pavlov A.O. of page 2

In article it is shown that accumulation of national competitive advantages and the main directions of formation of new technological way is impossible without creation of national innovative system. Now change of technological way at which for developing countries a special role is played by formation of national innovative system is observed. Formation of national innovative system is notable important in the context of decrease in consequences of change of technological way which it is especially characteristic shows Vaneka-Raynert's effect. It is shown that the majority of the developed countries specializes on kapitalo- and innovatsionnoyemky goods while less developed countries specialize in production of low-technology production. Often one of consequences of it is shown that free trade destroys more, than creates: often destructions regarding national welfare of the country are so destructive that recovery actions become impossible.

Keywords: technological way, world social and economic development, post-industrial world, international trade.

Transformational recession in economy in transition (retrospective analysis). Babloyan T.I., Lomachenko S.S. of page 6

The economic transformation of society made in a number of the countries including Russia, covers process of public reproduction, social and political spheres. Changes concern the most economic system, structure of production, reorientation of valuable criteria. Duration of the period during which there are these changes depend on initial state of the economy, on efficiency of economic policy, social orientation of reforms, on a role of the state. For the transformations of the Russian economy which took place since 1992 economic essential changes happened by monetaristic methods: liberalization of the prices is carried out, the private sector was created, the financial markets appeared. At the same time, decline in production, high

unemployment rate, sharp decline in living standards of the population was observed. The difficult situation developed in the sphere of definition of an economic course of the country. The situation in the sphere of science and economic practice demand the deep analysis, synthesis of experience of transformational processes.

Keywords: economy in transition, transformational recession, transformational analysis, short cycles, crisis, monetarism, liberalization, inflation, market economy.

Market of the intellectual capital: structure, problems, principles. Mashkina D.I. page 12

In article the essence of category of the market of the intellectual capital is disclosed. The subject and subjects of the market are concretized. Three levels of subjects as owners of the intellectual capital are revealed, namely: individuals, firms and state. The following six structural elements of this market are defined: market of knowledge, market of innovations, market of investments, market of intellectual property, infrastructure of the market of the intellectual capital and state. On the basis of the revealed components, the structure of the market of the intellectual capital including interdependent, the interconnected and integrated market elements is offered. The condition of the market of the intellectual capital in Russia is analysed. Owing to the received analysis, the existing problems connected with formation and functioning of the market of the intellectual capital are revealed. Proceeding from it, the author considered and complemented the principles of functioning of the market of the intellectual capital.

Keywords: intellectual capital, intellectual resource, market of the intellectual capital, structure, market of knowledge, market of innovations, market of investments, market of intellectual property, infrastructure, principles of functioning.

Development of the mechanism of interaction of structural components of the intellectual capital of the region. Huzina N.Sh. of page 18

The author of article conducted the research directed to development of the mechanism of interaction of structural components of the intellectual capital of the region. Following the results of the conducted research features of cost assessment of the regional intellectual capital are revealed. In particular, one of tools of the mediated assessment of the intellectual capital of the region on the example of innovative territorial clusters is considered. The problems of identification of structural components of the intellectual capital connected with compliance or discrepancy to criteria of decomposition of intellectual resources are also revealed. On the basis of the received results of a theoretical research the author offered the mechanism of interaction of structural components which is based on work of a reproduction cycle of the intellectual capital of the region. The realization of interaction is enabled through the operating processes making a methodological basis of the offered mechanism which functioning is directed to increase in competitiveness of the region as the subject of innovative activity.

Keywords: intellectual capital of the region, interaction of structural components, innovations, human capital, relational capital, structural capital

Corporate values and innovations in operational management. Pantelev P.N. of page 23

In article a perspective of optimum control of electronic commerce in the aviaindustry and also the best practitioners on support the Internet of the website of sales in airlines, forming of business processes, increase in own sales, forming of relationship with clients, motivation on repeated purchases and many other things are analyzed.

For the western companies the code of corporate ethics or corporate values became an integral part of internal culture long ago. In order that the company was competitive, and operational business processes – effective, the accurate set of rules fixing main "rules of the game" is required. The understanding and division of corporate values by each employee is required not only for successful development of all organization and effective interaction with clients and partners, but also for productive interaction of divisions. In this article process of development and deployment in operational management of the code of corporate values and also some other the receptions increasing efficiency of business processes of large airline will be in detail investigated.

Keywords: operational management, electronic commerce, aviaindustry, Internet website, business processes, relationship with clients, corporate values, innovations

Monitoring of the balanced development of innovative and investment activities of corporations. Kasayev B.S., Razakov A. Ampere-second. 28

In article on the basis of the analysis of the balanced development of innovative and investment activities of the company problems of monitoring of optimum distribution of investments into innovative projects of business segments on the example of construction corporations are considered. This approach promotes that components of innovative investment activities were coordinated in providing with resources and are interconnected in the uniform concept of management which would help construction corporation to create thinking focused on the balanced process and to develop strategy of its continuous improvement.

Keywords: innovative and investment activities, monitoring optimum distribution of investments, business segment, indicators of innovative and investment activities, balanced management of construction corporations.

TO a question of formation of the mechanism of sustainable development of the enterprise on the basis of the balanced system of indicators. Rzhev Ruble. Ampere-second. 34

In article possibilities of the balanced system of indicators for formation of the mechanism of sustainable development the current state of production of furniture by the domestic enterprises in comparative aspect are discussed. Communication between the main directions of use of the balanced system of indicators is given in the considered branch.

It is shown that if business processes of the enterprise provide high quality of production and service, then increase in number of the new clients and increase in loyalty who are available *will become result of it.*

Keywords: the mechanism of sustainable development, furniture production, communication between the directions of use of indicators, business processes, the strategy of sustainable development of furniture production.

Financial aspects of attraction of investments into economy of Russia. Kadyrbayev I. Ampere-second. 41

Questions of attraction of investments into national economy are considered as one of the most important as attraction of external investments is provided by its growth and stability of development. The lack of investment investments to this or that country is, as a rule, connected with absence at the foreign investor of confidence that his investments are protected, for example, have insurance protection against investment risk. In world practice insurance belongs to the most effective methods of financial protection against these types of risks. An essential role is played here by insurance companies which have to offer various insurance products on protection of investors against risks. At the same time protection of the investor against credit and other financial risks by the Russian insurers is practically not carried out and therefore questions of formation and development of system of insurance of foreign and domestic investors in Russia and the Russian investors abroad are the most important condition of creation effective and consequently the competitive Russian economy in the world markets.

Keywords: Investments, foreign investments, investment risk, insurance of investitsinny risks.

Objective subjectivity of perception of reality. Hawkers of M. Ampere-second. 46

The mankind throughout all the history faces restrictions. Restrictions in all areas of the activity. Movement speed, the number of the free earth, life time, energy and natural resources is limited. But not all these restrictions have a rigid framework. Level of technological development, set of necessary expenses for achievement of the goals changes eventually, the mankind all removes the horizons mastered and possible to development further. Together with development technological ways much changing as technological and socially economic life of society and a picture of perception of the world change. The coming new technological way asks about a universalization technologists and knowledge more and more, including universal techniques of assessment of efficiency as separate processes of human activity and progress of mankind in general.

Keywords: Technological way, resources, time, economy, efficiency, progress, assessment, universalization, technology, limitation. It is considered to be that the person lives in the world with limited resources. Also ischerpayema reserves of oil, coal, gold are limited. The lands suitable for settling - konechna.

Big Kondratyevsky waves, cycles Zhyuglyara and "financial bubbles": identification of evolutionary communications. Dinets D. Ampere-second. 48

The review of methodological approaches to assessment of mutual influence of long waves of economic development and the business cycles Zhyuglyara is presented in article. The analysis is carried out for the purpose of confirmation of a hypothesis that financial bubbles arise when imposing bearish phases of long and short economic waves. The general characteristics of situations for all approaches preceding emergence of a financial bubble are revealed. In literature it is theoretically proved that the financial bubble arises because of spare capitals which because of lag effect of economic dynamics cannot be productive are placed. For identification of regularities of this process the financial bubbles accompanying the known world crises since the first industrial revolution are considered. It is revealed that the regularity in their sequence, conditions and depth of recession takes place. Share bubbles in a kernel of a production cycle have less serious consequences, than price bubbles in key branches and bubbles in the financial sector. It is also revealed that the bubble which is formed due to credit expansion leads to deflation and hit in a liquidity trap. Visualization of the received regularity allowed to draw a conclusion that in process of strengthening of financial globalization and liberalization of capital movements financial bubbles become less distinguishable, and the capitals extremely quickly move between bubbles in the markets of various assets.

Keywords: Technological way, cycle Zhyuglyara, fictitious capital, financial bubble, financial crisis, capital flow

Foreign and Russian experience of development of science and technology parks. Markova F. Ampere-second. 54

The idea of creation and development of science and technology parks in Russia is fruitful and timely owing to its universality. Science and technology parks are an effective mechanism of formation and generation of the innovative enterprises. In this article the author investigated the main models of development of science and technology parks and their characteristic on the basis of the analysis of foreign and Russian experience. Key problems of management of development of science and technology parks are revealed, the main forms of the state support and a way of improvement of these processes are considered. The accumulated rich foreign experience allows to allocate lessons for the Russian science and technology parks. The short description and the main objectives of creation of science and technology parks is provided. The author carries out the analysis of activity of the Russian science and technology parks, focusing attention on strong and weaknesses of their functioning.

In article it is noted that science and technology parks are capable to give support to innovators at all stages of innovative process, thereby accumulating the innovative capacity of regions and forming national innovative system.

Keywords: models of development of science and technology parks, innovative infrastructure, state support, foreign experience.

Cooperation of Russia and China in development of territories of the advancing development in the Far East. Polayeva G.B., Tikareva A. Ampere-second. 58

Article is devoted to an important subject: To identification of the main directions of cooperation of Russia and China in territories of the advancing development in the Far East. Authors analyze the current state of economy of the Far East, problems of development of the Far Eastern Federal District come to light. It is shown that the oil and gas branch will become the main driver of development of DVFO. The Government of the Russian Federation adopted the law on territories of the advancing development of the Russian Federation which set a particular legal regime of implementation of business activity and attraction of investments into DVFO. It is supposed that implementation of the law will allow to provide the accelerated social and economic development of this region. An important role in realization of goals is played by the People's Republic of China, cooperation with which is mutually advantageous and will lead to growth of economy of the Far Eastern Federal District and all Russian Federation.

Keywords: The Far Eastern Federal District, the People's Republic of China, an oil and gas complex, the Russian Federation, territory of the advancing development, clusters.

The prospects of development of the industry of liquefied natural gas in Iran. Telegina E.A., Fedorova V. A. page 63

In article the current state of power branch of the Islamic Republic of Iran and its current economic situation is considered. Imposition of sanctions exerted indisputable impact on oil and gas branch of Iran: many foreign companies had to leave the country, some projects were frozen, the stream of foreign investments stopped. Nevertheless, the latest events on the international scene say that final cancellation of sanctions influence approaches, and from the Iranian side process of creation of new model of the contract relations for simplification and increase in appeal of cooperation with the foreign companies in the oil and gas sphere is already started. Due to the continuing process of removal of sanctions and the beginning of development of new gas fields sharply there is a question of increasing gas export from the country, the answer to which can be a development of the industry of liquefied natural gas frozen earlier in Iran.

Keywords: Iran, sanctions, oil and gas branch, models of contracts, gas import, gas export, LNG.

Routes of supply of the Turkmen hydrocarbons to the world market. Kulmamirova M.S., Halov O.M., Polayeva J.K. page 70

In article development of an oil and gas complex of Turkmenistan is analyzed. For years of independence in the country there were serious changes, growth of all key macroeconomic indicators was observed. Turkmenistan made significant progress in development of oil and gas branch. On reserves of natural gas Turkmenistan takes the fourth place in the world. The main oil and gas fields in the territory of the country are shown in article, the main routes of supply of the Turkmen hydrocarbons to the world market are presented. Having the largest stocks of energy carriers, the state has no direct exit to buyers of the Turkmen gas. Today the largest importer of the Turkmen gas is the People's Republic of China, the Chinese oil and gas companies actively work in Turkmenistan. According to authors, Turkmenistan needs diversification of routes of delivery of the energy carriers. Deepening and expansion of power cooperation of Turkmenistan and the Russian Federation can play a key role in the solution of the matter, as it is offered by authors of article.

Keywords: Turkmenistan, People's Republic of China, gas pipelines, oil, gas, routes of deliveries, hydrocarbons.

Current state and prospects of development of an oil and gas complex of India. Halova G. O., Reva A.R. of page 76

For a row of years, the Indian economy shows high growth rates – more than 7% a year. The country takes the third place in the world on the production of gross domestic product calculated on PPS. At the same time, production of GDP per capita in India is much lower, than in many countries of the Pacific Rim. For maintenance of high rates of economic growth and providing social needs of the population, India needs considerable volumes of hydrocarbonic raw materials. There are not enough own resources for development of an economic complex in this connection, there is a problem of expansion of scopes of supply of hydrocarbonic raw materials and diversification of exporters. In article development of oil and gas branches of the Indian economy is analyzed, the main directions of development of an oil and gas complex of the country come to light and the main directions of cooperation of India and the Russian Federation in the oil and gas sphere are offered.

Keywords: India, Russia, power cooperation, oil and gas complex, slate gas.

About priority of design approach when developing programs of development of high technologies in the industry. Gorchakova E. Ampere-second. 81

Are considered specifics of development of high technologies in the industry of Russia on a basis creation of design offices at the vertically integrated or territorial organization and in regional clusters for the solution of a key problem of design of the market of production or service of new technology irrespective of the initiator and the investor of the project, on condition of ensuring interaction between all participants. Features of implementation of projects of technological updating in the vertically integrated companies, a role of regional platforms in the form of clusters of high technologies are analysed that allowed to define functions of design offices in clusters of high technologies.

Keywords: high technologies, industry, cluster, design office, innovations, investments, institutes, innovative economy

Justification of administrative decisions on the basis of the marginal analysis. Vlasova V.M. of page 90

The commercial enterprises working in market conditions seek for receiving the greatest possible profit. For this purpose the reasonable combination of sales volume and strike price of products (works, services) and also effective strategy and the instruments of justification of administrative decisions on an optimum combination of profit, prime cost and the output of products corresponding to it is necessary. The marginal analysis is based on the listed three components. Carrying out the marginal analysis allows the management of the enterprise to estimate authentically current state and the prospects of development of the enterprise.

In article an example of justification of adoption of the administrative decision on an occasion "is reviewed adoptions of the order at the prices are lower than market prices", through the analysis of weight arrived after implementation of the additional order, without increase in constant expenses. At the same time specific variable expenses as act as the lower criterion of adoption of the administrative decision if the price by the additional order is at the level of specific variable expenses, then consent to performance will not make either additional profit, or a loss.

Keywords: marginal analysis, specific variable expenses, constant expenses, adoption of administrative decisions, marginal income, minimum price of the additional order.

Application of the cycle PDCA in the analysis of implementation of the Decree of the President of the Russian Federation of May 7, 2012 No. 596 "About long-term state economic policy". Kamolov S. G., Merkulov M.V., Shitenkova E. V. of page 95

On April 7, 2016 the President of the Russian Federation Vladimir Putin held a meeting of the Commission at the President on monitoring of achievement of target indicators of social and economic development of the Russian Federation. The course of implementation of the May Decrees concerning the social sphere was considered: health care, education and compensation. What preliminary results of work of the Government of the Russian Federation on implementation of the Decree of the Russian President No. 596 "About long-term state economic policy"? Whether universal models of management, for example, the cycle PDCA (the cycle Shukharta (Deminga)) are applied by executive authorities?

Keywords: system of public administration, May Decrees of the Russian President, economic policy, cycle PDCA

Portrait of youth of the Republic of Bashkortostan: problems and prospects of development. Valinurova L. S., Iskhakova E.I., Kazakova O.B., Kotov D.V., Kuzminykh N. Ampere-second. 104

In article problems in the sphere of youth policy of the Republic of Bashkortostan are opened and the prospects of its development are defined. The carried-out analysis showed that the general condition of modern youth causes concern: the cumulative number of youth tends to reduction, migration of youth to regions with the developed system of the higher education is observed, there do not correspond to requirements of modern economy moral values, life priorities, features of positioning in society. All this can lead to reduction of number of able-bodied population, decrease in potential of regional development, reduction of VRP, insufficiency of financial resources for keeping of pensioners and physically disabled people, etc. On the basis of a method of virtual anthropology priority vital values of youth are revealed, the youth attitude to alcohol and smoking is shown. Proceeding from specifics of realization of youth policy, authors designated the directions of realization of youth policy, projects which implementation is possible on the basis of the strategic initiatives providing development of potential of youth, both its embedding and effective use in the Republic of Bashkortostan are offered.

Keywords: youth, regional development, youth policy, strategic initiatives.

Multiplicative effect of implementation of the import substitution program of the coal industry. Zhukova I.A., Lobunets V.S. of page 108

Import substitution and support of domestic manufacturers were always one of priorities of industrial policy in Russia, but the anti-Russian sanctions made these questions even more relevant. In the developed geopolitical situation, against the background of the imposed sanctions questions of import substitution become the most relevant as the Russian economy, strongly depends on deliveries of the import equipment and production. However, current situation can be used in realization of strategy of the accelerated growth of domestic industrial production including the coal industry.

Keywords: import substitution, coal-mining branch, multiplicative effect.

To a question of paradigm shift of standard regulation in a gas distribution segment. Eremin S.V., Mamukova E.V. of page 112

The initiative of Federal Antimonopoly Service of the Russian Federation about abolition of the law "About Natural Monopolies" (or entering into it of cardinal changes) does relevant a research about possible transformations of regulation in a gas distribution segment which is one of key in a production and cost chain of gas supply. In the present article the conceptual approaches to regulation of the gas-distributing organizations accepted in the international and Russian practice are considered. It is offered to replace a paradigm of the standard regulation of services in gas distribution based on a natural and exclusive concept. Regulation of "service of general economic value" can become an alternative to it. According to authors, it will allow to increase the level and quality of use of gas in the Russian Federation and will promote development of gasification in the country.

Keywords: natural gas, gas distribution, regulation of natural monopolies, theory of "public interest", service of general economic value

Innovative approach in formation of shapes of the transport systems of the future. Melnikov V. P., Nazarov A. V. of page 120

The possibilities of application of innovative approach on the basis of typology in the choice of forms of shapes of any transport systems with characteristics of perspective creation of effective remedies in application various spheres of LA, surface vessels, submarines, cars, trains, etc. are considered in relation to opportunities of use of modern technologies of terrestrial community. Justifications of aero hydrodynamic properties of perspective forms of the transport systems are opened. Applications of the main standard geometrical forms depending on types of the transport systems are analysed. The analysis of opportunities of use as perspective automobiles of disk-shaped devices of vertical take off and landing is made comparative and also some outline sketches of the train are given in the airbag, the helicopter with the raised characteristics of flight and safety, and also creation of constructive strength schemes of confirmation of application of a disk-shaped form for submersibles with a deep water of immersion, in comparison with a cylindrical form. The analysis of historical constructive decisions of fascist Germany, modern achievements of the USA and Russia is given.

Keywords: Innovative approach, vehicle, aero hydrodynamic theory, typology, disk-shaped device.

Integrated analysis of seven-factorial model of assessment of efficiency of innovations. Filatov E.A., Cheng Yunlong. 126

Management of the modern enterprise in the conditions of globalization of economy, and revival of the industrial enterprises at qualitatively new level based on use in production of huge innovative and information potential represents the difficult process including the choice and realization of a certain set of administrative influences for the purpose of the solution of a strategic problem of ensuring sustainable financial and social and economic development of the enterprise. Problems of development for the industrial enterprises the choice of effective innovative projects, creation of the mechanism of effective realization of strategy of innovations, formation of infrastructure of support of scientific and technical activity, rational use of scientific and technical capacity of the enterprise are relevant.

In article the main indicator of innovative activity of the enterprises – avtorskaya7-factorial model of assessment of efficiency of innovations is offered. In article the author's model of assessment of efficiency of innovations is investigated author's by method of the integrated factorial analysis that gives the chance most well to make the conclusion about changes in profitability of innovations and also to present degree influence of factors on changes of the studied indicator in the system of managing and to reveal tendencies of its change.

Keywords: investments, profitability of innovations, factorial analysis, revenue, prime cost, research and development.

Economic feasibility of introduction of innovative technology of restoration of cranked axes of the agricultural caterpillar machinery by method of a plasma and powder naplavka. Kokhan A.A., Kokhan A.G. of page 130

Russia is the biggest country on the area of farmlands: here 10% of a productive arable land, 20% of all water supplies in the world are located, 55% of world reserves of the chernozem also at the same time live only 2% of the population of Earth. Besides, Russia has huge potential in the most various branches: mining, machine-building, agriculture and td. Difficult soil climatic conditions and existence of all climatic zones in Russia predetermined impossibility to effectively cultivate the majority of crops without use of caterpillar agricultural tractors. In the circumstances restoration of details of the caterpillar equipment will allow to support the level of its working capacity, without significant increase in costs of acquisitions new. It will allow to stabilize the number of the used equipment in economy of the country without significant increase in costs of its acquisitions. The scope of innovative technology of restoration of cranked axes existing at the moment by method of a plasma and powder naplavka, does not cover a considerable part of potentially possible areas of their application. Speaking about technology of restoration by method of a plasma and powder naplavka, you should not forget that this technology has a direct competitor – technology of restoration by a welding method under gumboil. Thus, for assessment of expediency of introduction of innovative technology, the set of technical and economic indicators of technology of restoration, methods of calculation and forecasting is described, the criterion of efficiency is chosen, criterion function is formed, the sensitivity of criterion to change of parameters and indicators is analyzed and stability of mathematical model is estimated. Proceeding from the received results, conclusions are drawn on economic feasibility of introduction of the above-stated technology of restoration.

Keywords: Agricultural caterpillar machinery, tractor, technology, restoration, wear of surfaces, technical and economic analysis, mathematical methods, forecasting, restoration volume, efficiency indicators, capital expenditure, current expenses.

Role of actions for management of knowledge in organizational innovations of the IT-company. Makarova A.N. of page 134

In this article interrelations between actions for management of knowledge in the Belarusian IT organization and their innovation at the organizational level by means of carrying out a research by poll method are considered. Actions for management of knowledge were studied in the context of cultural, structural and technological aspects. Within studying of innovations the emphasis was placed on the following concepts: the organizational behavior connected with susceptibility to new knowledge, training, novelty, readiness for experiments, skill to communicate, readiness for risk and extent of assimilation of information. The conceptual model was developed for interrelation assessment between management of knowledge and innovations. The hypothesis that actions for management of knowledge influence innovation of the organization was submitted for discussion, were for this purpose developed the questionnaire where it was offered to estimate actions for management of knowledge of 45 criteria, and innovation of the organization on 34. For assessment of criteria the 5-mark scale with gradation it was offered from "he completely agrees" to "categorically does not agree". 84 experts from the Belarusian IT-organization which is engaged in development of computer games of LLC Vayzor-geymz participated in a research. Standard deviations of variables were calculated and also the correlation and factorial analysis variable is carried out. The multiple regression analysis was made for definition of influence of actions for management of knowledge on innovation of the organization. As a dependent variable the innovation of the organization, and an action for management of knowledge - as independent variables was chosen.

Keywords: organizational innovation, management of knowledge, IT industry, training environment, culture, structure, technologies.

Service of internal control in public authorities of the city of Moscow. Sapozhnikova E.E. page 141

Article is devoted to problems which services of the state financial control of public authority of the city of Moscow for which it is important to estimate the system of internal control face to reduce amount of works, carried out during the control actions. Standards of implementation of internal state financial control are approved by authorized body of executive power of the territorial subject of the Russian Federation, nevertheless not all public authorities of the city of Moscow introduce sufficient amendments about organizational structure of the management personnels. It results in insufficient autonomy of managements of internal state control in structure of public authority, and, so inefficiencies of results of its work. Now a lot of attention is paid to a question of increase in overall performance of external supervisory authorities. It is necessary to shift focus to change of the key purposes of the inspections which are carried out by bodies of external state financial control from search of violators whose actions led to inefficient and inappropriate expenditure of budgetary funds, on minimization of potential threats. The efficiency of control of the main managers of budgetary funds is offered to be estimated, including, through correlation of volume of the revealed remarks and the amount of funds spent for implementation of control functions. Developed in the course of synthesis of results of the conducted research of the offer have practical character. Their realization, will allow not only to increase quality of the work performed by bodies of internal financial control, to increase efficiency of activity of services of internal state financial control, but also to considerably reduce inefficient and inappropriate expenditure of budgetary funds by public authorities of the city of Moscow.

Keywords: state financial control, internal control, assessment, control actions, assessment of efficiency of activity, requirement to the system of internal control

The analysis of production and sales of products of crop production at the agricultural enterprise. Pugacheva L.V., E.S. Cap of page 144

In this article the analysis of the output and product sales, the analysis of profitability and profitability of a commodity portfolio and also the analysis of financial results from sales of products of crop production at the concrete agricultural enterprise is carried out. The economic analysis as removal of economic regularities on the basis of a research of the corresponding facts of economic reality, decomposition of economy on the separate parts called economic categories is considered. The interrelation of quality and quantitative indices in the system of dependences of productive indicators (volume of production, costs for production of prime cost of a unit of production) from the quality indicators called above is in detail shown. Special attention is paid to the analysis of quality and competitiveness of production as improvement of quality of production – one of forms of competition, gain and deduction of positions in the market. The competition — the market mechanism which is implemented in the form of interaction of market subjects and fight between them for the most favorable conditions of application of the capital. The competition in the conditions of the market promotes formation of the economic relations and is way of improvement of economy. The high level of quality promotes increase in demand and increase in the sum of profit not only at the expense of sales volume, but also at the expense of high prices. The analysis of structure of the sold products of crop production made in LLC Zarya Dona since this enterprise is the most typical for the Rostov region from the point of view of production and sales of products of crop production. In article the analysis of financial results from sales of products of crop production which promotes improvement of measures for increase in effective management of the agricultural enterprise is carried also out.

Keywords: production, realization, analysis, profitability, profit, prime cost.

The analysis of types of the Absolute personality in I.P. Chetverikov's article. Sizintsev P.V. of page 148

Article is devoted to philosophical judgment of questions of morality in the context of a teistichesky world view. Types of a philosophical concept of the Absolute personality are considered. Religious views are removed by the author in close connection with values of ethical character.

Article purpose – to investigate philosophical prerequisites of moral aspect of the doctrine about the personal Absolute and to analyse the categorial device and methodology of the analysis of the religious philosopher I.P. Chetverikov. A subject of article – the description of various systems of a philosophical and religious world view reflected in concepts of a monism, pantheism, theories of criticism and a neokantianstvo in categories of unity and personal attributes. Article subject – to give an idea of concepts of the personality, will, consciousness, the truth as harmonious unity of freedom and reason. The methodology of a research is based on system and philosophical approach with use of heuristic methods of detection of information in the used sources. The originality of a research has the maximum degree as analytical researches of theological and philosophical heritage of I.P. Chetverikov in the world and Russian scientific environment were practically not conducted so far.

Keywords: Reason, neokantianstvo, soul, pantheism, will, God, freedom, unity, creativity, atonement.

Justification of economic security of railway transport on the basis of the intellectual computer systems of operational management of train service. Nikitin A.B. of page 152

In article the mechanism of increase in economic security of railway transport with use of cybernetic structures of systems of operational management in relation to the organization of transportation process at stations is considered. It is shown that the automation level reached today in the systems of operational management corresponds to the lowest, led to motor activity of the operator whereas the most perspective is tactical management on the basis of the planning intellectual systems with functions of hints (the advising systems) that allows to reduce potential risks of violation of traffic safety of trains and to increase effective management of transportation process. The stations making information model and also the list of technological problems of a control system from "an intellectual component" are defined.

Keywords: economic security, railway transport, information model, automated management, intellectual systems.

Features of implementation of the charitable salary project between commercial bank and a higher educational institution. Sokolov Yu.I., Dedova I.N., Lavrov I.M., Alexandrova D. Ampere-second. 156

Modern banks offer consumers a set of different types of credit services and financial projects. One of relevant projects which can be offered both the large, and small organizations is the salary project. It represents transfer of money from the enterprise to bank, and from bank to the employees into accounts of salary cards. Now the market of salary projects in general is oversaturated, between banks there is fierce competition for the large salary customer. In this article the possibility of implementation of the salary project on special conditions which allow to attract the large customer from the stable sector for the purpose of long-term cooperation and implementation of cross-sale of products of bank to the staff of HIGHER EDUCATION INSTITUTION, and for students – maintaining loyalty to bank after completion of training is considered.

Keywords: salary project, bank, money, higher educational institution.

Physical training as factor of formation of professional competences of future officer. Balangding E.V. of page 162

In article some problems of influence of physical training on formation of professional competences of future officer of RVSN are considered. The solution of the problem of improvement of quality of physical training in military school seems in development and implementation of individual programs of formation of physical readiness of cadets in the course of training. Introduction of the innovative educational program and the pedagogical technology corresponding to it, allow to raise a number of the indicators characterizing degree of physical fitness of cadets in educational process of military school.

The solution of the problem of the individual program of physical fitness in the conditions of military school is possible by development of an algorithm of formation of an individual educational trajectory which includes a number of consecutive steps: from definition of purpose of the program to the system of estimation of level of the formed physical qualities through forms of its construction and contents. The technique of estimation of level of assessment of levels of physical fitness includes: substantial part of system of estimation; scheme of monitoring; diagnostics technique including expert assessment, test tasks, assessment of practical abilities. Indicators in the form of descriptions of degree of expressiveness of requirements of manifestation of physical quality, acting as the tool of assessment of an intermediate and final assessment act as estimated criteria.

Keywords: military professional activity, individual educational program, competences, pedagogical condition, factor, physical readiness, physical training, physical development.

Technique of use of modern training means in the course of training of operators of difficult technical systems. Borodin S. G. of page 167

In article questions of a technique of use of modern training means in the course of training of operators of difficult technical systems on the basis of perspective technological approach to design and realization of vocational training of future officers of RVSN with use of the training training systems are considered. Use of the modern and perspective training training systems allows to create conditions for the differentiated and flexible approach to vocational training of operators of STS at qualitatively new level. Thus, from the point of view of formation of professional competence of operators of STS, the most perspective is technological approach to design and realization of educational process which provides wide use of the training training systems. The solution of the problem of estimation of the main didactic characteristics of model of operator activity can be found only on the way of a simultaneous research of both qualitative, and its quantitative parameters.

Keywords: the automated systems of fighting management, the didactic system, the student, the operator of STS, the exercise machine, the training training system, trenazhny preparation, system model.

//Innovations and investments. 2016. No. 8.

The competition for liquidity of assets as the reason of financial bubbles in reproduction of technological way. Dinets D. Ampere-second. 2

An attempt of identification of communications between the reproduction of technological ways and financial crises arising at different stages of change of way is made. The main objective of the presented research consists in theoretical justification of existence of the mechanism mediating a certain alternation of change of the directions of streams of the fictitious capital in reproduction of long waves of economic development. Regularities which explain to the logician of emergence of financial crises on various phases of long waves of development are considered from the point of view of the movement of liquidity between various sectors of economy. It is shown that due to action of the bank animator the speed of the address of liquidity increases that till a certain moment constrains the crisis phenomena. Logical interrelations between financial bubbles in a kernel of technological way, on the periphery, in a financial superstructure and in stock indexes of classical branches are revealed. It is shown that crisis arises if profit and depreciation charges of a kernel of technological way are not enough for maintenance of high value of the bank animator that the liquidity in an exchange segment removes. Further the fictitious capital addressing there forms own financial bubble against the background of development of classical crisis of overproduction. Development of the last returns liquidity in bank liabilities which have to become a source of financing of the following technological way.

Keywords: liquidity, financial bubble, bank animator, reproduction model, crises, cycles.

To a question of monitoring of the balanced development of innovative and investment activities of corporations. Kasayev B.S., Razakov A. Ampere-second. 7

In article on the basis of the analysis of the balanced development of innovative and investment activities of the company the generalized problems of monitoring of the company — formation of system of high-quality information on the events which are taking place for the benefit of the company, processes and the phenomena are considered. A subject of monitoring of the company are the internal and external situations and branch problems described by quantitative and qualitative, static or dynamic parameters, it should be noted that the last is the most important, for the considered branch of researches.

The situation in the company and branch is characterized by set of the quantitative indices defining a state or dynamics of functioning of each of the specified capacities of the territory which is of interest to the company and also various combinations of these indicators. The internal and external situation is understood as the general condition of the environment. Here the condition of climatic, spatial, social and demographic, economic, ecological, natural and resource, social and political, cultural and historical, national and ethnic capacities of the territory in which the interests of the company are represented means.

Keywords: innovative and investment activities, problems of monitoring distribution of investments, business segment, internal and external situations, capacity of the territory, branch problems of the balanced management, construction corporations.

Increase in efficiency of small business and introduction of innovative medical services in the conditions of crisis. Ivanov E.V. of page 13

In article the main tendencies of development and a problem of branch of health care in Russia are analysed. The author showed that small enterprises in health sector have higher rates of development in comparison with medium-sized enterprises of the same branch and also small enterprises, in general, across Russia that is caused by introduction of innovative processes. A high share of the organizations providing medical services are small that contributes to the development of the competition and new technologies. The possible reasons of lag of the sphere of rendering medical services from other types of the public and private services for the population are established. Innovative development of a health care system gives the chance of satisfaction of demand for highly skilled medical care in the last decade. In article financing of scientific research in health care of Russia and other countries is analysed. The list of the actions directed increase in efficiency of development of branch of health care is provided in article.

Keywords. health care, innovations, small enterprises, medicine, franchizing, outsourcing.

Algorithm of assessment of investment attractiveness of the industrial enterprises. Tarelkin A. Ampere-second. 22

In this work various methods of quantitative definition of a complex indicator of investment attractiveness, allowing to receive assessment which can be used as the main for making decision on investment of development of the enterprise are considered. The main problem in the analysis of assessment of investment attractiveness of the subject is the chosen technique of its calculation. In this research various methods of quantitative determination of investment attractiveness which allow to receive assessment which is used as a basis for making decision on an investment of money in development of the enterprise are considered.

The techniques of assessment of investment attractiveness, known on publications (rating, "accounting" and cost) *were tested* therefore the fields of their application and a possibility of use for economic estimates of investment attractiveness of the industrial companies are estimated.

The complex of factors of the internal environment of investment attractiveness of industrial facilities is based on features of branch and industrial enterprise. Expenses which have the maximum specific weight are defining. The complex of external factors is based on investment climate in the country and the region. At the same time forecasting is based on method of expert evaluations or nonlinear correlation and regression models which reflect reality unlike linear methods; in the analysis only long-term investment is considered, and assessment of investment attractiveness of the enterprise has to be aimed at the investor.

Keywords: methods, investment attractiveness, indicators, assessment, algorithm, research, industrial enterprises, technique, economy.

"Make in India" as world experience for Russia of foreign investment attraction. Chernova V.Y. page 28

This article is about development of recommendations considered India's experience in attracting foreign investment, example of India's new industrialization program. The basic elements of this program, as well as the potential use of such a decision (or its components) in Russia in the course of import substitution policies. Also article consider conceptual approaches to the formation of a state policy to attract foreign direct investment in Russia by the main directions in the context of globalization and policy of import substitution, tendencies of development of foreign direct investment in the world economy and their implications for Russia, analyzed features of the new international environment, foreign direct investment in globalizing world economy and the changing geopolitical picture.

Key words: import substitution, food market, economic security, local production and agriculture, direct investments.

Prospects of development of power industry of the EU. Jordan Of this year page 36

In article tendencies of development of power industry of the European Union for the period to 2050 with accounting of the last Help (reference) scenario of the EU 2016 are considered. It is shown that the Reference scenario – predicts 2016 increase in renewable energy and acceleration in comparison with observed tendencies in some countries of the union. It is expected that only the most competitive RES of technology will develop within the EU in the period till 2050. In work problems and the prospects of development of RES in the EU are analyzed, VEI shares in gross extreme consumption, energy production and growth of the installed power capacities in the EU during 2000 - 2050 g are shown. The difference in indicators of development of RES in the EU, in forecasts of the Help (reference) scenario - is shown 2016, to the Power road map for the period to 2050 and the Strategy of the EU in the field of climate and power during 2020 — 2030.

In work investments into the sector of RES into the EU are analyzed, investment into RES on regions in comparison of the EU with China and the USA, as well as recession in development of the sector of RES in the EU is shown. In article it is shown that the countries of BRICS are indisputable leaders in development of RES of capacities in the world, and the difference between member countries of BRICS and EU countries on growth of the installed RES of capacities for 2015 makes nearly two times. In article it is shown that the slowed-down growth of the sector of RES in the EU happens because of the continuing economic crisis in Europe, change in policy in relation to green energy in a number of the countries of the union and weak consumption of energy in the EU.

Keywords: Renewables, solar energy, photo-electric installations, wind energy, wind generators, biofuel, investments.

Experience of integration associations in formation of the common market of natural gas of the Eurasian Economic Union. Eremin S.V., Dontsova A.V. of page 42

According to the Contract on the Eurasian Economic Union (EEU) of 2014 in the territory of the State Parties by 2025 has to earn the common market of natural gas. The energy security of member states of the Union, efficiency of their national energy markets and achievement of synergetic effects of integration will depend on its structure and the principles of functioning in many respects.

In this article experience of the international integration of gas markets of Europe and North America which can be useful when developing "road map" of formation of the common market of EEU and other its conceptual documents is investigated. Results of the carried-out analysis show that at interaction of the countries having various resource potential, institutional structure and the principles of regulation of the markets the flexibility in presentation of requirements for integration to various participants is important. At integration of the markets, approximately equal on degree of a maturity, the value of supranational regulators which efficiency depends on structure of the powers delegated by it amplifies.

Keywords: natural gas, integration, regionalization, energy security, pricing mechanism, gas market

Power cooperation of the Caspian states: state and prospects of development. Seferov A.K. page 50

In article the characteristic is given to development of fuel and energy complexes of the Caspian states, their common and special features are defined. Influence of internal and external factors on development of cooperation of the Caspian states in power is analysed. It is established that the Caspian states have the thorough soil for development and strengthening of cooperation in the power sphere as have common interests and the purposes and also can add strong and compensate weaknesses of each other. The gas transmission system of the Caspian region is analysed. On the basis of the analysis it is offered to create a power hub of the Caspian states and also the relevant international coordination institutes. The characteristic is given to potential opportunities and the prospects of development of power cooperation of the Caspian states during creation of a power hub.

Keywords: Caspian region; power cooperation; oil and gas.

Formation of the common market of gas of the Eurasian Economic Union: calls and opportunities for PJSC Gazprom. Illeritsky N.I. page 55

In article the possibilities of participation of the Russian vertically integrated energy company PJSC Gazprom in processes of formation of the common market of gas and power integration of the states of EEU are considered. Key indicators of activity of PJSC Gazprom are presented, the general characteristic is given to value of the company for gas industry of Russia. Activity of Gazprom in Belarus, Kazakhstan, Armenia and Kyrgyzstan is analysed, the strategic importance of work of the company in the states of EEU is noted. The main contradictions of formation of the common market of gas of the states of EEU are given, the main calls and tasks are noted. Options of reforming of structure of PJSC Gazprom according to the purposes and problems of gas integration of EEU are considered. Alternative offers on participation of PJSC Gazprom in formation of the common market of gas of EEU as the system integrator are formulated.

Keywords: Gazprom, Eurasian Economic Union, common market of gas, power integration

Modern problems of regulation of the competition in Russia. Karsanova E.E. page 60

At the real stage antimonopoly regulation in Russia is directed substantially to support of the large companies, including monopolies that allows the companies of a message the pricing policy which is not reflecting a situation in the market. Cases of judicial proceedings concerning the large foreign companies are also rare, at the same time cases when at the request of the foreign enterprises suits concerning domestic medium-sized enterprises are brought are frequent. Strong pressure upon MSP is still put. Procedures of conducting trials vary depending on the company in relation to which they are applied. The amendments created in the antitrust law toughen freedom of activity of the domestic enterprises with a low share in the market. The antimonopoly amendment of Russia could increase substantially efficiency of regulation of the competition, having addressed experience of antimonopoly departments of the developed countries, having enhanced attention concerning the large companies and applying more detailed analysis of activity of the company which is object of judicial proceedings.

Keywords: competition, antimonopoly authority, activity of the company, FAS

Problems of steady competitiveness of the companies of the computer industry. Komarova I. P. of page 65

Now the computer market is subject to the unprecedented transformation connected with change of both exogenous, and endogenous factors of functioning of the companies operating on it. For preservation of the dominating positions leaders of the market should develop new approaches to maintenance of competitiveness and to quickly establish the reasons of the failures. This article is devoted to a research of the tools exerting impact on steady competitiveness of the companies of the computer industry typical for these companies of mistakes and also possible ways of their overcoming.

Keywords: steady competitiveness, computer market, innovation, technological alliance, joint venture, integration, diversification, differentiation, segmentation, partner channel of realization.

TO a question of economic approach to behavior of the person. Baksheev S. of Hp 75

In economic behavior of people the general regularities which are shown during different historical eras differently were always traced: selfishness, foresight, confidence in the forces, asceticism, etc. All this allowed to allocate a certain conditional personality as model – "the economic person" (homo economic us). This model as abstraction of behavior of people was formulated in 18 century by A. Smith.

The economic person solves the vital problems for himself and the societies classified as economic as they are made under the influence of the incentive motives which are giving in to measurement by money price. The founder of the classical economic theory A. Smith considered the economic

person by the engine of the progress working for the market. The basis of such situation is the economic egoism: a game of private interests gives more for society, than intervention of the government.

In article the economic approach in behavior of people which is a basis of conditional model of "the economic person" is considered. The short analysis of views of essence of the economic person is made, starting with A. Smith and finishing with today's time. It is shown that the economic approach which is the cornerstone of model of the economic person exists and today as usual "normal" rationalism.

Keywords: economic approach, economic person, rationalism, entropy, economism.

Strategy of development of regional air transportation of the Arkhangelsk region. Petrosyan V.S. of page 79

In this article problems and the prospects of development of regional transportations of the Arkhangelsk region are considered, the market of passenger air transportation of the Russian Federation is analysed, key factors of success of development of regional aircraft in Russia and the Arkhangelsk region are allocated. The air transport system of the Arkhangelsk region at the moment has a considerable need for modernization. There is a need for reconstruction of the passenger terminal of the main airport Arkhangelsk (Talagi), in modernization of infrastructure of airfields Kotlas, Leshukonskoye and more than 20 other airfields of local air-lines. For ensuring effective management of development of an air-transport complex of the region, the model of management within holding on the principles of realization by management company of functions of individual executive body is chosen and proved. This model of management proved as the most effective in all main management companies of the aviation sector in the Russian Federation. 5 airports located in the Arkhangelsk region are entered in the state register of the airports of the Russian Federation. 7 airfields located in the Arkhangelsk region are entered in the state register of airfields of the Russian Federation: Arkhangelsk (Talagi), Arkhangelsk (Vaskovo), Solovki, Mezen, Kotlas, Leshukonskoye, Koynas. Besides, the airfields providing local air transportation are a part of airfield network. The analysis and expert estimates of technical condition of the airfields of the Arkhangelsk region included in the state register show that repair is required to IVPP of airfields of Talagi, Vaskovo, the Solovki, Kotlas.

Keywords: Aircraft, air transportation, airport, airfield, air transport system.

Formation of the organizational and economic mechanism of capital repairs of apartment houses with obligatory use of energy saving technologies and materials. Ivanov I. O. of page 86

In article questions of specifics of formation of the organizational and economic mechanism of capital repairs of apartment houses in the Russian Federation are considered. Now implementation of programs of capital repairs of apartment houses is carried out by program methods, making use of experience of planned housekeeping. In the conditions of formation of a private property on housing, the component of complex capital repairs meaning temporary resettlement of owners of rooms from the capital repaired building is excluded from structure of the organizational and economic mechanism of capital repairs of residential buildings. Also selective nature of capital repairs of apartment houses is caused by limitation of the requirements to the obligatory list of works created by the housing legislation which structure did not include works on power modernization of residential buildings and installation of metering devices of consumption of municipal resources. Besides selective character of the made actions, the organizational shortcomings of the system of formation of accumulation on capital repairs which are also not allowing to oblige owners of the general property to use energy saving actions and technologies without fail are inherent in the mechanism of capital repairs of apartment houses.

The offers stated in article are directed to elimination of the specified shortcomings and further improvement of the organizational and economic mechanism of capital repairs of apartment houses.

Keywords: housing and communal services, housing stock, an apartment house, the organizational and economic mechanism of capital repairs of apartment houses, features of capital repairs of the general property in an apartment house, power efficiency of capital repairs in an apartment house, coefficient of power efficiency of capital repairs of an apartment house.

Strategies of development of the irrigated agriculture in Central Asia in the conditions of unstable cross-border water security on the example of the Fergana Valley. Nikanorova A.D. of page 92

On the example of the Fergana Valley the problem of deficiency of water resources in the irrigated agriculture in the conditions of lack of the coordinated policy of usage of transboundary water resources of the Syr Darya River and its inflows is considered. The main reached interstate agreements between Kyrgyzstan, Uzbekistan, Tajikistan and Kazakhstan in the field of hydro-electric cooperation are analysed and the main reasons interfering their successful realization are established. On the basis of the developed geographic information system "Distribution of water resources at irrigation of agricultural grounds of the Fergana Valley" forecasts of deficiency of water resources on shares of the lands which are receiving less water on irrigation at various regional scenarios of water use and climate change during the period from 2020 to 2080 are submitted. Taking into account the obtained data the possible strategy of optimization of the irrigated agriculture in the Fergana Valley in the developed geopolitical conditions are offered.

Keywords: The Fergana Valley, transboundary water resources, the irrigated agriculture, water resources management.

About a role and the place of membrane technologies in the world and Russian market of water treatment and sewage treatment. Denisov A.G. of page 97

The complex of actions for introduction in Russia of new and more effective technologies in the field of water treatment and sewage treatment allows to reduce significantly the ecological harm done to the environment by the industry and human activity and also to increase economic efficiency of activity of the industrial enterprises. In this article the role and the place of membrane technologies in the world and Russian market of water treatment and sewage treatment is considered. As a result of carrying out a research the array of information on the world and Russian markets of water treatment and sewage treatment was created and also the main problems interfering development of this branch in Russia are revealed.

Keywords: water use, sewage treatment, membrane technologies, biomembrane reactor, innovative project.

Assessment of effective management of the industrial enterprise in the conditions of growth of the competitive environment. Rzhev Ruble. Ampere-second. 101

In article issues of system effectiveness of indicators of the industrial enterprise which need to be understood at a prediction phase of administrative elements for planning and introduction of procedures for optimization of system of management of the organization are discussed.

The indicators used at estimation of effectiveness of system of indicators and its organizational structure are analyzed it is shown that it is expedient to divide them into three interconnected groups.

Keywords: system effectiveness of indicators of the industrial enterprise, assessment indicators, methods of increase in systemacity, transformation of set of indicators into system.

Methods of determination of properties of materials for clothing industry. Shpachkova A.V., Andreyeva E.G., Chizhova N.V. of page 105

The analysis of various methods of determination of properties of materials for production of corset and linen products is carried out. Are allocated for consideration four the most significant, from the point of view of authors, parameters: elektrizuyemost, shrinkage, tangential resistance and resistance of material to microorganisms. The most modern and informative is the technique of measurement of an elektrizuyemost of materials developed in MEPhI in size of tension of electrostatic field on the basis of the measuring

instrument of electrostatic field ST-01. Standard methods of definition of shrinkage imitate service conditions. The essence of methods of definition of shrinkage and a prityazhka consists in measurement of the linear sizes in the share and cross directions on tests before wet processings or chemical cleanings. Tests carry out on various devices depending on a type of processing. Method of definition of resistance of fabric to microbiological destruction the most expensive on time: tests on which surface special mix is applied are maintained under certain conditions within 10 days. After that on measurement of explosive loading estimate resistance of material to damage by microorganisms. In general the considered methods, except definition of an elektrizuyemost, are in great need in modernization.

Keywords: an elektrizuyemost, the measuring instrument of electrostatic field, shrinkage, friction forces and couplings, the tangential resistance, resistance of material to microorganisms, microflora, textile materials, corset and linen products, the express – a method, fiziko-hygienic indicators, dry cleaning, cutting and grinding of details.

The analysis of influence of investments on indicators of economic development of territorial subjects of the Russian Federation on the example of the Novosibirsk region. *Andreyev V.V. of page 110*

Control of development of territorial subjects of the Russian Federation can be exercised by means of a wide range of specific actions by means of which the local administration stimulates development of economy of territorial subjects of the Russian Federation, creates new jobs, increases tax base, expands opportunities for those types of economic activity in which the local community is interested. But even at competent management economic development of territorial subjects of the Russian Federation is impossible without investments. Thanks to investments accumulation of public benefit, introduction of new technologies, development of science is carried out, in a consequence of what the base for expansion of opportunities of certain territorial subjects of the Russian Federation and economy in general is formed.

In the presented work which purpose was the analysis of influence of investments on economic development of territorial subjects of the Russian Federation the econometric model of dependence of gross release on investments into fixed capital on branches of economy on the basis of which, with use of panel data on six branches in 10 years the dependence between investments and a gross regional product taking into account the distributed log on the example of the Novosibirsk region was established is constructed.

The relevance of the set subject is caused by the fact that dynamic and effective development of investment activities is one of the main conditions of stable functioning of territorial subjects of the Russian Federation and economy in general. The received model confirms the specification on the basis of autoregression model with the distributed logs and allow to define elasticity of gross release of branches of economy of the Novosibirsk region concerning investments into fixed capital.

Keywords: economic development, investments, subjects of the Russian Federation, gross release, assessment, econometric modeling.

The alternative functional analysis of ten-factorial model of assessment of efficiency of the invested capital. *Filatov E.A., Cheng Yunlongs. 114 Integrated approach to the person in traditional Indian medicine – Ayurveda: spiritual and social aspects. Avtandilyan E. Ampere-second. 118*

The reasons causing need of investments are updating of the available material and technical resources, increasing production, development of new kinds of activity. In the system of reproduction investments possess the major role in renewal and increase in production resources, and, therefore, and ensuring certain rates of economic growth. Economic growth is defined by a set of factors, the most important of which – accumulation of the volume of investment and increase in their efficiency.

The professional system of investment management which has to pursue the policy directed to development, advance, ensuring investments and assessment of economic efficiency of investments is necessary for successful implementation of investments at the enterprise. At selection of investment projects their economic assessment of efficiency has to be used.

In article the main indicator of investment activities of the enterprises – avtorskaya 10-factorial model of assessment of efficiency of the invested capital is offered. In article the author's model of assessment of efficiency of the invested capital is investigated by author's methods of the functional analysis that gives the chance most well to make the conclusion about changes in profitability of the invested capital and also to present degree influence of factors on changes of the studied indicator in the system of managing and to reveal tendencies of its change.

Keywords: investments, profitability of the invested capital, the factorial analysis, revenue, net operating profit.

Industrial policy as imperative of multilevel purposeful regulation of economic development of an industrial complex. *Zabaluyev Yu.I. page 124*

The present stage of development of world economy is followed by the difficult multidirectional processes causing need of frequent change of the tasks facing the enterprise, change of priorities of activity, the choice of adequate decisions. It is obvious that in these conditions sustainable and effective development of the industrial enterprises has to be defined by their ability to fast adaptation to any changes generated by an external aggressive environment. The industrial policy has to be considered from a position of a national priority, but not be only especially state attribute. Really, formation of software infringes on the social interests of territories therefore the constructive interactive dialogue between representatives of public authorities, business and society based on a priority of regional and interregional interests is necessary.

Keywords: industrial complex, industrial policy, tools of industrial policy, business environment, mechanism of realization of industrial policy, public and private partnership.

Problems and prospects of development of information society: Russian and foreign experience. *Klochkova E.N. of page 133*

Now the majority of the countries seeks for formation of information society, and the most priority directions of development are creation of the electronic government, introduction of information technologies in education, culture and health care. For carrying out effective state policy in the sphere of development of information society directed to formation and development uniform information spaces, the relevance of the questions connected with assessment of development of branch significantly increases as the need for development of the statistical techniques of assessment allowing to reflect adequately a state and the prospect of development of the considered sphere increases.

The present article is devoted to a research of key indicators of information society in Russia and the world on the basis of the international ratings of the participating countries of the International Telecommunication Union. The tools of the statistical analysis applied in this article with use of methods of dynamics, structure and visualization tools of data will allow to establish tendencies of development of information society, including on the basis of intercountry comparisons, for the purpose of adoption of reasonable administrative decisions in the considered sphere.

Keywords: information society, the index of use of ICT, the wireless and fixed broadband access.

Questions of information security of National payment service provider of Russia. *Krylov G. O., Smoked A.P., Larionov S. of Hp 140*

In article the analysis of the actions undertaken at the state level on ensuring information security of national payment service provider and assessment of their efficiency is carried out. Ensuring information security in the financial sphere is directly connected with financial and political stability and independence of the country. Smooth functioning of national payment service provider is defined by indicators of uninterrupted operation and directly depends on indicators of information security, for example, such as the number of the stopped operations to total of roguish operations. In article the detailed analysis of reports of the Bank of Russia on incidents of information security in the bank sphere for time periods is carried out, the main trends in this area are designated and the efficiency of the taken measures is defined. Tendencies in the field of development of roguish operations and strengthening of use of methods of social engineering are shown. The main steps taken at the state level for ensuring financial stability are allocated and influence of these steps on reduction of incidents in the financial sphere is visually shown. The main acts in the field of ensuring financial stability are listed. The legalized actions were defined as actions of ensuring information security also earlier. These actions which are not established as legislative requirements and having character of recommendations had no effect in safety. Introduction of obligation of implementation of requirements and emergence of supervisory authority essentially influenced reduction of roguish operations.

Keywords: information security, information security, money, the analysis of incidents, attacks to operators, protection of interests of clients, roguish operations in the financial sphere, the legislation

Features of the Russian food embargo. Matveeva N.V. of page 148

Article is devoted to the problems which arose in communication by introduction of food embargo by Russia. Influence of the ban on import of separate types of goods on the territory of the Russian Federation and a solution of this problem is reflected. Ways of a round of the Russian food embargo are shown by the countries which fell under sanctions. Actions of customs and public supervisory authorities for suppression of import of subsanctions production to Russia are marked out.

Keywords: import, sanctions, embargo.

Financial mediation and role of banks in its implementation. Eletina A.I. page 152 EEU in the conditions of action of sanctions and countersanctions. Suslin E.D. of page 154

The relevance of a subject is explained by the fact that financial mediation has deep roots and its emergence is caused by historical development of economy, increase in requirements and scales of economy. In mediation it is possible to observe all primary lines of association of a number of the risks inherent in individual investors for the purpose of normalization of functioning of economy and minimization of these risks.

It is possible to note that emergence of various financial institutions which mediate in historical aspect happened not at the same time. The first there were banks, insurance companies, investment companies. And it led to the fact that these companies which have common features and function for the solution of the general tasks, are in vanguard of the processes connected with development of technologies, mechanisms to management of financial systems.

In spite of the fact that a number of authors [2, 4] considers that facet specifics of each of institutes are erased in connection with introduction of integration processes and also because from owners of the capitals and those who attract them new requirements arrive, banks all the same have priority features which distinguish them from the system of financial mediation.

Keywords: loan capital, financial mediation, insurance companies, banks, free money.

Use of renewables as factor of innovative development of domestic energy industry. Kapitonov I.A., Shulus A. Ampere-second. 157

Sanctions and countersanctions have negative effect on development of the integration relations in EEU. Reaction of Russia to sanctions from the western community leads to contradictions in functioning of the uniform customs territory and also prevents carrying out the coordinated trade policy of EEU with other countries. The policy of sanctions and anti-sanctions with lack of this sort of decisions at partners of Russia in EEU breaks the first basic principle as trade policy of member countries becomes less coordinated. Besides, thereby there are prerequisites for transit of sanctions goods from the EEU countries to Russia. The sanctions policy of Russia in relation to the EU, the USA, Canada, Australia and other countries in absence that of the countries – partners in EEU creates prerequisites for re-export. It is obvious that in the long term member states of EEU need to develop uniform sanctions policy.

Keywords: sanctions, countersanctions, EEU, sanctions policy, sanctions list, trade policy

Modern approaches to modeling of process of distribution of innovations in the sphere of payment technologies. Pogosyan A.M. of page 164

In article the analysis of models of distribution (diffusion) of new products and technologies, in particular model F is carried out. Bass and various mechanisms considering market development, heterogeneity of agents, external factors, the competing brands. Practice showed that the concepts offered by E. Rogers and F. Bass not completely reflect process of distribution of a new product in the market. Due to strengthening of globalization and the competition in the market, distribution of the Internet and social networks processes of distribution of innovations become harder and harder and many-sided. Many researchers try to specify model F. Bass, reflecting in it the specified processes. The analysis of the existing models was carried out for the purpose of creation of model of process of distribution and acceptance of payment innovations.

Keywords: models of diffusion of innovations, Bass's model, acceptance of innovations, payment services.

Hierarchical model of an effective brand management of higher education institution. Fedorova A.V. of page 170

The effective concepts of branding based on scientific approach become really relevant and demanded today. especially it concerns the sphere of the higher education. During the present period of time the Russian HIGHER EDUCATION INSTITUTIONS sharply face a problem of lack of such approach and corresponding to it branding tools, for the purpose of effective development of a brand of Higher education institution. In article, on the basis of the conducted sociological and qualimetrical researches, the innovative model for formation of a brand of HIGHER EDUCATION INSTITUTION providing the system organization of a set of structural divisions on the basis of unity of key elements of identity is recommended. The developed model differs from analogs in qualitatively other concept of branding: instead of expansion of a brand by means of a set of the structural elements of the organization differing on design the imperative approves unity intrinsic (brand platform) and stability rod (indicators of competitive advantage) identifications. This model of management of a brand of HIGHER EDUCATION INSTITUTION (ISSA), integrates three control units: basic (set of the principles), functional (set of functions) and large-scale and time (strategic and tactical levels of management). This development differs from analogs in systematicity of approach and an ekonometrichnost and target orientation of execution of administrative functions in relation to the field of management (branding of HIGHER EDUCATION INSTITUTION).

Keywords: brand management, higher education institution, competition, the higher education, efficiency

Questions of restoration of industrial capacity of Russia and role of state corporations in this process. Pugacheva L.V., Taradina M.V. of page 176

In article aspects of reforming and the periods of stable growth of the industry of Russia as Russia underwent essential economic changes since disintegration of the Soviet Union are considered and developed the last 20 years on the way from the economy which is globally isolated, centrally planned to the market, globally integrated economic system. The Russian industry first of all is split between producers of goods, competitive in the world markets, and other less competitive branches of the heavy industry which remain depending on the Russian domestic market. This dependence on export of raw materials does Russia vulnerable from world economic crises and very changeable world prices for raw materials. The role of state corporations in the Russian market is also considered. Achievements and shortcomings of emergence, state and legal regulation of state corporations of Russia as they are the largest employers are analyzed, provide development of the whole branches, in certain cases at all have the situation close to exclusive. And therefore they can be considered as economies of the state, actually irreplaceable from the point of view of functioning. In article questions of the external economic cooperation, integration of Russia into the international space are in detail considered. Much attention is paid to questions of state regulation of state corporations of the country. The state corporations in Russia which list is rather regularly corrected according to priorities and dynamics of legislative activity of authorities are, despite theses about a possibility of abolition of the corresponding type of legal entities, adequately a perspective form of work of the enterprise. In the conclusion measures for increase in effective management of the state enterprises and state corporations are proposed.

Keywords: industry of the country, state investments, state corporations, state property.

Classical and alternative sources of financing at the organization of project financing of implementation of investment projects. Maryin A.V. of page 182

The current state of the Russian financial market is characterized by uncertainty. In these conditions attraction of investments into large-scale investment projects demands consideration and the choice of the most effective funding mechanism.

In this work organizational bases of project financing are formulated, classical and alternative (Islamic) sources are considered, the main differences of financial systems are presented. The interest of investment into Islamic tools for investors is explained by attractive profitability, a possibility of diversification of a portfolio, other economic incentives. It is defined that attraction of alternative finance will promote stimulation of economic growth and expansion of investment opportunities of interested parties.

The author considered the system of work with risks that is one of postulates of project financing. Competent distribution of risk loading between participants of the project will allow to create optimum contractual structure of relationship between participants.

Keywords: investments, project financing, alternative (Islamic) finance, risks, financial model

Network model of distance learning in the system of professional development of pedagogical shots. Abzalimov R.R. of page 188

Article is devoted to a problem of professional development of pedagogical shots with use of network communications. The remote model of professional development of teachers in the form of the organization of network community of teachers is shown. From the point of view of the author this approach to training of pedagogical shots allows to form an individual route of development and education for each teacher, develops self-organization, expands dialogical communication, exchange of experience in pedagogical community. Besides, the network model of professional development contributes to the development of self-education, self-examination of the teacher. The structure of the network educational program is offered, the conditions of application of ICT in the organization of professional development of teachers are analyzed.

Keywords: distance learning, network, network model, network form, network program, community, professional development, information and communication environment, self-education, standardization, modules, ICT competence.

Religious and philosophical review of a sketch of I.P. Chetverikov "Critical individualism in the Russian philosophy". Sizintsev P.V. of page 192

Article is devoted to philosophical judgment of Christian metaphysics within the theory of "immanent knowledge" of G. Teichmuller from I.P. Chetverikov's position. The author on extensive material showed close connection of Christian dogma and philosophical intuitions of critical individualism which attaches great value to religious consciousness in the course of a bogopoznaniye.

Article purpose – to investigate philosophical prerequisites of emergence and formation of personalistichesky views and to analyse the categorial device and methodology of the analysis of the religious philosopher I.P. Chetverikov. A subject of article – the description and interpretation of the original system of a philosophical and religious world view of the Russian personalist of G. Teichmuller by it, reflected in concepts of knowledge, consciousness, criticism of materialism and a neokantianstvo in categories of unity, personal attributes, concepts of life individual human "I" and time. Article subject – to give an idea of concepts of the personality, consciousness, the truth as harmonious unity of consistency of life and time. The methodology of a research is based on system and philosophical approach with use of heuristic methods of detection of information in the used sources. The originality of a research has the maximum degree as detailed analytical researches of theological and philosophical heritage of I.P. Chetverikov in the world and Russian scientific environment were practically not conducted so far.

Keywords: Consciousness, person, bogopoznaniye, philosophy, individualism, system, thinking, monadologiya.

Training of the officer-teacher as scientific and pedagogical problem. Komarov M.E. page 196

The special nature of military and pedagogical activity of future officer-teacher caused by the different level of education of students, need, in this regard, of development of various versions of the contents of training define the objective need for improvement of system of military and pedagogical training of future officers for teaching activity. In article some conditions and factors which promote activization of students in educational process of military school are stated. Substantially and procedurally training of officers-teachers significantly differs from training of teachers for secondary and higher professional civic education.

Keywords: military professional activity, military and pedagogical activity, individual educational program, competence, officer-teacher, professional behavior, style of activity, style of training.

Development of methods of training of fire preparation in the conditions of use of modern tutorials. Kochergin N. Ampere-second. 200

Today the tasks of high degree of complexity which impose new requirements to vocational training of cadets – future officers are set for the Armed Forces of the Russian Federation. Improvement of system of military education, introduction of competence-based approach in educational process of military schools, further improvement of federal state educational standards, demands development of essentially new means of organizational and methodical ensuring formation of professional competences of future officers in the course of educational combat training. In article it is offered to consider a problem of improvement of a technique of fire preparation in the conditions of use of modern tutorials of future officer of RVSN. Fire preparation is considered as one of the leading disciplines forming backbone competences of cadets in the course of training.

Keywords: military professional activity, competences, fire preparation, shooting subreadiness, shooting exercise machines.

//Innovations and investments. 2016. No. 9.

Technologies and finance: First technological way. Dinets D.A., Sokolnikov M. Ampere-second. 2

The theory of technological ways arose due to the need of an explanation of unevenness of development of economy in which crises, the periods of growth and attenuation alternate. This unevenness, according to the theory of technological ways, is explained by replacement of one technologies dominating in economy with others. Change of these dominating technologies is caused as actually by the course of scientific progress, and readiness of the financial and economic sphere for transition. Thus, for understanding of a picture of the events when changing technological ways it is necessary to monitor both development of technologies, and the processes happening in the financial sphere. This article opens a cycle of the articles "Technologies and Finance" which sets before itself(himself) the purpose to give two views of each technological way and to describe development and formation of a scientific and technological thought and financial flows.

Keywords: Technological way, key technology, mechanization, textile industry, industrial revolution, financial flows, crisis, capital

Model of stable economic growth upon transition to new technological way. Konotopov M.V., Novitsky N. Ampere-second. 6

In article the comparative analysis of theoretical approaches to achievement of effective combination of ways of scientific and technical, technological and social and economic progress on modern and perspective stages of development is given. Being guided by the main characteristics of the current state of domestic economy, authors formulate goal-setting and restrictions of model of economic development in the conditions of transition to new technological way. The main requirements to strategy and tactics of innovative policy of the country which will allow to make the decisions which are not "preserving" its outdated structure, and directed to creation of scientific and technical potential and production base of new technological way are considered. So, the author's position to carrying out the line of import substitution, proceeding from the principle of ensuring long-term effect of investments, ensuring high-quality restructuring of economy is proved.

Model of "a threefold spiral" as mechanism of innovative development of agro-industrial clusters of the Russian Federation. Bondarenko N.E., Maximova T. P. of page 14

In article objective prerequisites of formation of steady bases of the theory of clusters and its specifics are considered, attention is paid to historical aspects of dialectic development of the cluster theory; the emphasis on importance of use of innovative opportunities of clusters is placed. The possibility of use of advantages and potential opportunities of innovative clusters in relation to the agrarian sphere of national economy is proved. The model of agro-industrial clusters is considered as one of ways of increase in competitiveness of agro-industrial complex, achievement of expanded reproduction and the solution of tasks of national food supply. The development option of "model of a threefold spiral" with inclusion in it of financial institutions is offered.

Keywords: cluster, agro-industrial clusters, cluster policy, organization of production, model of a threefold spiral, agro-industrial complex.

Innovative activity as a basis of effective development of the Russian enterprises in the conditions of the unstable external environment. Smirnov E. Ampere-second. 21

In article the subject of development of innovative activity as instrument of increase in level of competitiveness of the enterprises reveals. This direction is complemented with consideration of a question on attraction of investment of innovative projects. In this regard special attention in work is paid to innovative appeal of the enterprise. It is fairly noted that the big importance is allocated for grocery and technological innovations. By consideration of the problems connected with innovative risks it is emphasized that additional risk factor is the high uncertainty of innovative business activity expressed in the unsuccessful choice of the innovative project. In the conclusion of work the conclusion is drawn that the low level of innovative activity of the enterprises is substantially connected with very poor development of innovative strategy and poor control, lack of an enterprise initiative and innovative culture, insufficient financing of research and development.

Keywords: innovative activity, enterprise, investments, risks, innovative potential

Features of the market of the Russian corporate eurobonds. Bagrey I.Yu. page 25

Subject. For the last twenty years the accelerated development of the Russian market of corporate eurobonds is observed. Considerably the number of issuers and volumes of their loans grew up. But accurate forecasting of its further development, especially in the conditions of introduction of the international financial sanctions, requires the deep analysis and identification of the main features and tendencies of this market.

Tasks. The analysis of nominal volume of the raised funds at placement of corporate eurobonds, branch accessory of issuers, the largest borrowers, currency and urgency of repayment of debt.

Methodology. Work leans on general scientific and on special (statistical) methods and also on the principles of systemacity and objectivity.

Results. The research showed that the volume of annually issued Russian corporate eurobonds grows progressively and cyclically, reaching the local maxima in pre-crisis years, for example 1997 or 2007, and then sharply decreasing. The similar situation took place and in 2014 that is in addition connected with introduction of the international sanctions. As the first feature of the market of the Russian corporate eurobonds the high level of concentration is specified. The nominal volume of the issued eurobonds of the companies of bank and oil and gas sectors is about 73% of total amount of the raised funds. High concentration among issuers is observed. Nearly 62% of the total nominal amount of issue of eurobonds fall to the share of ten largest borrowers. The second feature is that the list of these ten largest issuers generally includes corporations with partial or full state participation (8 of 10).

Factors of intensity of innovative processes at the different levels of economic system. Havin D.V., S. V. Humpbacks, Kolosov T.V. of page 30

In article innovative process at the different levels of existence of economic entities is considered, detailed classification of the factors forming innovative activity of the enterprises is presented. The conclusion is drawn that for the modern enterprises in management of innovative activity accounting of innovative climate in collective, susceptibility to innovations, branch accessory of the enterprises is important. Formation and realization of innovative process in regions is in detail investigated. To the major factors defining qualitative content, borders of existence and effective realization of innovative capacity of the region are carried economic, production, organizational and transformational factors. The factors which are slowing down and stimulating development and deployment of innovations, formation and realization of innovative potential on global and macrolevel are presented. Having considered various approaches to allocation of the factors influencing innovative potential the conclusion is drawn that only at detailed studying of each of the factors influencing the innovative capacity of the region it is possible to reach sustainable innovative development.

Keywords: innovative process, region, influence of factors, global level of economy, macrolevel, mesolevel, innovative activity of the enterprises.

Analytical ensuring internal control of efficiency of investment activities. Kolesov E.S. of page 33

Stages of internal control of efficiency of investment activities on the basis of analytical procedures are presented in article, the risks connected with formation of optimum structure of the investment capital and indicators of efficiency of investment projects taking into account risks of the external environment are considered. The author allocated objects of management of investment activities, problems of internal control when forming investment resources are considered, criteria of optimization of investment resources depending on an economic situation are defined. The basic principles and methods of assessment of efficiency and financial feasibility of investment projects are considered. The effect of a financial leverage as a method of increase in profitability of equity is analysed, and on its basis the form is developed for internal control of optimization of structure of investment resources. The key indicators applied to static and dynamic assessment of efficiency of the investment project are described and analysed: the payback period, simple rate of return, the given expenses, the net specified value, the index of profitability of investments and internal standard of profitability, is spent them the comparative analysis. Criteria of the quantitative estimates allowing to estimate efficiency of projects in the system of internal control are specified. Need of improvement of methods of accounting of risks at assessment of efficiency of the investment project is proved and recommendations about their use are made. Implementation of the analysis of sensitivity of the investment project which is one of expert methods of assessment of risks and used for forecasting of influence of changes of the entering data for initial results of model is considered.

Keywords: commercial organization, internal control, investment activities, analytical procedures, effect, efficiency, analysis, investment resources, investment project, assessment of risks.

Organizational and investment funding mechanism for enterprise initiatives. Petukhova Zh.G. of page 41

Need of development of an organizational and investment funding mechanism for enterprise initiatives is proved in article. The author represents it as set of measures of financial support of small and average business: creation of investment tools, development of infrastructure of the venture market, investors and regional infrastructure of technological business. Financial support has to be carried out, according to the author, state, commercial and the structures with the state participation of projects of small and average business assuming financial risks of projects that allows to reduce terms of their development and realization, financial risks.

Keywords: organizational and investment mechanism, small and average business, state, support, venture financing, funds.

Influence of sanctions on a condition of the Russian food market. Matveeva N.V. of page 48

The embargo on import to the territory of the Russian Federation of food products entered by the Government of the Russian Federation from a number of the countries had significant effect on a condition of the market. The ban of export of food products on the Russian market exerted negative impact on the agrarian sector of economy of the subsanctions countries that found the reflection in indicators of this sector of economy in 2015. During the period of action of sanctions growth of import substitution of groups of sanctions goods is noted and also redirection of import of food products from the countries which did not get under the ban is observed. Article is devoted to studying of influence of the embargo on a condition of the Russian food market entered by the Russian Federation. Change of dynamics of export of goods to Russia from the countries which fell under sanctions is considered. Indicators on the separate types of goods which are under a ban on import to the country are analysed.

Keywords: import, import substitution, sanctions, embargo.

The economic analysis within a triangle: innovations, not oil sector and foreign capital. Gasymov A.F. page 51

In article it is said that attraction of foreign investments and expansion of foreign trade are one of the main priorities of foreign economic relations of the Azerbaijan Republic and also important factors of strengthening of economic capacity of the country. The Azerbaijani government gradually makes attempts of realization of strategy for the accelerated development of not oil sector in comparison with the oil and gas sector. For this purpose one of priority tasks is redirections of straight lines foreign investments into not oil sector of national economy. That is the prevalence in economy of the oil sector is not obligatory and eternal process therefore it is necessary comprehensive to use received from this sphere privilege. In article it is noted that foreign investments in Azerbaijan differ in wide geography: the top ten on investments into local economy includes Great Britain, the USA, Japan, Norway, Turkey, France, the Czech Republic, Germany, Saudi Arabia and Russia. And in not oil sector of economy most of all put from Turkey, the USA, Great Britain, Germany, the UAE, France and Russia. Along with it, investments are also influenced by innovations. This factor should be considered in not oil sector.

Keywords: foreign states, investments, national economy, not oil sector, innovation

Questions of ensuring energy security of the states. Polayeva G.B., Yambarysheva A.A., Mikhaylova A.D. of page 55

The question of ensuring energy security of the states is relevant more than ever today. The term "energy security" in economic literature began to be used since 1947, in Russia the concept of "energy security" became active to be used in the early nineties the 20th century. In 1997 the Concept of national energy security of the Russian Federation was signed, its last edition was carried out in 2009. At the same time, there is no uniform wording of the term "energy security" in economical and legal acts of the Russian Federation yet. There is a set of the concepts defining energy security. Authors of article offer own definition of the concept "energy security". Authors revealed the principles of ensuring energy security of the states, spheres of ensuring energy security are defined. In article it is shown that the energy security for the export countries of energy resources and the import countries of energy resources is determined by a miscellaneous, features of ensuring energy security for the export countries and the import countries are defined. In work problems of ensuring energy security of the Russian Federation are analyzed. It is noted that gradually there is strengthening of a role of policy in the sphere of power cooperation. Measures for ensuring energy security of the Russian Federation are proposed. Researchers note that the crisis phenomena in world economy, unfortunately, proceed and mention interrelations between policy and power. Before our eyes there is a change of the relations between geopolitics and power. All these factors influence energy security of the states.

Keywords: energy security, ensuring energy security of the Russian Federation, principles of ensuring energy security, energy security of the export countries, energy security of the import countries.

Services sector in economy of China the beginnings of the 21st century. Qi Weichao of page 60

Development of a services sector in China at the beginning of XXI had recovery character as went against the background of the tradition interrupted for several decades localized after coming to power of communists on Taiwan and in Hong Kong. Reforms of the end of the 1970th years revived the service sector and gave it a development impulse. Since the end of 1980 the services sector opened for the foreign capital, but liberalization was not system and more had experimental character. At accession to WTO of the foreign capital went to the industry, but for the last three decades the value added share in services sector total volume annually grew on average more than for 10% that exceeded indicators of both agriculture, and manufacturing industry.

Completely the service sector was open for external investments in 2001 after accession to the WTO. In a decade its share in GDP grew from 30% to 40%, having become, thus, one of the key factors determining at that time growth of national economy. The structure of the service sector prevailed logistic, transport, telecommunication and financial that laid the foundation of sustained economic growth for a decade. In too time, China on this indicator still lagged behind the developed countries where a service sector value added share in GDP, as well as the share of workers in a services sector in the total number of occupied, reaches 70%, and the sphere is the main source of growth.

Keywords: China, services sector, tertiary sector of economy.

Business intelligence in strategic management and the economic analysis. Mitrovic S. of page 63

The author of article presented a business intelligence research in strategic management and the economic analysis. During a research the author notes that the initial main problem of business management can be considered achievement of transparency of management of the enterprise. The attempts and approaches promoting the solution of this problem received the name the business intelligence (BI) of the enterprise, or Business Intelligence (BI). It is obvious that BI is connected with all processes at the enterprise, including the economic analysis. All set of instruments of management of modern business processes of the enterprise makes a basis of a portfolio of the Business Intelligence tools. The structure of a portfolio of BI includes also strategic management, being its to one of its elements. The Russian developments first of all are intended for description/design of activity of the company. They, as a rule, give a description opportunity practically to any subject domain. Foreign producers are more focused on execution. In most cases their products are one or several modules in a line of the software provided by the producer. Following the results of the conducted research the author draws a conclusion that business intelligence, being at the same time both a physical, and information system and being the effective instrument of company management, is more and more popularized, and BI-PO passes from the category of accessory to large corporations to medium-sized and small enterprises.

Keywords: business intelligence, strategic management, economic analysis, business process, instruments of management, BI-PO.

Problems of use of IT outsourcing and possible ways of their decision in Russia. Lisitsyn M.O. of page 68

The present article is devoted to the possible problems arising upon transition to outsourcing option of service in the sphere of information technologies in relation to modern Russian economic conditions. In article the IT outsourcing role in Russia as main source of maintaining IT in the company is considered, and as the reserve means allowing to give support of the company in the sector of IT, problems and risks of transition to outsourcing an assessment is given to problems and risks. The author considered changes in the market of IT outsourcing in the conditions of the economic crisis which began in 2014.

Need to develop the market of IT of services and to increase their quality remains and today. According to the author, it is possible to increase quality by method of use of system of reports, improvement of standards of rendering of services, advanced training courses, creations of the uniform knowledge base of the accumulated experience and expansion of base of the provided services within IT aimed at the development by IT of systems of the companies with use of modern technologies, and not just support to the available infrastructure IT.

Transfer by the companies (both corporate, and state) the IT to IT outsourcing (both partially, and completely), according to the author, will go to the benefit to the Russian economy, economy of the IT companies and their clients.

Keywords: IT outsourcing, services, risk, information technologies, IT, information processes, outsourcing, threats of information security, reduction of risks.

Mass media in the system of political management. Sitnikov N. Ampere-second. 74

Article is devoted to consideration of mass media as bases of political publicity within which various political forces work. The main objective of mass media from the point of view of its place in political life of society which ensuring social stability at the embodiment in life of these or those political decisions is is considered. The main attention is paid to questions of performance of important socially important functions of systems of mass information. Also modern mass media on means of the report and their division into categories are described. It is emphasized that, information technology development and telecommunication systems led to emergence of new types of broadcasting of information and also new forms of communication, in turn the power became public, and the policy began to turn into media process. In conclusion briefly the space of the Internet as mass media with the factors and features is considered.

Keywords: mass media, systems of mass information, political management, means of the report, political publicity.

Assessment of innovative activity and scientific capacity of the region. Alekseev S. G. of page 77

Article is devoted to topical issues of development of a technique and the system of indicators of assessment of innovative activity and scientific capacity of the region. Determination of innovative potential and innovative activity are considered. Influence of scientific potential on formation of innovative potential is studied. The indicators characterizing innovative activity of the region and scientific potential are offered. The reasonable system of indicators of assessment of innovative activity and scientific capacity of the region is presented. The analysis of the indicators characterizing innovative activity of regions of Siberian Federal District is carried out. For the comparative analysis the index method allowing to compare sizes of the offered indicators for assessment of level of innovative activity and scientific capacity of different regions is used. For complex assessment of innovative activity of the region and scientific potential the integrated indexes defined in the form of multiplicative index model are offered. The directions of increase in efficiency of use of scientific capacity of the region are offered.

Keywords: innovative activity, scientific potential, region, assessment, technique, indicators, index method, integrated indicator.

Conceptual bases of interaction of authorities and enterprise structures in the regional markets. Levin Yu.A., Lebedev N. Ampere-second. 83

In article it is shown that on the economic essence the real estate markets, also as well as other regional markets, representing set of social and economic processes and the relations in the territorial sphere of the commodity address, at the same time are the most territorially caused owing to an immobilnost of bearers of supply and demand and are formed under their influence in each concrete administrative territorial education. It is shown that offers of the market of housing stock and housing services in the region limit the function of demand in the short-term period representing the number of housing which the consumer can gain in this regional market at the developed price level. The factors influencing offer size are analysed. Accounting of the regularities of functioning of the market necessary is proved in strategic regulation, first of all for the correct arrangement of priorities of state regulation in providing the population with housing and the interests of business. It is proved that the base of the general perspective consists in need of coordination of bodies of the regional power and enterprise structures for increase in availability of housing.

Keywords. Strategic regulation, regional real estate markets, housing sphere, coordination of regional interests, alliance of the power and enterprise structures.

The analysis of the factors influencing technological development of the enterprises of timber processing complex in the region. Belyakov G.P., Pokonov A. Ampere-second. 88

Transfer of domestic economy to innovative type of development assumes introduction of essentially new approaches to use of the natural resources which are available in the state and also innovative development of industries which economic potential is implemented not in full. It is necessary to carry domestic timber processing complex (LPK) which contribution to GDP of Russia, despite its world leadership in volumes of forest resources, remains much lower than the potential indicators to such branches.

This circumstance is connected with noncompetitiveness of a domestic forest product in the world markets that is caused by the low level of technological development of the enterprises of branch. Now the LPK domestic enterprises mainly make a forest product of low repartitions with the minimum level of value added – the raw raw materials and timber.

Refraction of the negative tendencies which developed in domestic timber processing complex requires carrying out its large-scale structurally - technological modernization. At the same time, formation of effective strategy of technological development of the enterprises of branch requires carrying out the deep analysis and accounting of all factors influencing on given organizationally – economic process, as causes relevance of this scientific research.

In article the key factors influencing technological development of the enterprises of timber processing complex in the region *are considered and analysed*. Author's classification of these factors is offered. Accounting of the factors revealed in a research allows to create new approach to strategic management of technological development of the enterprises of timber processing complex in the region.

Keywords: Technological development, factor, timber processing complex (LPK), strategy, innovations.

The analysis of the main conditions of ensuring development of new model of the state social policy in the Russian Federation. Michovich P.S. 95

In article the problem of creation of conditions for sustainable development of new model of social policy of the Russian Federation in modern crisis conditions is analysed, considering need of transition to innovative model of economy. The main perspective directions of development of new model of social policy, the ideas which are the cornerstone of new "Strategy 2030" are considered, points of application of the main efforts for realization of new model of social policy are described.

Are proved a condition under which new strategy will be successful is an accurate goal-setting, restoration of macroeconomic stability, business privatization, reduction of the non-market sector, weakening of power pressure upon business and excess control.

The main priorities of Strategy-2030 are described, namely is an ensuring the highest rates of the balanced economic growth in the long term. It is considered as one of key conditions at development of new social policy need of its coordination with strategies of development for regions of the country, the balance of opinions of the government and regional elite has to be reached, plans and the interests of regions *have to be considered*. The emphasis on independent activity of professional communities and assistance to their development *is noted as one of key factors of successful new social policy*.

Also important condition of successful realization of new social policy in the Russian Federation is work on increase tax base for regions due to reduction of taxes federal that regions were interested in increase in collecting of taxes. It will give the chance to regions to compete and improve conditions for investments and business.

Keywords: social policy, new model of the state social policy, condition of social development.

Problems and the prospects of creation of territories of the advancing social and economic development in the Far Eastern Federal District. Halova G. O., Kopylova A. S., Savina A. Ampere-second. 101

Today in the Russian Federation about 150 various territorial innovative systems, such as science cities, clusters, science and technology parks, free economic zones (FEZ) and others work. At the same time, many of them work insufficiently effectively. In this connection, considering the experiment on creation of innovative territorial educations which is already existing in our country and also the importance of transition of economy from raw model to hi-tech, in the Russian Federation in December, 2014 the law No. 473-FZ "About territories of the advancing social and economic development of the Russian Federation" was adopted. Within the first three years the specified law will be applied in the territory of the Far Eastern Federal District (DVFO), and after this period – in territories of other territorial subjects of the Russian Federation. In article the capacity of DVFO is analyzed, region problems come to light. Obviously, radical measures which have to lead not only to improvement of a demographic and social and economic situation in DVFO are necessary for acceleration of development of DVFO, but also increase social and economic potential of both the region, and the whole country. In article it is shown that creation of TORAHS in DVFO will lead to modernization of infrastructure of the region, growth of quantity of jobs and substantial increase of the salary at the enterprises of the region, will provide creation of necessary transportation and living conditions. For training of highly qualified personnel new highest and average special educational institutions will be created. Thanks to a unique geographical location of TORAHS in DVFO will promote strengthening of the foreign trade communications of Russia with the countries East and Southeast Asia. Authors consider that the Far East can shortly become one of the centers of world economic development.

Keywords: territory advance of social and economic development, free economic zones, science cities, science and technology parks, Far East, Far Eastern Federal District, production capacities, hi-tech production, foreign economic relations.

"Dirty money": risks of involvement of banks in doubtful schemes of washing. Kuzmenko E.B. of page 108

In this article the problems connected with illegal withdrawal of capital what is "dirty" money, and what scales of their distribution and "washing" in the world were considered. Key feature of "dirty" money is that it – is almost exclusive cash in the form of paper bank notes. "Laundering" of "dirty" money is carried out both with participation of banks, and without their participation. The risk of involvement of bank in doubtful financial schemes and also schemes of money laundering is new category for the Russian banking system in which there is no experience of regulation and management of similar processes that gives to questions of development of mechanisms of identification, assessment and management of this risk special relevance. For maintaining business reputation, stable and continuous work banks in all variety of financial transactions need to reveal quickly the operations having sign doubtful, i.e. directed to money laundering, their cashing in and a conclusion out of borders of the country, terrorism financing. Banking is today that field of activity where any degree of risks remains quite high Counteraction to laundering of income gained criminal in the way is one of priority tasks of the world community at the present stage of development, in article examples of fight against schemes of washing of such countries, the USA, Great Britain and China are also given.

Keywords: money laundering, legalization counteraction, illegal business, offshore, capital flow, service of internal control, Rosfinmonitoring, FATF

Key aspects of investments into development of the human capital. Makarova A.N. of page 118

Rapid transformation of factors of the business environment — the obvious fact. Changes of conditions of business are both transition to post-industrial society, and increase in differentiation and dynamism of the markets, and increase of requirements. The relevance of a subject of article is caused by the fact that today the most important competitive advantage of any country and firm — quality of human resources. Development of human resources - the only way to provide personnel of the organization with the skills and expert knowledge, necessary to remain competitive in the conditions of constantly changing and economically unstable external environment. The purpose of development of human resources of the organization consists in maximizing productivity and to increase profitability of investments for all interested persons. Unlike other assets, human resources of the organization more dynamic can also easily move from one organization to another. Together with people their talents, skills, experience and opportunities acquired by means of training and development move. Therefore some organizations avoid investments directly into the human resources today. Despite risk degree such investments lead to compilation of the material and non-material capital and also create favorable conditions for process of production of goods and services. Expectation of the positive profit connected with competitiveness of the made goods and services also is an incentive for investments. In article modern methods of economic assessment of efficiency of investments into the human capital of the organization are described, the principles and features of the analysis are explained, risk factors of investment, a way of their minimization are considered.

Keywords: human resource management, human resources, efficiency of investments, training, development of personnel.

Development of methodical base of assessment of efficiency of activity of public authorities city authorities of Moscow. Sapozhnikova E.E. page 122

The present article is devoted to current problems which bodies of the state financial control face, when holding control actions (including in the form of audit of efficiency) and also estimates of efficiency of activity of authorities of the city of Moscow. The author introduction of the automated consolidated registration system which is offered to be used the analysis of information on income and expenses of each separate department, expeditious obtaining the required information and for improvement of quality of the obtained information is offered. Such practice is used in many countries of Europe, the United States of America. Modern scientists and experts practitioners note its importance in simplification of management of process of systematization and the analysis of reporting data and an opportunity to react quickly to indicators of inappropriate or inefficient use of budgetary funds. The second solution of the problem of development of methodical base of assessment of efficiency of activity of authorities of the city of Moscow, the author suggests to choose introduction of control procedures for assessment of systems internal earlier kontroly which represent response to the preparing adoption of the international standards of audit which will cause need of reduction of the existing methodical recommendations about holding control actions by bodies of the state financial control in compliance. The offered technique of the analysis of system of internal control promotes development of understanding how the management of public authority developed and introduced the system of internal control of target and effective use of budgetary funds what types of control actions are carried out by department. The specified technique is based on assessment of five components of system of internal control: control environment, assessment of risks, information and communication, internal control actions, monitoring of control devices.

Keywords: state financial control, audit of efficiency, internal control, assessment, control actions, assessment of efficiency of activity

Mathematical description of vibration of a shaft of the pump. Tatlyev R.D. of page 127

In the existing system of providing consumers with oil products, the special value is necessary to pipeline transport, and in particular field main pipelines. Timely delivery of oil products to consumers depends on reliable work of system of field pipelines. The operating experience of the field PMTP-150 pipeline shows that in the greatest number of refusals it is the share of the pumping-over PNU-100/200M installations, and in particular, of pumps of the pumping-over installations. Having applied a method of a weak link to the pump 4H-6X2A, found out that a weak link in the system of the pump is the ball-bearing knot on which vibration of a shaft of the pump directly depends. The mathematical model of vibration of a shaft of the pump 4H-6X2A on the basis of dependence is developed for determination of durability of the radial ball-bearing. This mathematical model allows to choose the directions for diagnosing of pumps, for the purpose of timely prevention of failure of the pump, and increase in reliability of system of the pipeline in general.

Keywords: vibration of a shaft, mathematical model, ball-bearing

Saykling-process in dynamic models of development of the gas-condensate field. Skiba A.K., Zlotov A.V. of page 131

The real work is devoted to creation of mathematical model of development of the gas-condensate field with a possibility of application of saykling-process in it. The model considered in article represents dynamic system with managements. A main objective of a research is receiving in an analytical and numerical type of dynamics of key indicators of the gas-condensate field at the different strategy of its development.

The central place in the description of model is taken by the weight content of condensate in unit of volume of the extracted fat gas. (potential content of gas condensate) depending on reservoir pressure. The function describing the potential content of gas condensate has the *S-shaped* form that has significant effect on the choice of strategy of development of the gas-condensate field.

As the operating parameters are chosen: annual gain of delivery and operational wells; a part of the delivery wells working for production (other part of delivery wells works for pumping dry gas in layer). The task of dynamics of these three managing directors of parameters unambiguously defines the strategy of development of the gas-condensate field.

There was an opportunity to receive the following strategy of development of gas-condensate fields:

- Full saykling-process at which for support of initial reservoir pressure all extracted and drained gas is pumped in layer again;
- Partial saykling-process in layer downloads only a part of the extracted and drained gas. In this case pressure falls gradually, and in layer there is an insignificant subsidence of gas condensate;
- Development of the gas-condensate field on exhaustion. In this case the drained gas is not pumped in layer.

On the basis of the constructed model for one conditional gas-condensate field numerical experiments were made: one without saykling-process application, the second - full saykling-process within the first several years. The received loudspeakers of key indicators of the gas-condensate field are represented in drawings.

Keywords: dynamic model of development of the gas-condensate field; gas-condensate field; saykling-process; strategy of development of the gas-condensate field; the saved-up gas production; the saved-up extraction of condensate.

Historical and archival research of the biography of the religious philosopher I.P. Chetverikov. Sizintsev P.V. of page 135

Influence of corporate sustainable development on capitalization. *Stepanov A.Yu.* page 139

Effective model of brands of the Russian higher education institutions and control system of their development on the basis of system approach. *Fedorova A.V.* of page 144

About social and economic factors development of rural territories of the Republic of Bashkortostan. *Sagatgareev R.M.* of page 149

The mode of inflation targeting for management of monetary policy. *Usmanov I.S.* of page 156

Management of the loan portfolio of bank in conditions of unstable rate of national currency. *Dadyko S.I., Mandron V.V.* of page 163

Hedging of a portfolio of corporate bonds by creation of arbitrazhny model, neutral in relation to credit risk. Podluzhny S.S. of page 170

Creation of optimum policy of investment into various classes of the assets traded in the stock markets is a key problem of institutional investors – participants of the organized auction. At the moment hedge funds, the pension funds, investment companies and commercial banks use various tools for creation of portfolios of corporate bonds. At the same time, tools of hedging of corporate debt securities do not find the application in practice of the Russian companies – participants of the organized auction that increases risks of losses of participants of the market, and, as a result, their final investors – natural persons. According to RosBusinessConsulting¹, in 2014 only one pension fund could show the profitability exceeding inflation for this period. Thus, the pension funds could not protect accumulation of investors from depreciation. The reason of poor control of means of investors – use of passive trade strategy and refusal of hedging of portfolios of assets. The conducted research offers a technique of creation of active strategy of management of a portfolio of corporate bonds on the basis of sensitivity of the price of the corporate bond to the level of credit risk of the issuer. A research objective is the offer to institutional participants, in particular – to the non-state pension funds, the tools allowing to increase profitability of investments of investors by active management of a portfolio of tools of the fixed profitability [1] and use of mechanisms of hedging. A conclusion of the equation of hedging of a portfolio of corporate bonds and also transfer of the main restrictions of use of model is result of work. Results can be used by the non-state pension funds for better management of assets of investors, decrease in risks and increase in an indicator of profitability. In work the numerical example which is visually illustrating action of the offered model in practice is given.

Keywords: hedging, credit risk, arbitrazhny model, corporate bonds, sensitivity to risk, probability of a default, the non-state pension fund.

Influence of level of aero ionization on intellectual efficiency of students. Popova T.V. of page 175

In this article problems of interpretation of biographic data (the place and date of birth, educational institution, work) are considered. The author analysed characteristics of biographical documents, degree of their reliability in correlation with various independent sources. It used a method of the historical analysis for questionnaires of institutions.

Article purpose – to investigate the main periods of the beginning of the biography of the theologian, religious philosopher, professor of psychology of the Kiev Spiritual Academy I.P. Chetverikov. A subject of article – the description of moments of life, studies, work reflected in archival materials and memoirs certificates, publicistic works and review articles. Article subject – to give an idea of the real and documented stages of the biography of the famous scientist. The methodology of a research is based on system and philosophical approach with use of archival and historical methods of detection of information. The originality of a research has the maximum degree as detailed analytical researches of theological, philosophical and psychological heritage of I.P. Chetverikov in the world and Russian scientific environment were practically not conducted so far.

Keywords: Tula, Tula theological seminary, Ivan Chetverikov, Kiev spiritual academy, questionnaires, RAHN, biography.

¹ Accumulation did not catch up with inflation of <http://www.rbcdaily.ru/finance/562949994916992>.

Technological ways and problem of utilization of household waste: scientific and historical aspect. Chelnokov V.V., Glushko A.N., Matasov A.V. of page 179

The concept of sustainable development submitted at the end of the 20th century has escalating influence on the strategy of development of world economy and, in particular, the corporate sector. During the development the concept of sustainable development from a set of the general provisions and the principles offered for steady and long-term development of humanity reached a certain list of indicators of sustainable development for the corporate sector and behavioural recommendations for certain individuals. Corporate sustainable development is a new form of the concept of corporate social responsibility and unites in itself social, economic and ecological aspects of business. Involvement in the activity contributing to sustainable development and corresponding to the principles of sustainable development, is considered by the companies as a source of competitive advantage more and more. The popularity of the idea of sustainable development in a business environment is confirmed by growth of volumes of responsible investment, increase in number of the published reports in the field of corporate social responsibility and sustainable development and also the growing popularity of application of standards and managements in the field of corporate sustainable development.

According to a widespread conclusion of qualitative researches of the last years, introduction of the principles of corporate sustainable development in activity of the company can potentially exert positive impact on profitability indicators by increase in revenue or reduction of expenses. Most of researchers agree that activity of the companies in the field of sustainable development exerts positive impact on their market value and financial performance. The majority of empirical researches also confirm positive influence of indicators of corporate sustainable development on capitalization of the public companies.

Keywords: sustainable development, stable investment, corporate stability, CSR

System approach in a research of process of creation and functioning of the spatial localized economic systems. Elkina L.G., Kosyanenko N.G. of page 186

Administrative activity on the basis of the concept of branding becomes really highly effective from the different points of view only at scientific approach to development of the brand and tools of management of its development and long-term effective activity. The Russian higher education institutions during the present period of time face a problem of lack of such approach and the tools corresponding to it and do not see the prospects of self-liquidation of the designated crisis situation.

On the basis of the conducted sociological and qualimetric researches in article the evolutionary model of formation of a brand of higher education institution providing the system organization of a set of structural divisions on the basis of unity of key elements of identity *is offered*. The developed model differs from analogs in qualitatively other concept of branding: instead of expansion of a brand by means of a set of the structural elements of the organization differing on design the imperative approves unity intrinsic (brand platform) and stability rod (indicators of competitive advantage) identifications.

On the basis of system approach the model of management of a brand of higher education institution integrating three blocks of design of management is developed: basic (set of the principles), functional (set of functions) and large-scale and time (strategic and tactical levels of management). This development differs from analogs in systemacity of approach and an ekonometricrnost and target orientation of execution of administrative functions in relation to the field of management (branding of higher education institution).

Keywords: brand, control system, higher education institution, system approach, evolutionary model

To a question of development of model of management of the industrial enterprise in the conditions of growth of the competitive environment. Rzhev Ruble. Ampere-second. 192

In work on the basis of an author's technique an assessment of social and economic development of rural territories of the Republic of Bashkortostan is given. As criterion of level of social and economic development of territories the need for investments counting on one inhabitant on construction of facilities of social infrastructure on the existing natural and economic zones of the Republic of Bashkortostan by the principle is offered: the need for investments for providing territories with objects of social infrastructure at the standard level is higher, the indicator of social and economic development of territories is lower.

The cost of input of unit of capacities in institutions of social infrastructure in rural territories of the Republic of Bashkortostan is calculated: 1 sq.m. of housing, 1 student place at schools, 1 places in preschool institutions, 1 beds in hospitals, 1 places in clubs. The existing differences in social and economic development of territories of the Republic of Bashkortostan is explained by features of resettlement of country people. In the republic because of distinctions in nature (mountain and forest, forest-steppe and steppe zones) density of development of territories is very various.

There are differences and in a lyudnost of settlements that creates different conditions for formation of territorial network of objects social infrastructures. Proceeding from the existing conditions for development of network of social infrastructure it is offered the main part of construction of these objects of a message at the expense of budgetary funds.

Keywords: Rural territories, social and economic development, resettlement, need for capital investments.

Innovative susceptibility of standard organizational structures. Zotov V.M. of page 197

The mode of inflation targeting is the flexible mechanism of monetary policy that allows to adapt its application in each certain state, taking into account economic and political indicators. At the same time decrease in inflationary expectations and improvement of an economic situation in the country is possible. It is important to estimate correctly possibilities of the state in order to avoid decrease in trust of the population to the Central Bank. In article experiment of other countries on transition to the mode of inflation targeting is considered. So in some countries it was succeeded to reduce the rate of inflation to the acceptable level whereas in other countries transition to targeting of inflation rendered only temporary effect and within several years the sharp growth of price level was resumed. In case of the Russian Federation it is necessary to consider features of economy, by comparison of a possibility of introduction of the new mode of monetary policy. As an impressive part of the Russian economy makes export of energy carriers, it is necessary to consider their cost and an exchange rate of ruble in relation to other world currencies.

Keywords: inflation, monetary policy, central bank, financial management.

Theoretical aspects of the economic mechanism of management. Mumladze R.G., Vasilyeva I.V., Alyoshina T. N. of page 201

The role of process of management of the loan portfolio of commercial bank in the conditions of unstable rate of national currency is defined and practical recommendations about improvement of modern methods of management by it in banking institutions of Russia are proved. The currency portfolio of bank is one of the main sources of growth in incomes of a bank during the periods of high instability of national currency. But in the place with that also is also one of the main sources of credit risks. The currency loan portfolio is a set of proceeds of credit which are provided to borrowers in different types of currency and having some immunity from inflation. The currency loan portfolio does not serve as means for the high growth of the capital, rather its purpose to be the instrument of management of profitability of bank in the conditions of sharp change of rates of national currency. Often loan currency portfolio consists of 3-6 various bank notes. At devaluation of one currency the ability to liquidate losses on other currencies remains. Today, as we know, with growth of inflation and decrease in consumer demand also the appeal of the currency credits decreases. Banks do not offer more currency credits, there as rather high risks in the medium-term period take place. During 2014-2015 in the Russian Federation there was a significant increase in rate of national currency (the course grew by 2,23 times). In this connection the loan portfolio of banks grew, but in the place in with that monthly payments for the credits and together with them risks of a non-payment of monthly payments grew.

Keywords: credit; loan portfolio; credit risk; solvency; methods of minimization of credit risk; providing credit; insurance of credit risks.

Assessment of innovative activity in economic system. Zaryankina O.M. of page 206

In article issues of system effectiveness of indicators of the industrial enterprise which need to be understood at a prediction phase of administrative elements for planning and introduction of procedures for optimization of system of management of the organization are discussed. The indicators used at estimation of effectiveness of system of indicators and its organizational structure are analyzed it is shown that it is expedient to divide them into three interconnected groups. In article the technique of assessment of effective management of the industrial enterprise in the conditions of growth of the competitive environment where it is noted that initiation of hierarchical structure of management of the system of indicators leads to emergence in the system of much bigger quantity of components, than when using two-level management directly of each indicator if such option took root in practice is considered. Thus, it promotes significant increase in level of systemacity of structure of indicators and more expressed system effect (emerdzhenost) which is based that the system of indicators with hierarchical structure of management is much steadier, than from single-level.

Keywords: system effectiveness of indicators of the industrial enterprise, assessment indicators, methods of increase in systemacity, transformation of set of indicators into system.

//Innovations and investments. 2016. No. 10.

Development of innovations in modern information society. V. I. smiths, Klochkov E.N. of page 10

The theory of technological ways arose due to the need of an explanation of unevenness of development of economy in which crises, the periods of growth and attenuation alternate. This unevenness, according to the theory of technological ways, is explained by replacement of one technologies dominating in economy with others. Change of these dominating technologies is caused as actually by the course of scientific progress, and readiness of the financial and economic sphere for transition. Thus, for understanding of a picture of the events when changing technological ways it is necessary to monitor both development of technologies, and the processes happening in the financial sphere. This article continues a cycle of the articles "Technologies and Finance" which sets before itself(himself) the purpose to give two views of each technological way and to describe development and formation of a scientific and technological thought and financial flows.

Keywords: Technological way, key technology, mechanization, textile industry, industrial revolution, financial flows, crisis, capital

Analysis of development of regional investment and innovative activity. Hasenova K.E., Zeynullina A.Zh., Ibrayeva A.K. page 16

Introduction of innovative processes in different types of activity became an integral part of the present stage of social and economic development of Russia. Scientific and technical capacity of the country creates a basis of efficiency of national economy in general. Development of the knowledge-intensive productions is an important factor for providing conditions for economic growth. Due to the aforesaid the tasks connected with methodology of statistical assessment of innovative activity are relevant. In the present article the questions devoted to a statistical research of innovative activity in Russia and abroad are raised. The indicators characterizing innovative activity of the enterprises are considered, development tendencies in a section of branches and territorial accessory for the purpose of identification of the problems interfering innovative development are defined. Besides, innovations play an important role for development of information society which creation is one of the purposes of state policy of the Russian Federation in the sphere of social and economic development till 2020. In this regard the task of identification of interrelation of indicators of development of information society and innovative potential is represented relevant.

Keywords: innovations, technological innovations, organizational and administrative innovations, innovative activity, information society.

Innovative system model of resource provision in the consumer markets of the Russian Federation. A case on commodity group of fish products. Kiselyova T.F., Mozzherina I.V., Shapovalova Yu.N. of page 19

In article the innovative policy which is an important component of social and economic development of the region, the purpose and mechanisms of support of innovative programs is considered. Innovations - the powerful lever by means of which it is necessary to provide restructuring and to equip the market with various competitive production, also tasks, criterion of industrial innovative development are consecrated. Results of realization of Strategy of industrial innovative development will allow: to provide stable social and economic development of the region on the basis of achievements of science and technology; to make a transfer of the primary key branches of the industry on new technological ways and repartitions; to reduce the economic pressure upon raw sectors of economy; to provide stable development of economy by decrease in a share of the large enterprises in structure of VPR due to primary development of small and medium-sized enterprises; to create conditions for development of small innovative business.

Keywords: investments, innovation, economic development, innovative programs, potential, competition.

Instruments of introduction of investment and innovative strategy in activity OF AGRARIAN AND INDUSTRIAL COMPLEX. Grudneva A. Ampere-second. 22

For the purpose of effective assistance to administrative decisions in the sphere of merchandising on consumer the market of the Russian Federation in the conditions of uncertainty of resource provision the innovative model (on the example of commodity group of fish products) on methodology of parity of requirements both suppliers, and consumers of foodstuff and category approach is developed. The model is based on the system analysis and expansion of function of integrated benefit. When forming model the method of the analysis of hierarchies for correlation of the importance of hierarchical levels of management in the designated sphere is used. Infografichesky materials are developed for active visual representation of the key indicative indicators of elements of management by means of modern tools of an infodizayn. The specified materials are developed for intellectual support of adoption of B2B-upravlenchesky decisions in the economic sphere.

Keywords: econometrics, modeling, forecasting, the system analysis, methodology of parity of requirements, category and resource approaches, intellectual support, administrative decisions in the economic sphere, efficiency assessment, domestic trade, rational planning, food resources, merchandising, fish products, infodizayn, infographics.

Possibilities of use of infrastructure of public sector for stimulation of innovative development in the Russian Federation. Korniyenko E. Hp 25

The author of article presented a research of tools of introduction of investment and innovative strategy in activity of agrarian and industrial complex. The author of article draws a conclusion that the analysis of the current state of agro-industrial complex allowed us to designate the following main directions of investment policy with agrarian and industrial complex and agriculture: to develop and realize the comprehensive program of increase in volumes of production of agriculture; to develop the target investment program for agrarian and industrial complex with obligatory inclusion of system of privileges for domestic and foreign investors; to develop mechanisms of stimulation of investment activities at the macroeconomic level; to create

the system of information and communication communications; to define the strategic directions of further modernization of branch of food and processing industry; to give the state support to the subjects of agrarian and industrial complex and agriculture introducing advanced technologies; to take measures for stimulation of the population, to invest personal income in investment programs. For financial stabilization of the enterprises of agro-industrial complex it is necessary to increase profitability of their activity, to provide financial stability, increase in profitability of investment investments.

Keywords: tools, innovations, agrarian and industrial complex, investment policy, production, investors, privileges.

The analysis of domestic and foreign experience of application of kraudtekhnologiya in the context of activation of design and investment activities of subjects of small and average business. Georgian Yu. M., Zeynalov A.A., Ilyenkov D. Ampere-second. 29

In article the comparative analysis of theoretical approaches to the concept "public sector" is given. Being guided by basic characteristics of a concept public sector, its indisputable and major role in economy of any state, the author formulates possibilities of effective and long-term cooperation between the state and private sectors in operation of infrastructure facilities and also introductions of mechanisms of stimulation of development of the scientific sphere through development of education.

Following the results of article the author drew a conclusion on need of development of the Russian market of projects of public-private partnership, will allow not only to provide observance of powers of public authorities and local governments, but also to create new jobs, to increase labor productivity, will contribute to the development of innovative activity and increase in competitiveness, forward development of the territory, increase in the standard of living of the population due to the quality rendered services on the created or reconstructed infrastructure facilities of public sector and also will allow to increase investment and innovative activity in the respective territories.

Keywords: public-private partnership, public sector, innovative development, infrastructure facilities, infrastructure of public sector.

The accelerated development of the modern credit and investment mechanism – leasing – for business development. Petukhova Zh.G. of page 34

In article results of the research work on the subject "Formation of System of National Investment (Kraudinvesting) for Activization of Subjects of Small and Average Business" performed within the state task of Financial University under the Government of the Russian Federation for 2016 are considered.

Now for subjects of small and medium business search of alternative sources of financing as subjects of small and average business adapt to changes quicker *is represented relevant* and can push economy to an exit from long recession. However project financing demands use of a large number of various financial and non-financial instruments, mature standard and legal base of contracts and contracts, holding competitions, tenders that causes considerable costs of the design company of legal study of the project and legal maintenance.

In our opinion the ideology of joint implementation of projects can become one of forms of financing of subjects of small and medium business.

Keywords: kraudinvesting, crowd funding, subjects of small and average business, innovation, ecosystem of innovations, venture investments, project financing.

Problems of improvement of National payment service provider in the Russian Federation. Pugacheva L.V. of page 39

In article application of leasing to start business activity is considered. The subject of leasing is well studied, but the new economic reality which is followed by the economic crisis events allows to assume that such credit and investment mechanism as leasing can be used in new quality of "leasing factory" for development of small and average business.

For work of "leasing factory" the flexible functional tool is necessary for ensuring its activity. In article the model of the "leasing factory" which is giving advantage in accumulation of volumes of business to the leasing companies at an opportunity to save on personnel and infrastructure, including the scheme of risk management and calculation of leasing payments *is offered*. Use of this model increases for MSP availability of service in capture of property in leasing and reduction of time of passing of approval of the transaction due to functionality and automation of processes.

Keywords: credit and investment mechanism, leasing, business activity, credit factory, leasing factory, risks, payments.

Bases of synergetic investment. Tyulenev Yu.V. of page 43

In article aspects of improvement of national payment service provider of the Russian Federation are considered. An object of a research is the national payment service provider of the Russian Federation. The main researches are devoted to studying of the existing opportunities for development of national payment service provider. In article new ways of the solution of the current problems of payment service provider and to the choice of ways of increase in efficiency of its functioning are proposed. In the second part ways of increase in marketing appeal of domestic payment cards are offered. At a research and the analysis of dynamics of operations with the help of payment cards statistical data of the Central Bank of Russia were used. Also the method of collection of information and observation was used. An object of this research is the banking sector of economy of the Russian Federation. The questions of development of own payment service provider of the modern state and also specifics of various payment service providers in the field of the bank sphere of economy, understanding of mechanisms of world economy are raised. In article various references, electronic resources, both acts, and additions to them were used.

Keywords: payment service provider, bank, money, issuer, Merchant acquirer, processing center, authorization, income, financial instrument.

Multilateral development banks as instruments of redistribution of economic influence in the world. Safonov M.S., Kuznetsov S.V. of page 46

This article about conditions of emergence of synergetic effect at implementation of investment process. In article the set of elements of investment process and also various options of their interaction leading to emergence of synergetic effect are investigated. Also various forms of investment in state and corporate sectors from the point of view of interaction of the elements of investment process inherent in them exerting impact on emergence and maximizing synergetic effect are considered.

Keywords: Synergetic effect, investments, investment process, synergetic investment

Methodological bases of complex risk analysis of an economic environment of investment projects. Yaren D.N. of page 51

In the present article the concept of multilateral development bank reveals, classification of their types is carried out, the place of such development banks in the right is defined. They have to be the non-profit corporate supranational credit and financial organizations which activity is directed to the solution of socially significant economic, political or social tasks which member countries considered for themselves significant and for which

realization they united the resources by formation of a property basis of multilateral development bank in the proportion determined by the foundation agreement. Presently multilateral development banks can become instruments of economic global and regional integration, on the one hand, and the instrument of redistribution of political and economic influence, with another. To them it is necessary to help various to find a common language on the ideas of the directions of development of world economy to the countries.

Keywords: multilateral development banks, regional development banks, legal regulation of investments, international financial institutions.

Budget of the Russian Federation as smoothings tool of social inequality. Dubovik M.V. of page 55

In article the general approaches to complex risk analysis of an economic environment of investment projects in social and economic systems are characterized. Taking into account high degree of the uncertainty inherent in risks of an economic environment, the author considers necessary simultaneous use of the considered concepts and analytical receptions for receiving confirmations to the drawn conclusions and minimization of probability of mistakes. Besides, these basic concepts (the principle of price correction and the principle of a convergence and divergence) are the cornerstone of creation of more difficult and effective analytical techniques. The high dependence of results of a significant amount of projects on dynamics of prices for products defines the importance of the analysis of price ranks which basic principles, generally speaking, are universal and applicable when forecasting in any commodity and financial markets. The author considers necessary use of the complicated analytical tools and techniques. For example, important property of some markets is their pronounced seasonal recurrence at simultaneous existence of considerable nonseasonal fluctuations. At implementation of investment projects in social and economic systems carrying out the profound analysis of dynamics of an exchange rate (and in some cases rates of several currencies) and interest rates is not of smaller importance. In this regard the paramount value has application of the procedure of the processing of market prices of various assets, essential to the project, aimed at information support of algorithms of adoption of administrative decisions. Such procedure is implemented within the analytical system of identification of the market situation which is, according to the author, one of key elements of a complex risk management system of investment projects in social and economic systems.

Keywords: economic environment, analysis, risks, analytical receptions, seasonal recurrence.

Technology of management and assessment of pledges in bank. Pashkov R.V., Yudenkov Yu.N. of page 61

Now problems of the budgetary providing the social sphere in the conditions of reduction of budget revenues become more and more sharp and relevant. In the offered work the emphasis on lack of direct positive link between increase in rates of economic growth and improvement of quality of life and welfare and also smoothing of inequality in society on income and other criteria is placed. In article the main directions of realization of the budget of 2017 in the field of social policy are considered, influence of cut in expenditure of the federal budget on education, health care, housing sector on stratification of society and differentiation on income, strengthening of inequality and poverty of the population in the conditions of economic downturn is estimated. As a result of the comparative analysis of dynamics of budgetary appropriations of budgets of the countries of BRICS on the social sphere the author proves a zavualirovannost and short-sightedness of modern social. Recommendations about strengthening of operation of the mechanism of targeting of social payments and the help to the unprotected categories of citizens are made.

Keywords: federal budget; social and economic inequality, social payments, "trap of average income", "poverty trap".

Factors of development of the stock market of the Russian Federation: statistical assessment. Darda E.S., Ustinov E. Ampere-second. 70

Now for banks defining there is an efficiency of credit process that is expressed in a combination of acceptable level of credit risk and the minimum costs of credit process in general with high profitability of credit operations. According to it requirements and to providing the bank credits increase. The following principle has to be the basis for work with providing – the credit is provided so as far as it is demanded by degree of solvency of the borrower. Creation of the balanced, flexible mortgage policy is one of priority problems of the banking sector. Assessment of providing the bank credits is the integral element of credit policy of bank as the risk of providing the credit depends on the choice of a type of providing and its correct assessment.

Keywords: bank activity, pledge, credit institutions, mortgage cost, mortgage providing

Main prerequisites for formation of competitive global networks of value creation for the Russian companies. Novikova E.S. of page 75

Formation of tendencies in the domestic stock market is caused influence of various factors both internal, and external, including economic, social, climatic, etc. It is accepted to distinguish from internal factors: condition of national economy, industrial output, unemployment rate, volume of emission of highly profitable state debt papers, growth of total amount of issue of securities, crisis of non-payments, rate of national currency, balance of trade balance, size of a key interest rate, etc. Carry long cycles of world economy, a condition of the world market of oil, various geopolitical tendencies to the significant external factors exerting impact on formation of tendencies on national securities market. Often action of the above-stated factors has multidirectional character. In article features of carrying out statistical assessment of extent of influence of factors on the level of the index of MICEX as main indicator of development of the stock market of the Russian Federation on the basis of application of the correlation analysis are considered. As the factors defining dynamics of the national stock market such indicators as are considered: the index of actual effective ruble exchange rate to foreign currencies, the level of the international reserves of the Russian Federation, balance of trade balance, industrial output, a consumer price index, unemployment rate, a key interest rate of the central bank, the remains on corresponding accounts across Russia. Methodological approaches to creation of models of interrelation of dynamics of the studied indicator from dynamics of macroeconomic factors which cornerstone the principles of the analysis of coherent ranks of dynamics and methods of the regression analysis are defined. Ways on formations of the integrated factors on the basis of a method main a component are offered that allowed to receive the generalized model of development of a stock index of MICEX.

Keywords: index of MICEX, correlation analysis, regression analysis, factorial analysis.

Analysis of key factors of cost of social networks. Pritumannov A. Ampere-second. 80

The purpose of this article is the analysis of the main prerequisites for formation of competitive global networks of value creation for the Russian companies at the international level. In modern conditions of globalization of economic communications and an intensification of technological progress the international cooperation goes beyond exclusively trade interaction. The competitiveness of the countries in many respects is defined by their place in the international division of labor and their involvement into global networks of value creation. Networks of value creation are characterized by three main lines: existence of stable cooperation relations between participants, the developed architecture of interaction and synergetic effect – collective efficiency. Networks of value creation can have territorial, national and global character. Now in connection with essential change of an economic situation the analysis of positive and negative effects of integration of the domestic companies into already created and new global networks of value creation acquires special relevance. Such analysis is important not only from the point of view of formation of possible strategy of participation, but also from the point of view of the analysis of those risks and barriers which should be considered when developing these strategy. Inflow of foreign direct investments to its national economy, and respectively, and the potential of its economic development, including the potential of development of regions taking into account their competitive advantages directly depends on extent of participation of the country in global networks of value creation. In work possible ways of value creation by means of formation of global networks for the Russian companies taking into account strong and weaknesses of the Russian economy in the international division of labor are considered.

Keywords: global networks of value creation, international division of labor, competitiveness, national economy.

Lenin and cooperation: unrealized opportunities. Maryanovsky V. A. page 85

The deafening popularity of social networks which was expressed in the exponential growth of number of their users in the last decade along with a number of large deals on their acquisitions, caused a wide wave of discussions in the scientific environment concerning definition of fundamental bases of their cost. One more attempt of development of the list of the most significant factors of cost of this type of the Internet companies based as on the analysis of the existing researches, and own observations is given in this article.

As the existing standard approaches to assessment of business do not consider fully the factors of cost of social network *stated above*, in recent years various authors make attempts to development of new approaches of estimation of cost the Internet of the companies focused on the cost of users as the most important factor for estimation of cost of the company [8, 2]. These models are still based on application of the discounted cash flows, however focus was displaced from cash flows at the level of the company to the cash flows received from the existing and future relations with users. The main idea of these methods of assessment consists in determination of cost of the user base by summation of all discounted cash flows following from all existing and future relations with users. The received value of cost of the user base represents the total cost of the discounted cash flows from operations of the company. The sum of cost of client base and all cash flows received from not operational assets of the company give the total cost the Internet of the company.

Keywords: social network, estimation of cost

Production of potrebitelny values in modern economy – a basis of formation and development of "productive" practical knowledge. Sergienko L.V. of page 90

The cooperative movement in modern Russia, despite development of the market relations and acceptance of a number of laws in separate types of cooperation (consumer, agricultural, credit, etc.) still is in embryo. Long and absolute domination of state ownership in the sphere of the economic relations was caused by the simplified idea of Marxists of socialist society as uniform production and consumer cooperative. The Soviet social scientists also contributed to it. V.I. Lenin's statements reproduced in many publications about cooperation often performed a certain function: to claim the idea in public consciousness that he was a founder of the socialist doctrine about cooperation.

The analysis of the works connected with questions of use of cooperatives, performances, letters, notes gives the grounds to draw a conclusion that "the cooperative cult" concerning Lenin thoughts of cooperation was a logical consequence of the distorted V.I. Lenin's assessment *adopted by the ideological* device as the first head of the new state. The trial and error method of the "necessary" quotes taken out of a historical context and concealment of others was the cornerstone *of it*. It allowed to create visibility of the harmonious theory (doctrine), having rejected behind uselessness peculiar to V.I. Lenin as the thinker and the politician of doubt, a contradiction and delusion.

Keywords: cooperatives, cooperative movement, principles of cooperation, material participation, voluntariness.

Global competitiveness of the Russian oil and gas complex. Analysis, infographics and scenario forecast. Kiselyov V.M., Savinkov S.V. of page 98

Ordinary the economy is defined how the science studying the social and economic relations arising in the sphere of production. At the same time a basis of their formation and development is interaction process socially – the economic genotypes created and functioning within this public organization and directed to satisfaction of certain requirements. Concrete content of each socially important requirement is of interest to us so far as defines and limits managing process. Therefore no natural properties of goods (therefore, any types of practical knowledge) directed to satisfaction of requirements can prevent them to take quite certain commodity form. And implementation of work on their production (productions "new practical knowledge) becomes a "natural" necessity for any acting subject and for any human community in general, the possibility of own life support and reproduction providing to them.

Keywords: a sotsiogenetika, new practical knowledge, socially – economic variability, economic community, individual models of economic behavior, economic experience, traditional individual models of economic behavior.

Municipal bonds as instrument of financing of infrastructure projects: international experience, problems, possibilities of application in developing countries. Goryainova L.V. of page 106

For the purpose of identification of global competitiveness of an oil and gas complex of the Russian Federation the desk research on collecting, the system analysis by means of econometric and category approaches and also active visualization of factual material from various sources is conducted. Results of the conducted research allow to give an objective assessment to the current state of the analyzed subject, to define its role and values in global economy, to formulate tendencies and scenarios of its expected development till 2020 as difficult complex system with high degree of any uncertainty. Infografichesky materials are developed for active visual representation of the key indicative indicators of the studied phenomena by means of modern tools of an infodizayn. The specified materials are presented as tools for intellectual support of adoption of B2B-upravlenchesky decisions in the economic sphere.

Keywords: an oil and gas complex, indicators of production and oil refining and gas, the system analysis, infodizayn, infographics, econometrics, the correlation and regression analysis, category approach, ABC analysis, the descriptor analysis, competitiveness, competitive advantages, intellectual support, administrative decisions in the economic sphere, the expected scenario, forecasting, modeling, efficiency assessment.

Current state and prospects of innovative development of the construction industry of the Republic of Kazakhstan. Kazbekov E.E. page 110

In article advantages and shortcomings of municipal (subsovereign) bonds as instrument of financing of infrastructure projects are studied, their classification is given. The analysis of the market of municipal bonds of the USA is carried out. It is noted that American states use municipal bonds as the main financial mechanism of attraction of financial resources on creation and operation of infrastructure facilities. The largest amounts of financing have such infrastructure facilities as: schools, hospitals, subjects to water supply, the road, considerably smaller financing it is necessary on: sewerage, government buildings, police officers and fire stations, protection against floods. Features of system of the taxation of municipal bonds lead to the fact that the main holders of papers are natural persons thanks to what, the market of municipal papers in the USA is almost completely American software to national structure of investors. For understanding of the reasons for which the American market of municipal bonds gained considerable development in the world and what other countries including Russia that subsovereign bonds became demanded instruments of attraction of long-term financing of infrastructure projects, the factors influencing supply and demand of these securities are studied need to undertake. It is revealed that the factors defining the offer are: the increasing needs of regions and municipalities for financial resources, opportunities to service a debt, depreciation of borrowed funds, improvement of the standard and legal base promoting municipal loans.

Keywords: municipal (subsovereign) bonds, infrastructure facilities, tax benefits, factors of supply and demand in the market of municipal bonds, credit quality of borrowers.

Integration of EEU in trends of development of the energy markets. V.V. frosts of page 113

The author of article presented a research of the current state and also the prospects of innovative development of the construction industry of the Republic of Kazakhstan. The author of article notes that for preservation of high rates of economic growth the Republic of Kazakhstan will need to realize the structural changes in economy necessary for transition to a new stage of development. These changes include active creation of new productive jobs in manufacturing industry, including at the expense of a labor overflow from the agrarian sector. The author draws a conclusion that the innovative model of development of the state is based on use of new knowledge - a know-how which is based on results of basic scientific research. The innovative production received in the conditions of this model of development is, as a rule, unique and is expensively estimated in the world market. The policy in the construction industry will be aimed at providing industrial innovative development of building industry, steady and balanced production of construction materials in the Republic of Kazakhstan.

Keywords: innovations, construction industry, jobs, innovative model, world market.

Structure of the international population shift in the Russian Federation. Prokhorov P. E., Vasilyeva A.V., Epstein N.D. of page 116

In article the problem of integration of EEU in the conditions of basic changes of the energy markets which were sharply becoming more active in recent years is considered. The author defined the most important trends of development of the energy markets capable to cardinal change power balance in the world and to become a prerequisite of change of the raw model of economy dominating in many developing countries.

The opinion of the author is based on forecasts as the known companies which are carrying out commercial activity in the sphere of power, and forecasts of specialized analytical structures.

The repartition of the energy market happening at the present stage which result can be a loss by the main players of the leading positions and reduction of a power transfer of their economies *is proved by the author*. By the author it is proved that change in structure of a world energy balance essentially will be reflected as in economy of Russia, and economies of her partners in the Euroasian integration.

In article it is shown that the existing structure of economies a camp of EEU is not prepared for fluctuations in the world energy market, has low indicators of power consumption and actually is among the countries of the become obsolete raw model of economy. It is shown that trends in the world energy markets develop not in advantage of integration of EEU.

Keywords: power, energy potential, energy markets, integration, economic integration, economy, oil, gas.

Integrated assessment demographic safety of economically developed countries. Karmanov M.V., A.N. Sides of page 122

The migration movement of the population has the most various consequences which, undoubtedly, affect rates and efficiency of social and economic development of the state. And the attempt of adequate quantitative assessment of extent of impact of territorial movements of various parties of activity of the Russian society is complicated without statistical characteristic of transformation of volume and structure of migration flows. It is extremely important to answer on this reason on questions of that, key parameters of migration in the Russian Federation how exactly change.

Keywords: migration, population, social and economic development, migration gain, demographic expansion.

Choice of network model of management of bank structures. Buyevich S. Yu. page 126

Construction and application of integrated indicators in estimates of various phenomena and processes, allows to consider the main features of an object of a research and to carry out comparisons. In work results of construction and calculation of the summary index of demographic safety for 41 economically developed countries are presented. The carried-out calculations allowed to reveal leaders and outsiders in questions of demographic safety and also to define the place of Russia.

Keywords: demography, demographic safety, integrated assessment, statistics

Policy of the Central Bank of Russian Federation in the conditions of crisis. Ankudinova N. Ampere-second. 131

In the conditions of instability of a world financial system and a globalizirovannost of economic and political processes, bank structures seek for integration. The analysis of the available instruments of integration showed that most of scientists agree in opinion on need of the organization of the integrated bank (financial) structure for a prototype of network model, namely: by means of "cloudy" technologies. This tool has a number of advantages, and now a number of financial systems of global and national type are organized on this model, uniting in themselves banks, insurance companies and investment funds. Use of noted resources promotes not only improvement of quality of bank production, but also decrease in cost of the provided services. The last is one of key factors in the conditions of instability of world economy. The model of integration of bank (financial) structures offered by us with use of "cloudy" technologies within the real research provides both above-noted a factor of increase in competitiveness of bank production.

Keywords: project management, banks, the integrated structures, network models, "cloudy" technologies, banking (financial) network.

Order of preparation and contents of development strategies of the holding companies. Gorkunenko A. Ampere-second. 134

In article the perspective of interpretation of the status of the Central Bank of the Russian Federation, its role in the bank sphere is considered. The analysis of views of researchers of dual character of powers of the Bank of Russia is provided. The main function of the Central Bank - protection and ensuring stability of ruble by means of support of price stability is defined. Characteristics of policy of the Central Bank of the Russian Federation in the conditions of crisis are analysed. The policy of the Bank of Russia on management of inflation and also an exchange rate is estimated. Monetary policy is directed to fight against crisis of liquidity in the financial sphere at simultaneous decrease of the inflation rate. The role of tools of the Central Bank of the Russian Federation is revealed. In article the negative impact of economic sanctions on the Central Bank rate of the Russian Federation is proved. The main content of a research is the analysis of efficiency of tools of the Central Bank of the Russian Federation. The generalized characteristic of elements of a banking system is provided. The relevance of a subject of a research is caused by the fact that banking system bears the main risks connected with imperfection of market mechanisms, legislative not effectiveness, inefficiency of economic policy. The purpose of article is studying of influence of the main tools of the Central Bank of the Russian Federation on a banking system in general. The practical experience of use of interest discount rate the Bank of Russia is proved that exerts impact on bank reserves. This direction is complemented also with consideration of sanctions in bank branch. It is shown that sanctions were expressed in restriction of access of a number of the Russian firms to the financing sources which are located abroad, resulted in turn in deficiency of currency liquidity within the country.

Keywords: The Central bank of the Russian Federation, policy of the Bank of Russia, the sanction in bank branch, inflation.

Methods of assessment of efficiency and quality of franchising services in the system of the Russian business. Novikov V.S. of page 137

In this article the main approaches to understanding of the holding companies are considered. The concept of the holding companies of the Russian legislation is given in the light of amendments to the Civil code of the Russian Federation. Also the main points of view on this perspective are given in the doctrine of the right. During the research importance of such form of conducting activity as holding structure is defined, its relevance in connection with the existing requirements of economy is revealed. Effectively organized registration and analytical system of holding structure provides stability of its functioning, mobility of management of group. Along with a research of features of holding structure as legal entity features of registration and analytical system are revealed and investigated, the nature of influence of features of holdings on the organization of this system is considered. Accounting of these features in practical activities will provide formation of a full financial picture of holding structure, identification of its potential opportunities, definition of a strategic objective of functioning.

Keywords: corporation, holding company, concept of the holding company, legal entity, state corporation, participation, membership, legalization.

Types of structures of corporate management in banks. Novikov Yu.S. of page 141

Development of franchising services in the system of the Russian business cannot be successful without assessment of quality of their rendering, identification of the reasons and inefficient rendering services. The author's vision on a technique of assessment of quality of franchising services defined on the basis of the conducted research of the available techniques of assessment of showiness of franchizing in the system of the Russian business is given in article. This technique represents the modified appraisal and analytical complex which is based on parallel assessment of set of the key economic indicators characterizing efficiency and effectiveness of franchising services and calculation of the integrated indicators. Comparison of the integrated indicators of efficiency and effectiveness allows to determine empirically the value which is formed as a result of interaction of a franchayzor and the franchisee, i.e. to express quality of the rendered franchising services.

Keywords: franchizing, efficiency, quality, economic factors, franchise, business technology, services, assessment, efficiency

Role of the foreign trade activity of regional industrial complexes in the conditions of realization of policy of import substitution. Bezpалov V.V., Lochan S.A., Fedyunin D.V. of page 144

In modern conditions each financial credit institution to seek to maximize efficiency of the activity. And in the conditions of toughening of control of the Central Bank of the Russian Federation and deprivation of licenses of a large number of the Russian banks, they are forced to reform a corporate management system. In article examples of structures of corporate management of a number of the Russian banks are investigated, identification of their merits and demerits is carried out. Therefore when developing own corporate structure each bank has to determine its own parameters and estimate efficiency and expediency of introduction and to allocate key dusting of development. Corporate structure of bank is the important instrument of increase in efficiency of its administrative structure in general, ensuring performance of own purposes and from that, is how effective it will be created - success of development of bank depends

Keywords: corporate management, banks, structure, efficiency, management, corporation, management

The territory of the advancing development as a factor of investment attractiveness of the region: features and problems of development. Krishtal I.S. of page 148

In this article the analysis of the foreign trade activity and its role is presented to realization of policy of import substitution. Stages of development of a scientific thought and formation of methodology of management of this kind of activity are considered. On the basis of data of official statistics high degree of dependence of a number of territorial subjects of the Russian Federation on deliveries of goods from abroad is shown. Authors presented and proved conceptual model of a control system of the foreign trade activity in a regional industrial complex. It is noted that the presented model assumes moderate protectionist policy and it is directed to protection of domestic manufacturers, and also on advance of their production on foreign markets at the same time the role of federal and regional governing bodies consists in creation of the necessary institutional environment, methodological and consulting work.

Article is prepared within performance of an intra-university grant of Plekhanov Russian University of Economics "Development of a control system of the enterprises of a regional industrial complex in the conditions of import substitution policy".

Keywords: Foreign trade activity, import substitution, regional industrial complex, conceptual model.

The analysis of the main criteria and indicators of level of technological development of the enterprises of timber processing complex in the region. Pokonov A. Ampere-second. 153

Among the whole ryadya of the programs and mechanisms aimed at the development of the Far East region, for volume existing today of the involved private investments the territory of the advancing development (TAD) are in the lead. TAD – the innovative tool constructed by the principle of partnership of the state and private business and focused on global competitiveness of the region and the movement towards the Pacific Rim. Use of mechanisms of PPP in a format of TAD gives the chance in the conditions of limited budgetary funds to make financial model of the project attractive to the investor as large-scale tax incentives and deregulation act as the key principles of TAD.

Today 13 TORAHS act on the Far East. For everyone the list of types of economic activity to which the particular legal regime of business, the minimum volume of capital investments of residents, the provision on application of the procedure of a free customs area *extends is established*. In general the state targets the low level of fiscal loading within TORAHS, the simplified administrative procedures, the help in providing investment projects with a manpower, preferential financing and infrastructure. The concept of TORAHS is in many respects similar to zones of territorial development, however unlike them and the special economic zones (SEZ) of TORAHS aim not only at development of branches of economy and attraction of investments, but also creation of comfortable conditions for accommodation of the population. The TORAHS having more favorable conditions, than the SEZ are capable to become the centers of formation of resident population, the "growth points" of regional economy extending the corresponding positive impulses to adjacent territories.

Keywords: territories of the advancing development, infrastructure facilities, investments, public-private partnership, the Far East.

Research of intensity of the taxation of profit of the organizations in subjects of the Southern Federal District. Ksenofontov A.A., Ksenofontov A. S., Moskalenko L. Ampere-second. 159

Effective strategic management of technological development of the enterprises of timber processing complex (LPK) in the region assumes identification and systematization of the main criteria and indicators of level of their technological development. It should be noted that the majority of the existing techniques of assessment of level of technological development of the LPK enterprises are developed for use by the private companies in this connection their use most often allows to estimate fragmentary only a condition of the concrete enterprise or a type of the industry which is a part of a forest complex. At the same time, assessment of level of technological development of the LPK enterprises in the region solves essentially other

problem consisting in assessment of level of technological development of all set of the enterprises integrated within regional LPK. At the same time it is necessary to consider that regional LPK includes the enterprises of different types of the industry, including logging, pulp-and-paper, etc. For formation of new approaches to assessment of level of technological development of the LPK enterprises in the region it is necessary to reveal and systematize the main criteria and indicators of level of technological development of the LPK enterprises which can be applied for strategic management of their technological development within the region.

In article the main criteria and indicators of level of technological development of the LPK enterprises in the region which can be applied at assessment as one enterprise, so sets of the enterprises integrated within regional LPK *are considered and analysed*. The author allocated the main groups of the indicators characterizing the level of technological development of the LPK enterprises in the region. Indicators of the TR level of the enterprises of the different types of the industry which are a part of LPK are presented.

Keywords: Technological development, criterion, indicator, timber processing complex (LPK), strategy.

Information asymmetry of process of development: instrument of manipulation or reason of supercosts?

Gracheva Yu.S. of page 165

On the basis of a relative indicator of intensity of the taxation of income tax of the organizations comparison of subjects of the Southern Federal District and also distribution of the got profit by types of economic activity is carried out. The contribution of a type of economic activity to the created profit in the Southern Federal District in 2009 is estimated. Integrated indicators of assessment of unevenness of distribution of tax income in subjects of the Southern Federal District – analogs of coefficients of Lorenz and Jeanie are offered. As a result of the conducted researches two indicators of the relation of the general and busy population to tax income on income tax of the organizations are entered. It is revealed that the lowest value of the relation of shares of collected income tax of the organizations to a share of the busy population among subjects of the Southern Federal District, is observed in the Republic of Adygea, and the highest in the Volgograd region. Also distribution of income tax by types of economic activity was investigated. The analysis showed that the greatest contribution to the profit created to the Southern Federal District, the following kinds of activity brought: the transport and communication, wholesale and retail trade processing productions. The received values of coefficients of Lorenz and Ginny, say that distribution of tax income on income tax of the organizations in the Southern Federal District in 2009 is close to uniform.

Keywords: statistical data, profit, income tax of the organizations, types of economic activity, busy population, intensity of the taxation, unevenness of the taxation.

Dynamism of formation of modern organizational structures of regional agrarian and industrial complexes. A.G.

germanohIV of page 168

Within the present article influence of a phenomenon of information asymmetry on development as the difficult and multi-stage process of creation and high-quality change of real estate objects aiming at increase in their cost and receiving is considered arrived. The relevance of questions of quality of information is proved and theoretical basics of incompleteness of information are covered. The essence of process of development, including studying of its main participants and their classification is investigated. The staging of process of development in the sphere of the real estate from the point of view of town planning is disclosed. The traditional analysis of the phenomenon of information asymmetry in the course of implementation of investment and construction projects as uneven distribution of data on qualitative parameters of an object between the seller and the buyer is carried out. By the consecutive argument the double nature of information asymmetry of process of development is opened. Need of taking measures to decrease in negative impact of uneven distribution of information for the sphere of construction is proved.

Keywords: asymmetry of information, development, real estate, investment analysis, incompleteness of information.

Organizational and economic processes and tendencies in the social sphere in the Russian Federation. Predrag

Michovichs. 173

In article the value of integration for the modern organization of production is considered. In integration structures on various basis for achievement of the uniform purpose producers unite. The complete nature of integration structures allows to unite financial, material and human resources and to realize large investment projects.

The existing legislation of the Russian Federation in the field of agriculture carries to the main forms of integration structures: holdings, financial and industrial groups, unions and associations.

Integration contributes to the effective development of innovative production structures. It is possible to distinguish from them: agrosience and technology parks, the research and production centers, the technological centers, integration of complexes from scientific institutions, educational institutions, the selection centers, skilled and scientific agricultural stations, business incubators, engineering and consulting firms, etc.

In the Smolensk region there is a considerable revival of innovative business activity. In a cluster on production of finished goods from a fiber flax problems are volumes of investment and their structure and also organizationally – the economic relations which basis is the prices, costs, the competition and effective cooperation.

Keywords: Integration, agrarian clusters, organizational and economic relations, subsidies.

Prerequisites to the organization of system of controlling of hazardous production facilities. Akulova S.V. of

page 178

In article organizational and economic processes and tendencies when forming new model of social policy in the Russian Federation in modern crisis conditions are considered. Risks for Russia in the conditions of the continuing world economic crisis are analyzed. Also problems of quality of the human capital, its scientific and technical potential, risks for Russia at the developed tendency of labor migration are considered.

In article one of the main social and economic advantages of Russia in world economy is considered is a human resource. And the package of measures for creation of the favorable environment for the person in a general sense becomes a key condition of ensuring new social policy. And in particular it involves processes of reforming in education, health care, the system of the social help, etc. Institutional reforms have to become one more key condition of formation of new model of social policy, and financial and economic reforms have to follow them.

In this article the attention to negative tendencies in the sphere of science and education when threatens *many fields of research and development*, besides emigration, also mass internal outflow of young talented shots which go to the commercial organizations, to services industry and to other areas which are very far from their profile education and the got experience *is paid*. Need of the organization of process of reproduction of highly qualified personnel and need to have for this purpose good base and also need of development of techniques which would allow to involve also foreign scientists is proved in article.

In article need of improvement of quality of work of institutes of the government for the purpose of improvement of quality of public administration is also proved. For achievement of this purpose it is required to continue creation of network of the multipurpose centers of providing the public and municipal services, the system allowing to estimate efficiency of the adopted acts and documents has to be developed.

Keywords: social policy, the social state, the human capital, processes and tendencies in the social sphere.

Main components of strategy of sustainable development of the oil company. Ryabov Z.S. of page 183

In article prerequisites for creation of system of controlling of hazardous production facilities are investigated. The specific factors causing need of a research of essence and the general functions for creation of system of controlling of hazardous production facilities are defined. The possibility of

application of functions of controlling for creation of system of controlling of hazardous production facilities is proved. Object of controlling of hazardous production facilities is defined. Hazardous production facilities which is prerequisites for creation of system of controlling of hazardous production facilities and allows to present it as, the built-in an enterprise management system, the operating OPO, interconnected elements (functions) can act as object of controlling: monitoring, account and the analysis, planning, the information support, control providing achievement of high level of industrial safety of the enterprise as main goal.

Keywords: controlling, system, element, hazardous production facility.

Assessment of efficiency of application of the state social help on the basis of the social contract. Tatarintsev V.E., Kalashnikov S.V., Hrapylina L. P.S. 189

In the conditions of negative impact of the external environment sustainable development of the oil company becomes an important problem of all participants of a corporate management system. In this situation the strategy of sustainable development is transformed to the program, part in which development is taken not only by governing bodies, but also owners through appropriate authorities of corporate management. From this point of view components of strategy of sustainable development demand the additional analysis and the correct cast. Features of the mechanism of distribution of resources between the priority directions of development on the basis of balancing of priorities are shown during the choice of specific projects. The order of formation of priorities, including, elements of system impact on social and economic and ecological systems is opened. Options of transformation of priorities of sustainable development in a complex of the activities interconnected within the program of sustainable development of the oil company are shown.

Keywords: oil company; strategy of sustainable development; corporate management.

Structure of demographic expansion of the population of the Russian Federation. Smelov P.A., Egorova E.A., Makhova O. Ampere-second. 193

In article results of the analysis of efficiency of application of the social contract are given in territorial subjects of the Russian Federation in 2013-2015. Assessment of efficiency is carried out with use of a complex of the indicators allowing to investigate the measures included in the specified contract for assistance to an exit from a difficult life situation of needy citizens. Quantitative and qualitative characteristics of distribution of the social contract in regions in general for all recipients and, in particular, on separate categories are analysed. The specifics of assistance are considered, in this context the estimated role of indicators and a possibility of their use for correction of measures for the purpose of increase in efficiency of the mechanism of application of the social contract in concrete regions is defined. Application in practice of the offered indicators allows to choose in due time and adequately a way of strengthening of effect of activity of regional executive authorities which develop programs of social adaptation.

Also the analysis of dynamics of distribution of the social contract in regions is presented in article, the priority directions of application of the contract are revealed. Positive experience which can be widespread in subjects where still social contract is not applied also in in what this technology of rendering the social help is used with insufficient efficiency is noted.

Keywords: the social contract, efficiency indicators, statistics, the state social help, needy, the program of social adaptation, an exit from a difficult life situation, a measure of social support.

The institutional bases of development and carrying out industrial policy in the context of import substitution policy in Russia. Yermolaev S. Ampere-second. 200

Now regardless of various opinions on a state and development of democracy, openness of borders, etc. Russia, undoubtedly, is one of participants of the global migration processes connected with territorial movement of people. In this regard, to pass from purely volume and enough rough characteristics of the migration movement of the population to assessment of its results (especially in the context of change of parameters of a social and economic situation) are extremely important to deal with the structural changes concerning the contingent of the migrants arriving or decreasing both to our country in general and to its certain regions.

Key owl: Demographic expansion, population shift, social and economic development, migration gain, demographic expansion.

Analysis of investment attractiveness of territorial subjects of the Russian Federation. Sadovnikova N.A., Moiseykina L.G., Ledeneva I.K. of page 204

In the last decade of the idea of industrial policy in Russia there are more and more popular, and its measures - more and more activist. However, practice of the industrial policy pursued in Russia substantially disperses from its theoretical bases. For confirmation of this thesis in article the federal law No. 488-FZ "About industrial policy in the Russian Federation is analysed, in particular. It is shown that its purposes are established insufficiently accurately, contradict each other, and besides are difficult measured. The author offers the main criterion for selection of priority types of industrial activity - the relation of level of potential competitiveness of a type of industrial activity to the level of failures of the market which it faces. Than the relation is higher, especially this type of industrial activity is attractive to its stimulation. It is also shown that the mechanism of interaction of the state and representatives of business in the course of development and realization of industrial policy is indistinctly stated in the law. In a similar situation the probability of rentooryentirovanny behavior of government officials and businessmen is very high. The first can seek for creation of an administrative rent, and the second – information rent (bigger access to information at one businessmen on measures of the state support, than at others). In article the taken measures for import substitution are also in general analysed, and it is shown that it is still difficult to estimate their efficiency. However, the limited term of support of projects, coercion to future work for export and in general carrot and stick policy are necessary conditions of efficiency of this policy.

Keywords: import substitution, industrial policy, efficiency, Russia

The directions of increase in efficiency of mechanisms of anti-corruption in the state contract system. Gazetov A.N. of page 211

The condition of modern economy of Russia is characterized by the increasing popularity of enhancement of equity by means of investment of money into various projects, the enterprises or even the whole sectors of economy. Criteria of the choice of a subject to investment can be various. For example, high return from investments is important for aggressive investors first of all, for conservative – it is important to estimate all possible risks from investment for the purpose of preservation of own means, etc. However, the fundamental decision which the investor first of all has to accept is the choice of the territorial subject of the federation in the territory of which future subject to investment will settle down, and, thus, as much as possible to satisfy the requirements and preferences. Therefore the main thing for any competent investor is the general assessment of investment attractiveness on all regions of Russia and definition of the most perspective of them from the point of view of branches or activities in this region in which money will be invested further.

The conducted research of investment attractiveness of regions of Russia allowed to construct the rating of territorial subjects of the federation on the level of investment attractiveness and having allocated four groups of territorial subjects of the Russian Federation on degree of their appeal to the investor to give the detailed characteristic of everyone.

The analysis of state of the economy of the Volga Federal District as subject, the most attractive to the moderate investor is carried most deeply out. Use of a technique of the aggregated indicator allowed to estimate investment appeal of subjects of the Volga district and the conclusion is drawn on the most attractive subjects of the district from the point of view of the potential investor.

Keywords: rating, investment attractiveness, investment potential, investment risk

The computer analysis of spatial work of the beams from wood reinforced by cross fittings. Blochina N.S., Galkin G. Ampere-second. 216

In article the characteristic of the state contract system, difficulty is provided in conducting anti-corruption verification of the concluded contracts and contracts: the gain of government contracts for 2015 makes 3,22 million pieces for the sum of \$86,36 billion which is comparable to GDP of such countries as Slovakia, Ukraine and exceeds GDP of Republic of Belarus by 1,6 times. The main violations come down to artificial restriction of the competition allowing to overstate the cost of goods, works and services, creating thereby economic conditions of corruption manifestations. Increase in efficiency of anti-corruption requires improvement of information base of financial control for increase in risks of washing of means at implementation of government contracts.

Keywords: anti-corruption, the state contract system of Russia, financial control, innovations in state procurements

Methodology of management of a regional banking system on the basis of the balanced indicators of assessment of its influence on the real sector of economy. Arunyants G. G., Sayadyan G. Of this year, Mnatsakanyan A.G. of page 219

Results of researches of interrelations of RBS and the real sector of economy of the region are given in article. Functioning of RBS as the most important element of the regional financial market covering and connecting by cash flows institutional objects of economic activity of the region is investigated. Acting as economic category, RBS is represented to some extent the regulator of development of market system of the region. It is shown that efficiency of development of RBS and regional economy in general it is possible only in their interaction. RBS contribution assessment in quantitative expression allows to estimate a role of credit institutions in the course of reproduction at the total amount of VRP. The system of the balanced indicators of assessment of activity of RBS and objects of the real sector is analyzed. Results of formation of basic set of algorithms of calculation of indicators of activity of RBS of its influence on development of economic objects of the real sector of the region are given. The possibility of dynamic redistribution of the RBS resources on terms by a task solution for the chosen period is proved. The offered algorithms are focused on their use at expeditious formation of effective strategies of development for the region in the changing conditions determined by the economic situation which developed in it and realization of tasks of management of activity of subjects of economy of the region for the purpose of increase in efficiency of their functioning. Features of the offered scheme of information exchange of RBS and objects of the real sector with bodies of the analysis and planning of development of the region in the course of the solution of such task are analyzed. Approaches to effective assessment of influence of crediting of RBS for VRP and tool approach to the solution of a key problem of optimum redistribution of its resources for the purpose of achievement of the maximum profit in the conditions of risks and ensuring positive influence of RBS on efficiency of the real sector of economy of the region are offered.

Keywords: regional banking system (RBS), efficiency of regional banking systems, credits, bank resources, gross regional product (GRP), regression equation, automated control systems, optimum control, algorithm, strategy of management.

The control system of the direct current motor which is self-adjusted to loading. Orlyanskaya T.I. page 226

Approach to development of an adaptive control system of the executive drive on the basis of the direct current motor in which automatic configuration of operating modes of the drive depending on loading on an engine shaft is carried out is considered. In standard control systems of electric drives control algorithms and values of parameters of regulators are chosen by means of usual methods of the theory of automatic control, proceeding from a rated load on a shaft of the engine, requirements for accuracy, speed. In industrial robots executive drives are also calculated on a certain nomenclature of the products served by the robot. One of restrictions for extension of the possible nomenclature is the established value of nominal loading capacity of the robot. In too time actuation mechanisms of robots often have redundancy of power characteristics at manipulation with objects which weight is less than nominal loading capacity of the robot. It is possible to increase efficiency of functioning of industrial robots in the conditions of frequent removability of subjects to manipulation if at the executive level the system itself reacts to change of loading on a shaft of the engine and to be reconstructed on a new operating mode. The problem of increase in efficiency of functioning of industrial robots is solved and abroad. In the assembly SANKYO robot of the SKILAM series adaptation to loading at the executive level is solved programmatically by discretely set limited quantity of points. Undoubtedly, continuous adaptation to loading can give bigger effect. In this regard relevant is a problem of development of flexible control systems of executive drives. The greatest application in drives of industrial robots was found by direct current motors. Taking into account features of their functioning in drives of robots the purposes of management are formulated, the additional criterion of management and approach to realization of management are chosen, the block diagram of an adaptive control system is received.

Keywords: electric drive, direct current motor, adaptive management.

Admissible regional systems - advantages, conditions, diagnostics. Solomatin A.N. of page 229

The approach considered in this work arose at the solution of tasks of strategic management of the region in the conditions of growth of global instability and decrease in controllability.

The concept of admissible systems which generally satisfy to the system principles, system-wide regularities is entered, and the level of their system pathologies and dysfunctions does not exceed some set level. If the system is not admissible, then management of such system is ineffective or useless, and possibilities of its self-organization are limited; such system is "not absolutely system" from the point of view of performance of the purpose of its functioning. Therefore for technical or biological systems, unlike social and economic, it is repaired products or treatment in the beginning, and only then there is a question of functioning and development of this system.

It is offered to carry out diagnostics of admissibility of system, checking performance of the system principles and system-wide regularities, absence of the system pathologies and dysfunctions leading to disorganization of system. System-wide regularities are the regularities of construction, functioning and development of difficult systems operating with very high, but not with absolute probability.

In the conditions of global instability of prospect of development of almost any region are accurately not defined – can expect it as new technologies and new natural resources, and economic crises, natural cataclysms, armed conflicts, etc. But if the regional social and economic system is admissible, then its chances of sustainable development significantly increase.

Keywords: theory of systems, strategic management of the region, self-organization, admissible systems, system-wide principles and regularities, system pathologies and dysfunctions, diagnostics of systems.

Russia on the way of improvement of approaches in the sphere of rational environmental management and the address with waste. Konotopov M.V., Shuttles B. B., Glushko A.N., Korzhevsky S.V. of page 237

The scale of problems of rational environmental management and the address with waste, the importance of threats for safety of health of citizens from their not solutions, distribution geography, economic potential of a source of raw materials and introduction of ecologically safe, resource-saving technologies, processings of secondary resources and also social and political value of the direction corresponds to the level of separate economic branch in the branch system of Russia. For effective work of such branch it is necessary to create branched structure of active operational regional and branch management with use of the modern integrated information technologies on the basis of the principles of economy of the closed cycle, system approach and introduction of the best available technologies. For creation of a steady control system it is necessary to formalize object of goals management, that is to allocate waste processing" the industry and rational environmental management in separate branch of national economy. For sustainable development of branch it is necessary to create uniform system for training, creation of specialized scientific and applied base, methodical base.

Keywords: Complex use of fields, rational environmental management, the address with waste, modeling, economy of the closed cycle, assessment of life cycle of production, utilization, secondary raw materials, restoration, consumer goods, ecological biotechnology, pyrolysis, the best available technologies, difficult technological systems, the system analysis, the active integrated information management system, the complex ecological characteristic, monitoring, sodistsiplinary tasks

The analysis of dependence of formation of industrial wastes on a gross regional product in the Sakha (Yakutia) Republic. Shpakova R.N. of page 248

In article the analysis of influence of dynamics of the industrial output expressed through dynamics of physical volume of a gross regional product on dynamics of formation of industrial wastes in the Sakha (Yakutia) Republic is carried out. It is established that in the conditions of the essential fluctuations of a gross regional product taking place in the last fifteen years, dynamics of formation of industrial wastes will rather well be coordinated with dynamics of industrial output that allows to carry out, on condition of preservation of technological way of primary branches of economy, the forecast of formation of industrial wastes on the basis of the forecast of change of a gross regional

product. Also features of formation and localization of sources of formation of industrial wastes in the territory of the Sakha (Yakutia) Republic, the prospects of their further distribution are shown.

Keywords: industrial wastes, gross regional product, index of physical volume of a gross regional product, problem of processing of waste, loudspeaker of volumes of production wastes, condition of the surrounding environment, Sakha (Yakutia) Republic

Indicators of assessment of the main components of system of innovative activity of the region. Hubiyeva Zh.K. page 252

The solution of a modern problem of modernization of economy is impossible without formation of a new paradigm of management of innovations. In this regard studying of experience of formation of assessment of system of innovative activity of the region is represented appropriate. In article domestic and foreign techniques of assessment of innovative competitiveness are considered; the indicators characterizing the innovative potential of development of the territory are offered. It is no secret that regional programs of innovative development demand, at least, coordination and adjustments. This statement concerns, equally, as separate branches, sectors of economy, and concrete economic entities. In this regard the special relevance is acquired by questions of creation of a new paradigm of management of innovations. The author designated the main components of innovative system demanding priority development; domestic and foreign techniques of assessment of innovative potential and innovative competitiveness are investigated, the conclusion is drawn on expediency of application of one of them.

Keywords: modernization of economy, management of innovations, system of innovative activity of the region; techniques of assessment of innovative potential, indicators of innovative potential.

Definition of elements of creation of the competitive development strategy of modern automobile corporations. Jan Yans. 257

In this article questions of formation of effective competitive strategy for automobile corporations of China, definition of basic elements of strategy and also the problem of reducing competitiveness of the enterprises are considered. The new main competitive advantages differing from two mainframes of enterprise activity existing, based on integration are given: problems of quality of production and recognition of a brand. The conducted research allows to create the list of problem of competitive strategy. By results of the analysis of the Chinese companies on the revealed factors an opportunity to systematize the enterprises of automotive industry of China for the level of their competitiveness is had. This systematization and clustering is aimed at granting further an opportunity to the enterprises for formation of optimum strategy of competitive development taking into account priority of the solution of the problems corresponding to the level of their competitiveness. Thus, it is possible to speak about the practical importance of this article for the enterprises, in particular within the organization of strategic planning and entry into the priority markets.

Keywords: competitive strategy; problem of reducing competitiveness of the enterprises; systematization; automobile corporations.

Comparison of legal bases of creation of tax systems. L. D. Smiths of page 261

The tax systems of the developed countries developed under the influence of different economic, political and social conditions. They are not optimum that gives a reason to economists and sociologists to develop a number of requirements for creation of optimum tax system.

The principles of creation of tax systems are not unambiguous and in many respects depend on commitment of the government of this or that economic theory. The principles have general character in spite of the fact that have the distinctive features connected with various interpretation of some concepts and provisions in the different countries.

The economic principles of the taxation represent the intrinsic, basic provisions concerning expediency and assessment of taxes as an economic event.

Accurate differentiation of income of the central budget and budgets of other levels which corresponds to type of state political system of the country acts as the most important principle of the organization of tax systems of the countries of the West. In the unitary states (Great Britain, France, Italy) there are two levels of budgets - central and local to which there correspond separate types of tax payments. In federal states (the USA, Germany, Canada) three levels of the budget and respectively three levels of tax payments - federal, regional, local are organized.

The general principles of creation of tax systems find concrete expression in the general elements of taxes which include a subject, an object, a source, taxation unit, a rate, privileges and a tax salary.

Keywords: tax system; economic principles of the taxation; harmony of the taxation; organization of tax systems; general creation of tax systems; stability of the tax law

Current trends of development of outbound Chinese tourism and prospect for Russia. Blinova E.A., Manteyfel E. Ampere-second. 267

In article tendencies and potential of development of outbound tourism from the People's Republic of China in the last decades, the current state of development of outbound tourism of China are analyzed. The main reasons which led to growth of tourism from the People's Republic of China are given. In particular, formation of the middle class, growth of welfare of citizens of the People's Republic of China. The international experience and tendencies which developed in the markets of the receptive countries is analysed. The package of measures at the level of the state and business promoting involvement of tourists from Celestial Empire to the receptive countries is given. The place of Russia in the market of the Chinese outbound tourism at the present stage is considered. The Russian experience of reception of tourists from the People's Republic of China is analyzed and approaches and measures for development of reception of tourists from China to Russia are offered. The author provides the data confirming the available potential of development of this direction of reception, carrying out comparison with other international destinations. The author considers that need and the relevance of concentration of efforts of the state and business on the direction of entrance tourism from the People's Republic of China are caused not only economic by the purposes, but also geopolitical tasks. According to the author, the modern geopolitical environment contributes to the development of this direction of reception in Russia. However in work on this direction it is necessary to analyze and consider specifics of modern requirements of the international travelers and also needs of the potential Chinese traveler consumer of tourist services, to adapt the Russian tourist offer under needs of the Chinese traveler. Experience of Russia on this direction, in particular, improvement of transport and hotel infrastructure, the organization of museum and excursion service, introduction of the China Friendly program, training for work with tourists from the People's Republic of China, formations of new routes is given in article.

Keywords: China, tourism, development potential

Improvement of quality of production as decisive condition of its competitiveness. Guzhin A.A., Ezhkova V.G. of page 270

The quality of production is among the most important criteria of functioning of the enterprise in the conditions of rather saturated market and the prevailing not price competition. Increase in technological level and quality of production determines rates scientifically – technical progress and growth of production efficiency in general, has significant effect on an economy intensification, competitiveness of domestic goods and living standards of the population of the country.

Keywords: quality of production, producer, competitiveness, standardization, consumer, quality management, economy intensification.

Control system of official development of shots through an individual karyerostritelstvo. Guzhina G.N., Nazarshoyev N.M. of page 275

The research of questions of management of career gains now the increasing value as in the conditions of tough competition of the organization for successful implementation of activity it is necessary to possess personnel of high level of professionalism. It can be reached only by systematic human development and management of his career.

Keywords: career, career development, the motivating factor, a karyerostritelstvo, strategic plans of the enterprise.

G. Teichmuller's personalism in a sketch of associate professor I.P. Chetverikov "Critical individualism in the Russian philosophy". Sizintsev P.V. of page 280

Article is devoted to philosophical judgment of Christian metaphysics within the theory of personalism of G. Teichmuller from I.P. Chetverikov's position. The author sees the main advantage of the offered system of personalism in its originality and applicability in understanding of the personality. Article purpose – to investigate philosophical prerequisites of emergence and formation of personalistichesky views and to analyse the categorial device and methodology of the analysis of the religious philosopher I.P. Chetverikov. Article subject – to give an idea of concepts of the personality, consciousness, the truth as harmonious unity of consistency of life and time. The methodology of a research is based on system and philosophical approach with use of heuristic methods of detection of information in the used sources. The originality of a research has the maximum degree as detailed analytical researches of theological and philosophical heritage of I.P. Chetverikov in the world and Russian scientific environment were practically not conducted so far.

Keywords: Christian metaphysics, outlook, gnoseology, theism, unity, knowledge.

//Innovations and investments. 2016. No. 11.

Technologies and finance: Fourth and fifth technological ways. Dinets D.A., Sokolnikov M.A., Lomachenko S.S. of page 2

The theory of technological ways arose due to the need of an explanation of unevenness of development of economy in which crises, the periods of growth and attenuation alternate. This unevenness, according to the theory of technological ways, is explained by replacement of one technologies dominating in economy with others. Change of these dominating technologies is caused as actually by the course of scientific progress, and readiness of the financial and economic sphere for transition. Thus, for understanding of a picture of the events when changing technological ways it is necessary to monitor both development of technologies, and the processes happening in the financial sphere. This article continues a cycle of the articles "Technologies and Finance" which sets before itself(himself) the purpose to give two views of each technological way and to describe development and formation of a scientific and technological thought and financial flows.

Keywords: Technological way, key technology, mechanization, textile industry, industrial revolution, financial flows, crisis, capital

Perspective forms of innovative integration processes in the Russian economy. Goncharenko L.P., Bryukhanov Yu.M., Fatyanova I.R. of page 9

In the modern world interaction of the countries and integration processes were widely adopted. It is possible to allocate several types of integration: vertical integration on the "intellectual center and resource appendages" type, horizontal integration as "the distributed intellectual centers" and conglomerative integration as "the interacting intellectual clusters". In Russia vertical integration which consequences of realization are prevails now: operation of the raw sector, strengthening of structural deformation of economy, strengthening of social differentiation, criminalization of economy and society and strengthening of corruption, flight of the capital abroad and falling of quality of the human capital. The horizontal form of integration also has a number of shortcomings from which main thing is growth of officialdom. From the point of view of the prospects of development the form of conglomerate innovative integration is optimum. This article is devoted to the analysis of various forms of interaction, studying of their merits and demerits.

Keywords: national priorities, economic security, development, integration, technological ways, clusters, innovative network, innovative conglomerate

Features of innovative activity of oil branch. Gelashvili V.V. of page 13

In the modern world questions of innovative improvement for oil branch which equips the most part of federal revenues, probability of social and economic improvement of the country in general and economic basis of transformations in other spheres are of special importance. In oil industry it is accepted to understand as innovations results of functioning, the technology of geological exploration, production and processing of crude oil, depth of its processing directed to improvement, increase in an output of wells, decrease in energy consumption and wear of the equipment, utilization and use of the passing raw materials extracted with oil with use of the latest, hi-tech equipment for the purpose of maintenance of competitiveness of the made production and a gain of volumes of production with respect for the international environmental standards. The oil branch is the typical representative of use of the basic innovations which arose on the basis of large inventions and giving rise to earlier unknown technological products or processes. The specified innovations in oil industry demand the best investments, and their commercialization leads to emergence of new technological ways. Innovative development of oil branch can be provided only on the basis of improvement of the organization of functioning of all members of innovative process, giving the chance: it is most full to use already existing the beginning of innovations in the changing external environment, to take into account economic features of the enterprises of branch, probability communication of large and small business from the point of view of narrowing of risks, to distribute the limited volume of investment resources on an innovation between subjects of the market for the purpose of identification of the maximum action. This article is also devoted to development of this current problem of management of innovations in oil branch.

Keywords: Innovations, oil, branch, industry, process, business.

Audit in the sphere of purchases: essence of an innovation. Degtev G. V., Gladilina I. P., Yashchenko V.V. of page 16

Audit in the sphere of purchases – one of important innovations of contract system in the sphere of purchases which is put into operation by the Federal law of 05.04.2013 No. 44-FZ "About contract system in the sphere of purchases of goods, works, services for ensuring the state and municipal needs" (further – the Law No. 44-FZ). With adoption at the same time of the Law No. 44-FZ and the new Federal law on Audit Chamber of the Russian Federation (The Federal law of 05.04.2013 No. 41-FZ "About Audit Chamber of the Russian Federation") powers of bodies of audit concerning the government and municipal procurement and other spheres accepted system and address character. And unlike the Law No. 44-FZ the Federal law of 05.04.2013 No. 41-FZ (further – the Law No. 41-FZ) came into force in date of its acceptance. Therefore powers of bodies of audit in the sphere of purchases need to be considered on set of the norms established in the Law No. 44-FZ and the legislation on bodies of audit. Introduction in the Law No. 41-FZ

of audit in the sphere of purchases of goods, works and services as separate type of audit reflects legislatively established priority of the state concerning a role of contract system in the sphere of purchases and need for its constant improvement.

Keywords: audit in the sphere of purchases, contract system

Mechanisms of effective integration of knowledge in consulting firms. Kotova A.V. of page 19

Knowledge in the modern world is considered as the main competitive advantage and, therefore, various ways of use of knowledge draw more and more attention to themselves. The consulting companies represent under themselves the project-oriented organizations gaining income from sale of knowledge of employees. In this article uses of mechanisms of integration of knowledge in the consulting companies as a part of process of use of knowledge at a stage "analysis" in the project is considered. For article interviews with predstavitely various consulting firms were conducted, the obtained data were proanalirovanna by means of quantitative methods.

The rating of four main mechanisms of integration of knowledge on the basis of the frequency of their use and the importance at the stage "analysis" in the project is result of a research. The received result shows that though participants of poll belong to the consulting companies rendering consulting services in various type, priorities of use of certain mechanisms of integration remain in each of the companies.

Keywords: knowledge, management of knowledge, integration of knowledge, consulting, mechanisms of integration of knowledge.

Methodical approach to assessment of economic efficiency of innovative activity at the uranium mining enterprises. Mikhaylovsky A. Ampere-second. 24

In article the current problem of development of the system of assessment of economic efficiency of innovative activity at the enterprises of the uranium mining sector of economy is considered. It is known that identification of the key parameters defining economic efficiency carries out especially important role when forming the control systems focused on the interests of owners and holders of the capital. Use option financially – economic models for assessment of economic efficiency with the subsequent use of the factorial analysis for adoption of administrative decisions at all stages of life cycle of innovative projects is offered.

In the conditions of modern economy the increasing relevance and the importance for the uranium mining enterprises is gained by the question concerning need of definition of extent of influence of change of production on scenarios of development. Despite existence of the general methodological approaches, their efficiency directly depends on adaptedness degree to specifics of business of the considered companies. The methodical approach to assessment of economic efficiency developed and adapted for assessment of results of innovative activity and their influence on production of the uranium mining companies is given in article. At the heart of this technique the recommendations of the author about formation of the model predicting productions of a technological chain that allows to estimate efficiency of this or that innovative solution by means of monitoring key financially - economic indicators are put. The option of ranging of innovative projects in the conditions of a limited financial resource and carrying out the subsequent factorial analysis for the forecast and establishment of the key performance indicators promoting adoption of administrative decisions at all stages of life cycle of the project is offered.

Keywords: economic efficiency, innovative activity, economic-mathematical modeling, factorial analysis.

Creation of the modern innovative environment at the enterprises of defense industry complex. Shevchenko D.V. of page 28

This article is devoted to contents, essence and the basic principles of formation of the innovative environment including the system of strategic planning of innovative activity at the enterprises of defense industry complex at the present stage of development of the Russian economy. Definition and structure of the innovative environment is given, the key problems of formation of the innovative environment at the enterprises of defense industry complex including stagnation of domestic technological base and absence of the corresponding qualified personnel are revealed. The main objectives and ways of their decision including the determination of content, essence and basic principles of formation of the innovative environment taking into account specifics of the enterprises of defense industry complex allowing to reveal, analyse and resolve problems of innovative development of the enterprises of defense industry complex on the basis of management, control and adjustment of key parameters of processes of the innovative environment are formulated.

Keywords: innovative environment, innovative development

Transparency of the budgetary process in the Russian Federation. Ankudinova N. Ampere-second. 32

In article it is defined that ensuring transparency of the budgetary process with public authorities allows to reveal the most current problems of the budget. Definition of category of transparency of the budgetary process as publication of the adopted budgets in mass media is given. The main functions and the purposes of transparency of the budgetary process in the Russian Federation which treat increase in responsibility of public authorities and also other participants of the budgetary process are defined, is the anti-corruption mechanism. The purpose of article is studying of influence of the main tools of the principle of transparency on the budgetary system in general. In article it is considered that exchange of information on budget implementation is constructed on the protected system of document flow at application of electronic and digital signatures. The practical experience of use of electronic document flow is proved that exerts impact on the movement of budgetary funds. Positive experience in different territorial subjects of the Russian Federation on use of electronic document flow, considering which is analysed there is a need of development of the standard of information exchange. Thus, information technologies are a major factor of improvement of process of the movement of the budgetary resources, without their application it is impossible realization of the majority of the tasks set for supervisory authorities. Improvement directly of procedures of execution of budgets positively influences participants of the budgetary process by the organization of the automated account. Development of a uniform accounting system and assessment of qualitative and quantitative parameters of efficiency of the state financial control and activity of its bodies has a special role. The above actions will allow to define rather accurately effectiveness of the budgetary expenses, and, therefore, will give the chance rather precisely to calculate efficiency of use of means.

Keywords: transparency of the budgetary process, use of electronic document flow, effectiveness of the budgetary expenses.

Tendencies of development of crediting of corporate clients by the Russian commercial banks. Ashba A.M. of page 34

In article the author discloses essence of the corporate client on the basis of a conceptual framework, examples from practice in Russia and the USA. In this article examples of corporations in Russia and in the USA are given, their main characteristic and versions is determined by different criteria, the main differences between corporations in the Russian practice and corporations in the USA are also distinguished. The author carries out the analysis on the basis of the aggregated data on volumes of crediting of corporate clients in the general share of loans to legal entities and also the volume of crediting of corporate clients in breakdown on branches in absolute values. With use of data, the author determines shares of crediting of corporate clients by branches, dynamics of changes of shares for the last 5 years. Also in article the reasons of change of branch structure of crediting of corporate clients within the last 5 years are explained. On the basis of statistical data, rates of a gain of volumes of crediting of corporate clients are defined. For definition of the reasons of decrease or increase in rates of a gain the data showing a spread between profitability and average interest rates for the last 5 years are provided. Concerning breakdown of the loan portfolio of corporate clients on branches, the author provides data on the

basis of which defines tendencies of development of credit relationship of bank with corporate clients. In article division of branches on seasonal and nonseasonal is made. Thanks to such differentiation, the author notes features of crediting of seasonal or nonseasonal branches through profitability and availability of the credits to corporate clients.

Keywords: crediting, corporate clients, Russian banks, analysis, dynamics, tendency.

Russian corporations and foreign sources of financing of investment projects: modern features and problems.

Surkova N.P., Mudrova S.V., Budrenko E.V. of page 39

In the first decade of the 20th century the Russian companies actively increased the participation in the international capital markets, acting not only as borrowers, but also investors. However since 2014 investment opportunities of the Russian companies sharply worsened. The sanctions imposed by the western countries significantly limited access of the Russian corporations to long-term loans in the western markets and led to the termination of refinancing of earlier issued credits. Deteriorations in a price environment of the global raw markets, devaluations of ruble and the geopolitical conflict with the countries of the West negatively affected investment attractiveness of the Russian business. In 2014 - 2015 control of investment activity and transition to development self-financing was the main feature of investment policy of the Russian private sector.

The stream of the direct foreign investments (DFI) in the Russian Federation was sharply reduced - by 66% in comparison with previous year - to 9,8 bln. dollars of the USA. The stream of direct foreign investments was generally in the form of the reinvested income as other types of investments almost ceased to arrive. Operations on withdrawal of capital from the country, on the contrary, increased that resulted in negative value of capital flows. Fall of income of the population led to reduction of consumer demand and reduction of solvency of the population therefore some large multinational corporations reduced the presence in the country.

Keywords: direct foreign investments, Russian business, investment attractiveness.

Conceptual aspects of financing of long-term infrastructure projects in Russia. Goryainova L.V. of page 43

In article the value of infrastructure is proved in the modern world, demanding mobility, development of the human capital and quality life of the population. The attention that the long investment horizon, the capital intensity and risks inherent in infrastructure projects predetermine features of their realization is paid: search of mechanisms and instruments of long-term financing and existence of qualitative and stable it is standard - legal regulation, considering what for 20-25lt implementation of the project will occur change not of one structure of the government. It is shown that international experience of implementation of such projects is shown by efficiency of public-private partnership and infrastructure bonds. Possibilities of activation of application in Russia of design and public bonds are studied. It is established that for ensuring issue of design bonds use not only state guarantees and pledge of real estate, but also insurance of risks, pledge and a concession of the rights of requirements, pledge of money is possible. On the basis of adaptation of international experience to the current situation in Russia, recommendations about activation of release public (regional and municipal) bonds are offered. Recommendations about stimulation of demand for infrastructure bonds formed by the pension funds are offered. It is proved that for attraction of financial resources of individual investors activity of investment funds is effective. The author investigates also maintenance and practice of financing due to growth of taxes.

The financial institutions and tools considered in work are brought together in the concept of long-term financing of infrastructure projects in which central place is taken by the state acting as the regulating and legislative institute being at the same time and economic entity.

Keywords: infrastructure projects, state-part partnership, project financing, design and public bonds, the pension funds, infrastructure funds, commercial banks, financing due to growth of taxes, PPP agency.

Concept of a production system of the industrial enterprise and stages of its development. Vaykok M.A., Vodozhdokova Z. Ampere-second. 48

The concept of a production system of the industrial enterprise as for creation of an effective production system of the industrial enterprises it is necessary to consider a look, the principles of construction, laws of the organization and property of a production system is opened. Types, the principles of construction, laws of the organization, property of production systems are characterized. It is opened concepts of a production system as which it is necessary to understand a way of the organization of production and robots of personnel of different levels of which production, best-selling and the making profit is result. Stages of development of production systems are defined and it is revealed that a limiting factor for development of modern production systems in Russia are deficiency of information on production systems of the industrial enterprise and stages of their development. Broader and available informatization, exchange of experience between the enterprises including foreign and also training of highly skilled personnel of all levels in the field of the organization of production can become the solution of this problem.

Keywords: production system, industrial enterprise, principles, laws of the organization, stages of development of production systems.

About some moments of formation and development of economic genetics. Sergienko L.V. of page 53

Ordinary the economy is defined how the science studying socially - the economic relations arising in the sphere of production. At the same time a basis of their formation and development is interaction process socially - the economic genotypes created and functioning within this public organization and directed to satisfaction of certain requirements. Concrete content of each socially important requirement is of interest to us so far as defines and limits managing process. Therefore no natural properties of goods (therefore, any types of practical knowledge) directed to satisfaction of requirements can prevent them to take quite certain commodity form. And implementation of work on their production (productions "new practical knowledge) becomes a "natural" necessity for any acting subject and for any human community in general, the possibility of own life support and reproduction providing to them.

Keywords: a sotsiogenetika, new practical knowledge, socially - economic variability, economic community, individual models of economic behavior, economic experience, traditional individual models of economic behavior.

The place and role of the functional economic system (FES) in the general hierarchy. Cases And. Ampere-second. 59

The theory of functional systems on the basis of combination of analytical data promotes understanding how the organism by means of mechanisms of self-control provides within optimum for metabolic processes these or those vital indicators and as these separate processes happen in normal and extreme conditions, and the most important - as mechanisms of compensation of these or those functions at failure of these or those mechanisms of self-control of various functional systems are carried out. In work laws of functioning of biological and social systems are formulated. The fundamental functional systems of society are allocated. The role and the place of functional economic system in the general hierarchy of systems is shown. The list of the functional systems which are a part of functional economic system is provided.

Keywords: General theory of functional systems, functional economic system, hierarchy of systems, backbone factor, isomorphism, very tectonics of functional systems, loan percent, multiplikativniye.

Agriculture of Russia, India, China: strategic plans and forecasts of development. Deryugina I.V. of page 64

On a wave of the crisis phenomena and slowdown in economic growth of world economy the largest countries of Eurasia entered methods of strategic planning into state policy. Russia, India, China where since the beginning of the 21st century the export-oriented model of economic growth successfully was implemented, face the choice of new model of development now, and definition of strategic reference points of economic growth is the major national objective. In Russia the principles of strategic planning gained the greatest development – federal laws are adopted, the development strategy within which social and economic industry programs are carried out is developed. The purposes of the governments of India and China were generally directed to implementation of short-term five-year plans. And only in the current year in plans of economic development strategic tasks are designated. But strategic planning is impossible without assessment of reality of implementation of plans, methods of long-term forecasting (20-30 years) come to the rescue here. In article the strategic objectives concerning development of agriculture of Russia, India, China are described. Strategic problems of development of these three countries are defined universal: innovations, the inclusive growth, increase in efficiency (labor productivity, efficiency of the earth and profitability) agriculture and also social tasks, special for each country, in the sphere of country people. For assessment of reality of performance of strategic objectives in article indicators of the long-term forecast of economic growth in agriculture till 2030 are given.

Keywords: agriculture; strategic planning; long-term forecasting; economic growth; Russia; India; China.

Influence of a shale gas revolution on energy security of the USA. Gromov A.I., Shestakova E.S. of page 70

Article considers such phenomenon as "Shale gas revolution" which occurred in the USA at the turn of the century. It is considered that, thanks to development of slate resources, the USA it is capable to ensure power independence considerably. Article is directed to studying of technologies of extraction of slate energy resources, and also influences of a shale gas revolution on power policy of the USA. In article success factors of "a slate boom", and also possible problems which this branch can face come to light.

Keywords: power independence, shale gas revolution, hardly removable resources, slate fields, layer hydraulic fracturing, power policy of the USA

Development of power in India. Prospects of cooperation with Russia for the NPP "Kudankulam". Modnikova S. Yu., Reva A.R. of page 76

In this article the capacity of India in the sphere of the energy sector is considered. It is known that India is the world's fourth country on cumulative consumption of energy resources after China, the USA and Russia. Steadily to develop this area, India needs serious diversification of a power complex in general. The three-stage breeder program of development of the Indian nuclear power including the reactor-razmnozhitel (PFBR), production of all types of nuclear fuel, processing of spent fuel for the purpose of division of isotopes and allocation of a "combustible" following stage is lit. Cooperation of Russia and India in the sphere of construction of the NPP "Kudankulam" is analysed. The NPP "Kudankulam" is the largest object of the Russian-Indian cooperation in nuclear power. The first and second blocks are already put into operation, construction of the third and fourth is begun, and negotiations on the fifth and sixth block of the NPP "Kudankulam" will shortly begin. It is noted that the Program of nuclear energy in India promptly develops, being one of the most perspective sources not only for satisfaction of the growing consumption of energy resources, but also for diversification of an energy balance.

Keywords: a power complex, the reactor-razmnozhitel, the Indian Corporation on atomic energy, nuclear power parks, the NPP "Kudankulam", the road map.

Current state and prospects of development of oil and gas branch of the Republic Brazil. Gromov A.I., Kramskoy M.V. of page 80

In article dynamics of development, from 2011 to 2015, and current state of oil and gas branch of the Republic Brazil is considered. Tendencies of its development within the country are analysed, including: resources and the proved stocks – dynamics, current state and a ratio of their volumes and also features of their bedding; investigation – dynamics and current state of volumes of geological researches and prospecting drilling; production – dynamics and current state of volumes of production and drilling of mining wells; oil processing – dynamics and current state of capacities, volume of the arrived raw materials and volume of the produced oil products and also origin of the raw materials arriving on oil processing. Are financially considered dynamics, from 2011 to 2015, and current state of capital expenditure of NOC Petrobras which is the main player in the hydrocarbonic market of the Republic Brazil, on such directions as upstream and downstream. Activity of the Republic Brazil on international trade in hydrocarbons from 2011 to 2015 is analysed. Dynamics and current state of volumes of trade in crude oil and natural gas are considered. The development tendency concerning income from export and expenses on import of hydrocarbons in the country is given. On the basis of the analysis as tendencies of development of hydrocarbonic branch of the Republic Brazil from 2011 to 2015 within the country, and its activity on international trade in hydrocarbons, the potential prospects of development the relation of branch in general and its separate directions are given.

Keywords: oil processing, Brazil, import of hydrocarbons, dynamics of development, oil and gas branch

Public control in the sphere of the government and municipal procurement. Pankova L.N. of page 87

The considerable attention to questions of public control is connected with development of both the international, and national legislation. Among the main innovations of the Federal law of 05.04.2013 N 44-FZ (an edition of 03.07.2016) "About contract system in the sphere of purchases of goods, works, services for ensuring the state and municipal needs" – introduction of institute of participation of the public to process of realization of purchases for the state and municipal needs. According to the Federal Law of 05.04.2013 N 44-FZ participation of the public is implemented in two directions: discussion of the procedure of the government and municipal procurement and also implementation of public control. Recently the increasing popularity is gained by crowdsourcing – the solution of socially significant tasks by the public forces, various forms of public control are improved. Public organizations become active participants of the legal environment.

Keywords: public control, government and municipal procurement, public discussion, contract service, experts, crowdsourcing.

Bases of formation and development of instruments of strategic planning of activity of the industrial enterprises. Popova E.V. of page 91

In article features of functioning of the industrial enterprises in the competitive market environment are considered; features of industrial production; the main directions of development of strategic tools as a part of functions of management "marketing – planning – the organization – control – adjustment" as instruments of formation of an algorithm of the actions aimed at performance of strategic tasks of the industrial enterprise are considered; the principles of strategic planning which are a basis for realization of various methods of strategic planning of activity of the organization are considered and systematized; the formation and development of instruments of strategic planning of activity of the industrial enterprises in the Russian economy providing base for the analysis of objective conditions of realization of processes of strategic planning of activity of the industrial enterprises, proceeding from the purposes and problems of planning, character of the used initial information, the applied regulatory base, the considered ways of receiving and coordination of final planned targets, etc. is presented.

Keywords: economic environment, industrial enterprises, instruments of strategic planning, principles of strategic planning, main directions of development of instruments of strategic planning of activity of the industrial enterprises.

Features of the existing approaches of reference of jobs to category of highly productive. Vasilyeva A.V. of page 95

Increase in labor productivity, growth of level of educational and vocational training of labor, creation of high-performance jobs, increase in the standard of living of the working population – necessary steps on the way of intensive economic development. Concrete target reference points on each of these directions interconnected among themselves are known and already find the reflection in the corresponding plans and programs of development: creation and modernization of 25 million high-performance jobs by 2020, increase in productivity of work by 2018 by 1,5 times relatively 2011, increase in number of highly skilled workers up to a third of the total number of skilled workers, increase in level of the real wage by 1,4-1,5 times and some other.

Keywords: high-performance workplace, workplace, productivity, gross value added

Control of mobile payments: information security and financial monitoring. Pashkov R.V., Yudenkov Yu.N. of page 99

Mobile payments become habitual operation for many clients of large and medium-sized banks. Leading experts in the field of banking consider that the services connected with the remote bank service (RBS) will be demanded in the near future. In this situation the information security and financial monitoring as means of prevention of money laundering and commission of other illegal actions gains special importance. The system of financial monitoring considering all features of implementation of mobile payments only adjusted can warn credit institution against various risks and also ensure stable and long-term functioning. Techniques of conducting quality checks of risk management of the DBO technologies used in credit institution have to be adapted by experts risk divisions and SVK under conditions of a new information contour of bank activity.

Keywords: mobile payments, remote bank service, financial monitoring, information security, money laundering, banking

Model of integrated management of the tourist territory. "Depreciation of public benefits". M.A., Chakhov D. frosts. Ampere-second. 110

In the present article the theoretical questions of improvement of state mechanism of regulation of the market of tourist and recreational services connected with implementation of the principles of steady tourism within tourist destinations are considered. The latest trend in tourism is its structural transformation, a recombination and mixing of services in allied industries, emergence of new segments that in general allowed to speak about formation of the new sector of economy – "recreational economy" (a rekonomika, reconomics). Increase in streams of amateur tourism strengthened anthropogenic load of natural and recreational and sociocultural complexes of destinations. In these conditions with all evidence need of transition from the branch principle of management of tourism to system management of destinations on the basis of tourist indicators and to formation of system of effective interdepartmental interaction with use of the mechanism of tourist protocols is shown. As a methodological basis use of the concept of "depreciation of public benefits" allowing to approach a question of creation of "interdepartmental economic balances" within the concept of steady tourism is for this purpose offered.

Keywords: tourist destination, system management, local public benefit, depreciation of public benefits, interdepartmental economic balance

Model of the organization and assessment of effectiveness of business incubator, as incentive of development of small and average business in the region. Petukhova Zh.G. of page 115

The author of article considers business incubator as the mechanism providing the favorable environment for development of "the newborn ideas" and their successful commercial realization. He reduces risks of survival of small and average business, creates jobs and other social and economic innovations are newer. This place where the new young companies can survive, raise and be improved until get the economic force and competitive advantages. In article the step-by-step technique of the organization of business incubators is offered; necessary elements of the environment for their successful development; key working parameters necessary for ensuring trouble-free operation of an incubator; possible indicators of efficiency of functioning of business incubators in Russia.

Keywords: business incubator, small and average business, competitive advantages, survival, organization, environment elements.

Government procurement as subject of the statistical analysis. Sergeyev S. Ampere-second. 121

The main objective of regulation of purchasing activity of the state is increase in economic and social efficiency. The solution of many problems of implementation of purchases is possible on the basis of data of the statistical analysis that demands high professionalism from the experts conducting procurement. Survey conducted in 2015 among customers showed that more than 80% of respondents consider that with new rules costs of each procurement procedure increased. The biggest on expenses customers called preparation of the tender documentation (50%), placement of information on purchase execution on the official site (26%), the expenses connected with professional development of the employees who are engaged in purchasing activity (36%), drawing up reporting documentation (35%). Provisions of the law on information on purchases are of interest to formation of a complex of modern statistical tools. The Art. 6 No. 44-FZ establishes a number of the principles of purchasing activity among which there is a principle about transparency and openness of information on carrying out purchases.

Keywords: government procurement, Federal Law No. 44-FZ, statistical analysis, regulation of purchasing activity

Increase in competitiveness of the enterprises of restaurant and leisure and entertaining business by means of Internet advertizing on social network. Aristov P.O. of page 123

This article is devoted to a hot topic of features of increase in competitiveness of the enterprises of restaurant and leisure and entertaining business by means of Internet professional advertizing of such enterprises on social network.

Social networks become more and more popular in the Internet. Their number grows every day. At the same time, the most popular of them register every day new users. From this it is possible to draw a simple conclusion: social networks become more and more influential and significant in the market of marketing communications of the enterprises of restaurant and leisure and entertaining business.

Competition pushes the enterprises of restaurant and leisure and entertaining business to intensive customer acquisition, finding all new ways of advertizing. One of the most available and effective methods is advance on the Internet by means of such advertizing tools as social networks where the company enters dialogue with the consumer, as explains relevance of this work.

With growth of popularity of external communications in the Internet, social marketing (SMM - Social Media Marketing) - a way of advance of Internet resources *widespread* in the West *gained development*. In this research the SMM strategy essence, a concept "social network" and application of social network for advertizing of entertaining service is briefly described.

Keywords: entertainment, Internet technologies, advertizing, SMM strategy, market segmentation, social network, image, loyalty, competitiveness.

Features of assessment of efficiency of the construction organizations. Akimova A. Ampere-second. 128

In this article the analysis of approaches to assessment of efficiency of the construction organizations and conditions of effectiveness of their actions, proceeding from use of various resources is carried out: human, land, technical and technological. Considerable attention is paid to specifics of construction branch and influence of various riskobrazuyushchy factors on activity of the organizations of this branch of economy. On the basis of the carried-out analysis features of assessment of efficiency of construction activity in modern conditions are defined. Today there are various techniques and approaches to determination of efficiency of activity of the construction organizations including as the general economic indicators (revenue, profit, net profit, profitability indicators, etc.), and specific (quantity of the constructed objects for the period, average terms of construction of a certain type of objects, etc.) At the same time there is no universal technique and the developed approach to assessment of activity of the construction organization which could be useful to various subjects - not only to management of the enterprise, but also stakeholders and authorities for definition of those, the organizations which could enjoy the state and municipal support yet.

Keywords: efficiency, construction, construction organization, specifics, object, risk.

Taxation of profit of the enterprises of power industry as instrument of stimulation of development of branch. Duskabilova Z.T. page 131

The power industry of Russia is the priority, dynamically developing branch of economy. Reliable functioning and sustainable development of power industry defines energy security of the country, competitiveness of national economy and is an important factor of successful economic development. The strategic importance of power industry for national economy caused need of development of the taxation of profit of the companies of branch in the conditions of implementation of the Energy strategy of Russia.

The purpose of article is the research of the directions of stimulation of innovative development of power industry, by improvement of the mechanism of the taxation of profit. The taxation of profit has the special importance and allows the state to influence most actively socio-economic indexes, rates and scales of development of strategically important branches of economy, thanks to the direct influence on financial results of activity of economic subjects and also a wide range of the tools put by the current legislation in the mechanism of calculation of a tax.

Questions of development of the taxation of profit in relation to separate priority branches of national economy did not find due reflection so far, unification of the taxation on branches is observed. There is no integrated approach to a research of the directions of development of the taxation of profit of the companies of power industry, taking into account their branch specifics. Need of further studying of theoretical aspects and methodological features of the taxation of profit of the companies of power industry and definition of the directions of its development caused relevance and timeliness of the conducted research. The author investigated problems and the strategic directions of development of power industry of Russia, on the basis of the carried-out analysis the directions of development of the taxation of profit in branch aspect are offered.

Keywords: power industry, income tax, state regulation, tax incentives.

Tax system of Russia now. L. D. smiths of page 137

The tax system of Russia is among the low-studied institutes now. Complex theoretical researches on it were not conducted. Still the place and a role of institute of tax system of Russia among institutes of tax systems of foreign countries are not defined. One of essentially important directions of improvement of any system in general, and tax system in particular is its substantial analysis which is directed to identification strong and weaknesses of system in all aspects of its studying: functional, element and organizational. When carrying out such analysis it is expedient to use a method of comparison of this system with its analog for comparison of separate system characteristics and definition of their compliance to the purposes and problems of the analyzed object.

In the comparative legal analysis of the tax systems necessary for development generalized, conceptual, methodological provisions of its improvement (reforming), the tax systems of other states act as its analogs. By comparison of foreign tax systems taking into account their features it is possible to reveal the most effective ways of creation of tax system and in certain cases the principles and methods of the taxation.

Keywords: tax system; tax regulation; elements of tax system of Russia; influence factors; structure of tax system of Russia; concept of reforming of tax system.

Methodical questions of formation of strategy of technological development of the enterprises of timber processing complex in the region. Pokonov A. Ampere-second. 143

Technological development of the domestic industry demands improvement of system of the public strategic administration to data organizationally – economic process. Now the legislation of the Russian Federation did not provide an obligation of territorial subjects of the Russian Federation for formation of industry documents of strategic planning. At the same time, the absence in the region of the industry documents of strategic planning (accepted at the level of the region) considerably reduces efficiency of carrying out structurally – technological modernization of its industrial complex. Now in many regions of the Russian Federation sufficient attention is not paid to questions scientifically – technological development of the regional industry that leads to decrease in rates socially – economic development of such regions.

In article methodical questions of formation of strategy of technological development of the enterprises of timber processing complex in the region are considered, potential situation in the system of strategic management of the region is opened it. The main components of strategy of technological development of the enterprises of timber processing complex in the region *are presented in article*. The main stages of formation of strategy of technological development of the enterprises of timber processing complex in the region are considered.

Keywords: Technological development, timber processing complex (LPK), strategic management, technique.

Quality of public services to small business: technique of internal control. Kamayev R.A., Grigorieva V.V. of page 147

In article the most important problem of creation of system of complex monitoring and quality control of public services for small and average business is considered. Authors of article described the purposes, tasks, the main instruments and stages of control and ensuring quality of the public services rendered to businessmen of the city of Moscow. Authors offered and approved in 2014-2015 in State budgetary institution "Small Business of Moscow" the following indicators of quality of support of small and average business: index of satisfaction of businessmen (CSI) and index of loyalty of businessmen (NPS); and a technique "The secret visitor" for evaluation of the work of staff of territorial divisions and complex assessment of territorial division. The analysis of loyalty and satisfaction of businessmen of the city of Moscow with quality of public services is the perspective direction of increase in efficiency of rendering public services in the sphere of small and average business.

Keywords: quality control of public services, small and average business, index of satisfaction of businessmen, index of loyalty of businessmen, technique "The secret visitor".

About definition of priorities of the directions of development of the power marketing organization when forming the strategic program. Kravchenko O. Ampere-second. 152

The relevance of development of methodological tools for a solution of the problem of increase in efficiency of strategic management of the power marketing organizations is shown. The model for definition of priorities of the directions of development developed on the basis of results of realization of model of strategic management of functioning of the power marketing organization taking into account stimulation customer-oriented podkhoda its realization is presented. It is shown that at the choice of functioning with equivalent priorities of the directions of development and also at the development relying on activation of factors of growth of cost structure of model for definition of priorities of the directions of development of the power marketing organization it is identical. The choice of strategy with equivalent priorities of the directions of development for a power marketing organizatsiis is proved by use of results of realization of the model based on the hierarchy of the return process defining the choice of the same strategy and practically the same priorities of the directions of development which were defined at direct process of realization of model of strategic management of functioning of the power marketing organization taking into account the choice of equivalent priorities of the directions of development.

Keywords: choice of priorities of the directions of development of the organization; method of the analysis of hierarchies; hierarchy of the return process; power marketing organization.

Main directions of ensuring competitiveness of enterprise structures of an agrarian and industrial complex. Presnyakov D.V., Galitsky V.N., Galitsky E.V. of page 158

Authors conduct a research of the main directions on providing and strengthening of competitive positions of enterprise structures of an agrarian and industrial complex. Following the results of the conducted research authors note that, with transition to the competitive market the importance of programs sharply increased as from means of state regulation of direct action they are the most powerful and effective. As an important task of state regulation achievement and maintenance of parities in the exchange relations between agriculture, processing industry of agrarian and industrial complex and trade acts. It is expedient that a certain part of the additional income which is formed owing to liberalization of the prices of food products from trade was moved to spheres of production and processing of agricultural products. The agro-industrial complex is the most significant complex of the national economy, however credit resources are allocated for its maintenance in limited quantities. As a result of them is not enough for replenishment of current assets and normal implementation of calculations.

Keywords: competition, agrarian and industrial complex, state regulation, food products, agricultural products.

Teoretiko-metodologicheskyy aspects of indicative assessment of economic security of regional economic systems. Saenko S.V. of page 163

In article the main teoretiko-methodological aspects of assessment of economic security of regional economic systems are considered. Approaches to determination of category "economic security" are studied, the place of regional economic security in the system of national economic security is defined. The structure of economic security is investigated, horizontal and vertical classification of economic security is considered. The existing methodology of assessment of level of economic security of regional economic systems is generalized. Methods, mechanisms and ways of assessment of economic security of the region are investigated. The system of methods of assessment of level of economic security due to use of a technique of indistinct sets is expanded. The main indicators of various experts are considered. The system of the methods directed to formation of system of indicators of assessment of economic security within separate subsystems is offered. The algorithm of assessment of indicators of economic security of regional economic system is investigated.

Keywords: Economic security, regional economic system, indicators, threshold value.

Role of tonkoigolny punctures in morphological verification and molecular and genetic testing of cancer of lung. Marinov D.T., Margaryan A.G., Nazliyev P.B. of page 168

Now cancer of a lung is in the lead on mortality indicator among other oncological diseases in the developed countries and continues to remain a current problem of oncology. Detection of a disease of the most part at the started stages when surgical treatment is not shown, defines the place beam and chemotherapy in rendering palliative medical care at this category of patients. Modern tactics of medicinal antineoplastic treatment is based on understanding of need of individualization of treatment. Detection of dot genetic mutations and selection of the targetny medicines influencing this link of a chain of the pathological processes providing activity and expansive growth of a tumor allows to try to obtain desirable antineoplastic effect and quite often significantly improves the remote results of treatment. For definition of tactics of such treatment and also conducting molecular and genetic testing, an indispensable condition is need of receiving sufficient morphological material. Unfortunately, today in the Russian Federation without morphological diagnosis about 35% of patients are treated. In case after the executed fibrobronkhoskopiya it was not succeeded to receive a sample of tumoral fabric, application of such low-invasive surgical method as a transthoracic puncture is possible. In turn, she has great diagnostic opportunities. The informational content of a method reaches 70,0–95,0%. The first data on application of a diagnostic transthoracic puncture belong to 1901 when E.A. Segalova specified that the puncture can be used by a thin needle of pathological education as diagnostic reception. However, performance of tonkoigolny punctures widely is not widespread among patients with widespread non-small cell cancer of easy (NMRL) now. Morphological verification of the diagnosis and identification of the activating mutation, other molecular and genetic disorders defines individual tactics of treatment of the patient, as well as the forecast for this group of patients.

Keywords: tonkoigolny puncture, biopsy, widespread non-small cell cancer of a lung, NMRL, EGFR, ALK, ROS1.

Creation of the shadow sensor for control of geometrical parameters of products. Cherepanov A.N., Tyshchenko I.S., Popova M.A., Vakhnin D.O. of page 173

The review of process of development of the shadow sensor is provided in this article (basic and the increased accuracy) for control of geometrical parameters of products, in particular, the designing process of the optical detector and an electronic component of a final product is considered. This type of sensors has the huge potential of application in conveyor production and in military industrial complex. It allows to make beskontaktno nondestructive control of metrological characteristics of a final product. Two most often used principles of creation of shadow sensors are given in article: scanning with use of the rotating optical element (mirror/prism) or scanning by formation of shirokodiapazonny linear light - advantages and shortcomings of each approach are also sorted. The principle of work of the offered realization is based on projection of a shadow of the measured object on a CMOS matrix through optical system. The cloud of points of the measured surface in section with the required metrological characteristics and also the geometrical

sizes of a product calculated according to the user scenario in section is result of measurement. With use of sensors control of geometry of section of the measured detail in a circle of an active zone of the sensor with high frequency and accuracy is provided. For the offered realization the factors influencing a measurement error are given and the final error of the sensor both for the basic sensor, and for option of the increased accuracy is estimated. The main feature of the designed device is its malogabaritnost. The sensor is developed as the built-in primary sensor with small dimensions, weight and power consumption. These features of the sensor and also convenient construct, provide its placement as a part of any measuring device or system.

Keywords: shadow sensor, optical system, mobility, cmos-matrix, control of a surface, identification of defects.

About fundamentals of complete state macroeconomic investment policy. Budagov A. S., Vladimirov S.A., Vlasova V.M., Krylov E.I. page 178

The innovative methodology of formation of the state investment program for the long period – up to 33-40 years, consisting of the rigid ("kvantirovanny") ranks of investment projects of any level and spheres of social and economic public work differing only on the strict, in advance established state, to numerical values of limited number of indicators of economic efficiency of the state investments which are in the harmonious balanced interrelation with the national parameter (norm of discount) approved by the highest state authority of management of the national economy of the Russian Federation characterizing the minimum requirements of society to efficiency of investment projects which numerical value is determined by an author's technique, in coordination with forecasts of economic and social development of the country, including rate of economic growth is offered.

Keywords: Macroeconomic; state; investments; efficiency; balance; national parameter of the minimum public efficiency of investments; programs; projects; regulation.

Devices and equipment for scientific research: possibility of import substitution. Moiseenko V.E., Vasin A.A., Kostenko A.V., Pozdnyakov Yu.O., Ramazans of X. Ampere-second. 189

In work the analysis of the park research and scientific processing equipment and devices of the Russian and foreign production for the purpose of import substitution is carried out. The received results will help to reveal the directions of replacement of import research and scientific processing equipment, to estimate an opportunity and capacity of the Russian organizations for their replacement. Now it is necessary to give an opportunity to the research organizations in Russia to conduct modern researches at the high level by own forces, including, in case of lack of a possibility of purchase of high-precision devices of foreign production. The purpose of work is directed to definition of ways of development of technological base and growth of scientific instrument making and also updating of problems of development of already existing enterprises and opening in Russia of new modern productions on hi-tech base. Use of the received results in the long term will help to adjust mass release of the qualitative production of the Russian scientific instrument making capable to compete to foreign analogs both on internal, and in foreign market on equal terms.

Keywords: Research, database, scientific equipment, devices, instrument making, import substitution, competitiveness, scientific and technical potential

Scientific and pedagogical work and psychological understanding of the personality at professor I.P. Chetverikov. Sizintsev P.V. of page 195

In this article problems of interpretation of biographic data (the place of work and a position) during the period from 1921 to 1933 are considered. On the basis of the conducted research the author offers to introduce necessary amendments in biographic data of I.P. Chetverikov, the characteristic of stages of the beginning of its scientific and teaching activity is given, places of work, a position, the status of the public servant are specified. Also the state-of-the-art review of scientific views of I.P. Chetverikov in the sphere of religious philosophy, psychology of the personality, social pedagogics and aspects of his original doctrine about the identity of the person is given.

Article purpose – to investigate the main periods of the scientific biography of the religious philosopher, professor of psychology of the Kiev Spiritual Academy I.P. Chetverikov. A subject of article – the description of the moments of life, work reflected in archival materials and memoirs certificates, publicistic works and review articles. Article subject – to give an idea of the real and documented stages of the biography of the famous scientist both his scientific works and publications. The methodology of a research is based on system and philosophical approach with use of archival and historical methods of detection of information. The originality of a research has the maximum degree as detailed analytical researches of theological, philosophical and psychological heritage of I.P. Chetverikov in the world and Russian scientific environment were practically not conducted so far.

Keywords: *RGALI, psychology, the teacher, the psychoequipment, professor, RAHN, creative activity, pedology, the doctrine about the identity of the person, GAHN.*

Tactile channels of marketing communications in the economic sphere. Kiselyov V.M., Plyushcheva L.V. of page 199

In the world sated with information traditional communication channels with the persons making the decision become ineffective. Increase in effect of the advertizing messages broadcast by means of sound and visual images is improbable in view of existence of the information hindrances complicating awareness of their sense mentality of recipients. At information collapse of traditional channels of obtaining information by consumers of the sales propositions and persons making the decision in the economic sphere, an exit, apparently, should be looked for in alternative channels of obtaining information by people from the external environment which for the current period of time, are practically not used for transfer of marketing messages including tactile sense organs.

Formation of remote marketing communications with use of visual, sound and olfactory channels of obtaining information from the external environment during the present period of development of a kommunikologiya is rather clear, for this purpose the corresponding techniques are developed. However, as effectively, from the point of view of broadcast of marketing information to use tactile communication channels now it is not clear because of a lack of experience of their application in practice of an infodizayn. Drawing attention to sales propositions via such channels of perception as touch and taste, opens new opportunities of advance of goods and services. Results of a research of influence of tactile communications, in particular textures of surfaces on consumer behavior and a consumer response are given in this article.

Keywords: *emotions, feelings, touch channels, multitouch communications, cross-touch communications, infodizayn, visual communications, olfactory communications, olfaktivny messages, tactile messages, flavoring messages, client zones, points of sale.*

Improvement of the economic mechanism of management of development of agriculture. Mumladze R.G., Vasilyeva I.V., Alyoshina T. N. of page 205

In article theoretical and practical questions of the economic mechanism of management of development of agriculture are considered. Authors allocate organizational, economic and social and psychological mechanisms of management and instruments of state regulation, analyze the main problems of practical use of the economic mechanism of management of development of the agrarian sphere.

Keywords: *economic mechanism, management, agriculture.*

Features of development of agricultural production of the Smolensk region. Zaryankina O.M. of page 207

In article the condition of agricultural production of the Smolensk region as priority branch of the region is considered, the main characteristic features of its development are marked out: considerable decrease in a share of branch in gross value added, differentiation of agricultural producers, high specific weight of small farms, priority development of subsectors – a Inovodstvo, production of grain, livestock production (rabbit breeding, goat breeding, dairy and meat cattle breeding), active introduction of innovations in agrarian and industrial complex of the region, improvement of financial results of activity. However indicators of the Doctrine of food security in the region are not reached.

Keywords: *agriculture, Smolensk region, development.*

Industrial complex of Russia as object of a research and innovative development. Filatov V.V. of page 210

In this article the industrial complex of Russia as an object of a research and innovative development is considered. In article along with an integrated approach for a research of functioning and development of an industrial complex of Russia it is offered to use system approach by splitting an industrial complex into branches. The author reflected interrelation of an industrial complex of Russia, its branches and the market of innovations, within application of integrated and system approach. The most essential signs of branch influencing long-term innovative development and formation of steady demand for innovative products and technologies are given. In article it is defined that for distribution of innovative production to branches various communicative factors have huge value. Also in article it is established that now resource investments in acquisition of the progressive equipment and car give, bigger effect, in comparison with other types and types of innovations that defines specifics of demand for the ideas and innovative production, technology in the market of innovations of the considered branch. At the same time considerable disproportions between various directions of conducting innovative activity are characteristic of structure of the developed costs of the enterprises of the industry of innovations.

Keywords: import substitution, innovations, innovative development, branch, strategy, competition, industrial complex, equipment, cars, technologies.

//Innovations and investments. 2016. No. 12.

Global financial bubble in anticipation of new technological way. Dinets D. Ampere-second. 2

Change of technological ways usually is followed by the powerful financial bubbles arising against the background of overproduction crisis. In article an attempt to identify the arising financial bubble, to define its main characteristics and the mechanism of distribution is made. It is shown that feature of the present stage of development is development of a global financial bubble in the transactional sector of the USA. The structure and dynamics of portfolio investments is analysed on the basis of what the conclusion is drawn that the international unions of the countries aggravate concentration of liquidity in the markets of the USA, a binding of national currencies to dollar and the involvement of all countries into the arising financial bubble. The main conclusion of a research consists that financial crisis after collapse of a financial bubble through dependence of all countries on the American financial market and dollar will extend to a global financial system. The situation can be aggravated with the high specific weight of intangible assets and their uncontrollable depreciation at collapse of a financial bubble. Besides, it is shown that in case of new financial crisis of the country of APEC will be forced to monetize losses of the USA, and losses of EU countries, mainly, will be embodied in balance losses from depreciation of assets.

Keywords: Financial bubble, transactional sector, change of technological ways, capitalization, portfolio investments

Life cycle of the small innovative enterprise. Asadullin M.N., Akhmadeev A.M. of page 6

Increase in efficiency of activity of the small innovative enterprises (SIE) is an important task both for heads of the enterprises, and for higher education institutions and the scientific organizations participating in their creation and for the state. MIP as the phenomenon, is of great importance for innovative development of economy. Management of MIP can be organized on the basis of various approaches. The author, on the basis of opinion on similarity of activity of MIP and staging in implementation of the innovative project, it is offered to increase efficiency on the basis of development of the theory of life cycle of the enterprise. In article classical models of life cycle are considered, their characteristic is given. Comparison of models with each other is carried out and their applicability for the description of activity of MIP is shown. As a result the author formulated five phases of life cycle of MIP and their detailed description is given. In the conclusion of article it is shown how development of the theory of life cycle of MIP can be used by management of such enterprises for the solution of strategic tasks and tasks of the current management.

Keywords: small innovative enterprise, efficiency of innovative activity, life cycle of the enterprise, development phase, management, theory of life cycle

Efficiency of technological innovations of the enterprises in regions of the Russian Federation. Nizhegorodtsev R.M., Roosters of N. Ampere-second. 11

Article is devoted to innovative activity of the enterprises and the analysis of a ratio of volume of the made innovative goods to costs of technological innovations. The volume of innovative goods and costs of technological innovations in the current and comparable prices and their relation in Federal districts and regions of the Russian Federation and also the relation of volume of innovative goods to costs of technological innovations in Russian regions with various values of innovative activity of the enterprises is considered.

Keywords: innovative activity of the enterprises, costs of technological innovations, volume of innovative goods, relation of volume of innovative goods to costs of technological innovations.

The analysis of development of innovative capacity of the region on the example of the Republic of Mari El. Belyayev M.A., Shulepov V.I. page 16

In article the essence and structure of innovative capacity of the region is considered. It is carried out the analysis of the existing approaches, to determination of essence of innovative capacity of economic entity and its main features are revealed. Level of innovative activity in the Republic of Mari El in comparison with other regions of the Volga Federal District is analysed. Ranging of subjects of the Volga Federal District from the point of view of the innovative potential, the directions of the state support of innovative activity in the region is carried out. On the basis of the analysis of economic and social situation of the Republic of Mari El also weaknesses of its innovative potential are investigated strong. The major factors having negative effect on growth of innovative activity in the region are revealed. The conducted research allows to draw a conclusion about presence at the Republic of Mari El of objective prerequisites of formation of clusters in the territory. The choice of the scenario of creation of a cluster depends first of all on interaction of federal and regional executive authorities, efficiency of synchronization of strategic development of the enterprises of the region.

Keywords: innovations, innovative potential, innovative activity, innovative result, region, analysis, clusters, level of innovative potential, direction of development.

Process of the analysis of assessment of assets and financial risks taking into account the temporary horizon of investment. Salamov S.D. of page 21

The ratio of the concept of risk of profitability and classical models of assessment of various assets are one of topical issues not only the theory, but also practice of investment today. In addition, one of important questions remain formation of the investment portfolio with optimum ratios of risk and profitability today. Essential fluctuations in the financial markets force to be guided investors by short-term and speculative transactions, at the same time ignoring the potential of possible profitability. The author of article investigates dynamics of yield on the investment portfolio from investment term and also the analysis of other financial models and their correlation with financial risks. The received results allow to draw a conclusion on formation of long-term strategy of investment and revaluation of today's risks. Also received results can be interesting to students of credit and financial faculties, workers in the financial sphere, a financial inzhiring and portfolio investment.

Keywords: Investments, assessment, assets, risk.

Braking of investment process in Primorsky Krai. Fedorov I.V. of page 25

In article the analysis of investment process in Primorsky Krai in 2010-2014 is carried out. Seaside lags behind the majority of the Far East territorial subjects of the Russian Federation on shower capital investments and the shower amount of works executed by own forces by the form of activity "construction". Delay of investment process in Primorye should be connected with improvement of structures of capital investments by types of fixed assets and the directions of use, with difficult investment climate on transport and in the private sector. The difficult investment situation in the industry and construction of edge is shown. Heavy disproportions in distribution of capital investments across territories of the region are studied. Shifts in the park of the main construction cars of the large and average construction organizations of edge are characterized. Receipt of import cars does not compensate write-off of domestic cars in the specified park. Results of housing and welfare construction are presented to Primorye. Shifts in production of construction materials reveal. Possibilities of improvement of an investment situation in Primorsky Krai are defined.

Keywords: capital investments, Primorsky Krai, Vladivostok, construction, large and medium-sized enterprises, Sakhalin region, input of housing, fixed assets, construction organizations.

The investment mechanism in the system of regulation of structural proportions of economy. Evseev O.S. of page 30

In article questions of the investment mechanism of the Russian Federation in the system of public reproduction are surveyed. Questions of reorganization of the investment mechanism in economy of the Russian Federation in the system of regulation of structural proportions are analyzed. Questions of investment attractiveness of economy of the Russian Federation with use of methods of the Keynesian analysis are considered. In this research an attempt to prove a role of the investment mechanism and mechanism of transmission of investments in economy as one of fundamental factors of restructuring of economy is made. With use of tools of the Keynesian analysis process of "washing away" of investment resources of sectors which can become drivers of structural transformation of national economy and an imperative of ensuring structural balance of public reproduction is shown. The real research focuses priority attention to transformations of the investment mechanism of economy by means of formation of normal, predictable and comfortable institutional conditions of implementation of capital investments, that is on formation of competitive investment climate. The institutional analysis of investment attractiveness in the context of the investment mechanism allows to speak about a dominant in modern conditions of managing of investment climate as points of application of the main efforts of the state economic policy. In article assessment of influence of structure of investments into fixed capital on the system of production and economic communications and an economic mechanism, and as a result, on structure of national economy is carried out. Theoretical approaches to change-over of the investment mechanism for implementation of structural maneuver in economy are analyzed.

Keywords: investment mechanism, investment attractiveness, economic mechanism, system of public reproduction

Problem of identification of a financial bubble in the stock markets. Netunayev E.B. of page 34

Financial bubble in the stock market - one of the oldest anomalies of the stock markets. Share bubbles were observed from the moment of emergence of the first exchanges, causing large-scale negative consequences. Their emergence breaks effective distribution of investments, and their collapse destroys trust between bidders and is capable to cause economic downturn. In article various approaches to identification of share bubbles are analysed and also their shortcomings which lead to formation of mistakes at identification of share bubbles are considered. Within work it is shown that the best is the combination of two criteria: a deviation of the actual market price of actions from a long-term trend; excess of the animator of R/V over historical level. The combination of these criteria allows to avoid mistakes at identification of a share bubble which result from application only of one method.

Keywords: financial system, stock market, financial bubble, crisis, regulation of the financial markets

Analysis of a financial condition of bank institutes. Kirizleeva A. S. page 42

In this article problems of functioning of bank institutes of developing countries, sharp increase in number of recognition of insolvent banks and their conclusion from the market are investigated; influence of results of activity of the banks and indicators of a state and development of economy developed and developing countries is considered; need of development of the system of effective management of assets and liabilities of banks is proved.

Keywords: bank institutes, effective management, assets and liabilities, indicators of state of the economy.

Forms of the state representation of monetary system. D.V. wolves of page 48

Defining the purposes of state regulation on specifically time span, the state faces a problem of mutually discrepancy of the purposes. Therefore the most difficult question of state regulation is search of optimum harmonious system of the purposes. For example, achievement of full employment is followed by strengthening of inflationary tendencies, the economic growth and preservation of the environment are in an obvious contradiction. As shows experience of the developed countries, the most reasonable option - use of a method of constant and soft wavy maneuvering. Alternate partial achievement of each of the resisting purposes. Gradual regulation of foreign and domestic policy for ensuring stability of national monetary system. Proceeding from the purposes, state regulation performs important functions in market economy. The market economy based on a private property cannot function without the necessary legislative base. The inviolability of a private property *has to be provided*, observance of the concluded private contracts and protection of citizens against a bureaucracy arbitrariness are guaranteed. *Therefore the most important function of the state is creation of a legal basis of functioning and development of economic system.* It is implemented through the legislation on property, taxes, business, foreign economic activity, antimonopoly laws, etc. The state has to create such economic "background" which would provide favorable conditions for subjects of market economy.

In article basic provisions of legal support of monetary system within carrying out economic operations are considered.

The methodology of article includes a number of methods of scientific knowledge which allow to disclose most fully subject of a question of the organization of monetary system and ensuring legal regulation.

Keywords: monetary system, insolvency of legal regulation, ensuring economic activity, domestic economic policy, microeconomics.

Social economic components of business. Lavrinenkova E.O. of page 53

In article the social and economic component of business, through consideration of system of the relations "state enterprise" is considered. The state is presented as the difficult social and economic system including a set of the elements united by one legal framework. The enterprise, being a part of this difficult social and economic system imposing a number of restrictions for activity of the subjects functioning in it it is forced to look for a compromise between receiving profit and need to satisfy social requirements of society. In turn the state for which successful functioning it is necessary that all elements of system worked with maximum efficiency gives support to socially directed enterprises in the form of tax benefits, grants and investments.

Evolution of process of emergence of corporate social responsibility as in Russia, and foreign is briefly considered. The reasons inducing the enterprise to draw closer attention to a social and economic component of the activity *are established.*

Also structurization of social responsibility of business was carried out. Social responsibility of business as the phenomenon quite new to the Russian practice, was conditionally divided into three levels: external, internal and the level of charity, the structure of each of three levels is described.

In article features of relationship "state enterprise" in the conditions of a modern economic situation, and also main aspects of social obligations in the system of relationship "state enterprise" *are also considered*.

It is raised the question of the forms of the social reporting existing in the international practice existing for illumination of the main aspects of social policy of the enterprise. The conclusion is drawn that any of the existing forms of the social reporting is not universal and obligatory to application.

Keywords: State, enterprise, social reporting, functions of the state, social obligations of business, social reporting social and economic aspects of management, social reporting, socially economic development, corporate social and economic responsibility, level of social responsibility

Monopolization of the Russian economy: approaches to a problem and its decision. Kotlyarova N.A., Semenyuk D.I. page 56

Monopolization of the Russian economy is a natural stage of its development. Emergence of natural monopolies is caused by a number of the factors which arose in process of realization of economic reforms. Views of modern writers of natural monopolies disperse. On the one hand, it is considered that monopolies are a barrier on the way of development of economy, namely form the antidemocratic relations of property, strengthen a gap between segments of the population, put the price pressure upon the SME enterprises, urge on inflation. On the other hand, many experts are similar in opinion that monopolization of economy has the stabilizing character, and natural monopolies maintain viability of domestic economy, form a considerable part of the state budget, realization of strategic objectives of the state both on internal, and on external the markets promotes. Besides, the important role of natural monopolies in ensuring economic security of the country thanks to the financial stability, high consumer properties of production made by them, introduction of modern technologies and personnel training and also protection of national economic interests in the internal and external markets is noted. One of the main problems of the Russian economy is its unbalanced branch structure, as a result, monopolization covers the branches having either a strategic importance, or branches of the social sphere. At the same time significant branches distract on themselves a considerable part of the capital and investment resources that, in turn, does not contribute to the development of the branches lacking for financing. For smoothing of negative factors of exclusive presence in the markets the state realizes the antimonopoly policy.

Keywords: Monopolization, infrastructure sector, natural monopoly, demonopolization, economic security.

Cooperation in tax policy within the Eurasian Economic Union. Abdullaeva Zh. Ampere-second. 59

The purpose of this article is the analysis of studying of some applied aspects of realization of classical eurasianism in the form of cooperation of tax policies of member countries of the Eurasian Economic Union. Definitions of the main categories, such as are defined in brief: cooperation, tax, tax policy. The analysis of views of researchers of eurasianism is provided in article, short digression of the ideas of classical eurasianism and its smooth transition to the ideas of the Eurasian Economic Union in modern realities is carried out. Eurasianism role in the form of the only independent approach where its difference from the western prototypes, such as communism and liberalism is traced is noted. The author traces formation of the ideas of eurasianism in operation, namely in the movement of factors of production on commodity markets, services, the capitals, labor. In article features of some problem aspects in the territory of EEU, such as questions of the double taxation, artificial overestimate of the prices are found out. The role of coordination of work of tax authorities of member countries of EEU regarding exchange of information and also a role of the Euroasian economic commission in the form of the platform of discussion of topical issues, in particular in the sphere of the taxation is noted. Questions of tax regulation are considered also in the Contract on the Eurasian Economic Union where the basic principles of interaction of the participating states in the tax sphere, the basic principles of collection of indirect taxes in the participating states and the taxation of revenues of natural persons are provided. In the conclusion process of gradual formation of cooperation of tax policies of member countries of EEU reveals that is shown in improvement of process of tax administration and elimination of tax barriers.

Keywords: cooperation, tax policy, cooperation in tax policy, the Eurasian Economic Union, production factors, administrative barriers.

Control in the government and municipal procurement in the Russian Federation and in Germany: komparativny analysis. Pankova L.N. of page 64

The considerable attention to questions of public control is connected with development of both the international, and national legislation. Among the main innovations of the Federal law of 05.04.2013 N 44-FZ (an edition of 03.07.2016) "About contract system in the sphere of purchases of goods, works, services for ensuring the state and municipal needs" – introduction of institute of participation of the public to process of realization of purchases for the state and municipal needs. According to the Federal Law of 05.04.2013 N 44-FZ participation of the public is implemented in two directions: discussion of the procedure of the government and municipal procurement and also implementation of public control. In this context experience of EU countries, in particular, of Germany is more and more relevant. Public organizations become active participants of the legal environment, both in Russia, and in Germany.

Keywords: public control, state and municipal to the Russian Federation and Germany, the komparativny analysis, public discussion, scientific work in the sphere of purchases, experts.

Role of a mountain rent in domestic and foreign policy of the states. Volkov I.V. of page 67

In article the rent role in economy to domestic and foreign policy of the states is considered. Special attention is paid to impact of a rent on economy of the USSR and modern Russia. Are shown a role of exclusive, natural (generally mountain) and price rent. The harmful role of the exclusive rent causing crisis in suppliers of this rent is noted. It is proved that the natural rent is objectively arising in the conditions of different sites (lands, a subsoil, forest grounds, etc.). In Russia the mountain rent which is objectively arising in subsurface use is withdrawn by special taxes: MET and export customs duties. It is claimed that a main type of a rent is the price rent now and also that all forms and types of rents are caused by the comparative prices of the carriers (sources) and eventually come down to a difference of these prices. This difference is shown in the market in the form of price differentiation of the same goods, i.e. in the form of dispersion of the prices. The ordinaryest and mass phenomenon in economy still remains unaddressed economists. Even the classical political economy of it did not notice what in article it is told too about. Also influence of this factor on economy and policy of foreign countries and Russia is shown. It is claimed that the state of the economy is defined by character of the rent relations established in society. If society (science) does not care before, the simplest and gross form of the rent relations – exclusive, with all that it implies in the form of crises gets the best.

Keywords: the exclusive rent, a natural, including mountain rent, a price rent, economic and domestic policy of foreign countries, the USSR and Russia caused by the specified types of a rent.

Modern development of the Russian Northeast and its integration into world economy. Larionov A. Ampere-second. 76

In the modern world the level of social and economic development of the country directly depends on the innovative level of the country, on its high and information technologies, effective and perfect use of all factors of production. The northeast in this context is of great interest to innovative development against the background of recession of economy and exhaustion of minerals. For the greatest efficiency it is necessary to concentrate on forecasting as instrument of state regulation of social and economic development and it is necessary to pay close attention to the analysis of economic tendencies and development of measures for their forecasting. Effective development requires also scientific justification of theoretical and

methodological bases of strategy and ways of complex social and economic development of regions of the Northeast of Russia. Integration of economy of the region is the most difficult task, but considering the current state of world economy, the Northeast has an opportunity to become an effective and rational example of development of all branches in this region.

Keywords: Northeast, forecast, integration, world economy, reforming, state regulation, strategic, minerals, resources, fuel and energy system.

The perspective directions of development of agriculture in the Sughd region. Gufranov D.N. of page 79

Analyzed vulgar indicators, on the basis of the characteristic the device of a surface and natural limits, whole on the scale of the Sughd region and within his subjects of economy is defined zones of expansion separate grounds. The environment of the Sughd region imposing the print on the size and structure of agricultural grounds and also increases production of some types of production of livestock production is specified.

The comparative characteristic on main types of agricultural products is given, their distinction is shown, limits of specialization of the population and priority the direction on area and his subjects of economy is revealed. Tables placement of main types of production of agriculture on areas are attached.

The ultimate goal of agricultural production is focused on satisfaction of need of the population for food products, and the overworking industrial enterprises – in raw materials. Volume production of agricultural production is per capita specified in tables. The remote prospect there are big tasks of development and placement of productive forces in area agriculture.

Keywords: Security, grounds, efficiency, land use, mountainous areas, market economy, sowing area, production volume, market economy, GDP.

Role of sovereign funds in ensuring steady international competitiveness of Kazakhstan through a concept prism of "five capitals". Kelimbetov K.N. of page 84

The new view on providing and content of the international competitiveness of the country which is based on three interconnected provisions is proved in article: first, the new understanding of content of the international competitiveness of the country as steady international competitiveness is presented; secondly, new approach of use of the principles of the concept of "five capitals" as way of ensuring steady international competitiveness of the country is offered; thirdly, for the first time is proved that sovereign funds are one of key participants of process of the balanced management of five capitals, at the same time the effect of their influence considerably amplifies when the line of various sovereign funds representing the uniform, interconnected system is formed.

Keywords: the capital, the concept of "five capitals", steady international competitiveness, the natural capital, the human capital, the social capital, the made capital, the financial capital

Tendencies and the prospects of development of solar power in India. Karpov A.A., Reva A.R. of page 88

In article questions of development of renewable power in India at the present stage are considered. The main directions of the international cooperation and state support of branch are studied. Investment streams in renewable power industry of India are investigated. The analysis of the existing and future projects on development of solar power in India is carried out, SWOT analysis of solar power of the country is executed. Questions of providing branch with scientific and technical, technological, investment and personnel potential are also analysed. Authors come to a conclusion that the solar power in India has considerable potential and at preservation of the current trends India in the long term will become one of world leaders in development of renewable power.

Keywords: India, renewable power, solar power, SWOT analysis, economic development

Modern Russian multinational corporations: the analysis of positions in commodity sectors of the market. Ivanova S.V., Nechayev S. Yu. of page 93

In article main types of the modern Russian multinational companies in the conditions of globalization of world economy (these are generally privatized oil and metallurgical giants, the companies which internationalization is provided with the foreign investor, corporations which activity is developed on economic space of the former USSR, corporation - the actual successors of the Soviet multinational corporations and pseudo-multinational corporation) are considered and analysed and also types of multinational corporation are allocated (group of the integrated enterprises; holdings within one branch, merging of the separate enterprises occupied in different branches of economy). Characteristics of the Russian multinational corporations are submitted; the main forms of creation and development of the Russian multinational corporations are defined; are allocated the main problems interfering entry of the Russian multinational corporations into the international market among which it is possible to allocate the following: a lack of financial means and practical experience at the Russian multinational corporations for realization of global strategy, low capitalization and instability of development of the Russian banking sector, low competitiveness of the Russian enterprises in the world markets and others. The conclusion is drawn that the Russian multinational corporations are only at initial stages of internationalization of the activity. The forecast of new large foreign deals with participation of the Russian corporations is submitted, the directions them expansion (the CIS countries, Europe are specified (mainly Great Britain, Italy and Germany, perhaps, the countries of Central and Eastern Europe) and also the states of Asia, Africa and Latin America rich with raw materials).

Keywords: multinational companies, Russian multinational corporations, foreign investments, internationalization of business, expansion form, formation and development of the Russian multinational corporations; raw market

Small economic forms of self-organization of the population as development factor. Egorov V.G. of page 98

The need for increase in rates of economic development, as well as improvement of the mechanism of economy, cannot be realized out of formation of conditions for recruitment in economic activity of broad masses of the population. In our opinion, success in the solution of this problem is the major among the measures directed to acceleration of economic growth of the country. In the context of a problem of effective use of the forms of the organization of economy initiated by citizens "from below" the public discussion which sense is enclosed in lips of the veresayevsky characters arguing on demand or, on the contrary, a rudimentariness of cottage industry in connection with the coming era of an industrial revolution is staticized again. Article is devoted to problems of creation of conditions and mechanisms of recruitment in economy of broad masses of the population, development of small forms of the economic organization, to their place in civilization process and improvement of the Russian mechanism of managing, a constructive role of traditional social and economic structures as an additional factor of growth.

Keywords: Small economic forms, self-employment and economic self-organization of the population, cooperation, national art crafts.

Modeling of system of support of optimization of logistic chains of deliveries. M.A., Tsyganov I. bug. Ampere-second. 104

In article the current problem of selection of tools of support of formation of optimum logistic chains as parts of the crisis response strategy of the enterprise is considered. As the purpose of selection of tools optimization of resources of the enterprise when planning chains of deliveries is considered. Because when modeling various components of network meet both the formalizable accurately structured tasks and poorly structured

use only of classical economic-mathematical tools is in this case it is supposed insufficient. For the solution of this problem authors offer use of agency approach of imitating modeling of difficult social and economic systems as the most suitable for modeling of processes of interaction of the economic subjects which are integrated in the course of interaction into specific system – the integrated logistic chain of deliveries. As the program environment of modeling it is offered to use an Any Logic package. In article the example of agency model of a logistic chain is given, unique runs of simulation and optimization are given, optimizing parameters of model are revealed.

Keywords: imitating model, agency modeling, logistic chain, optimum strategy.

Development of anti-corruption in the sphere of purchases on the basis of administrative decisions. Gladilina I. P., Antipov Yu.O. of page 109

Management is a key kind of activity in functioning of any organization. Process of achievement of the purposes facing the organization directly depends on it. Effective management process consists in timely and adequate response to changes of the external environment. The choice of an algorithm of actions is carried out by means of adoption of administrative decisions. Administrative decisions, being one of the main aspects of management of purchases, means complexity in adoption of the most effective decisions in the field of management, their detail and collective nature and responsibility for their realization. Decision-making in the sphere of management means the system and difficult process including a logical chain of stages. The chain of processes of adoption of the administrative decision is based on all available information on each situation. One of the main conditions is the movement of information stream. Thus, competent management of purchases – the most important aspect of anti-corruption and quality of the made administrative decisions is an efficiency, effectiveness of each purchase for ensuring the state needs

Keywords: purchases, efficiency, administrative decision, anti-corruption

Instruments of ensuring business activity and effectiveness of personnel in the conditions of realization of strategy of changes of the organization. Polovova T.A., Gusev Yu.V. of page 111

In work justification a concept of business activity of personnel is presented. The theoretical appeal of the considered direction of a research consists in a possibility of extension of scientific provisions and conclusions of the new concept according to which structures of human resource management change according to changes of system of values, processes of realization of functions and management style.

Traditional functional approach to human resource management in the conditions of formation of the economy based on knowledge, innovative technologies on domination of high-tech industries, cannot provide mobilization of personnel on increase in effectiveness of activity of the organizations.

The conducted researches allowed authors to create conceptual provisions concerning formation of strategy of changes of the organization, based on business activity and effectiveness of personnel.

Are presented in article: new approach to interrelation of basic elements of ensuring business activity of personnel of the organization and the factors defining it defined the negative factors influencing activity of personnel of the organization, also private recommendations, allowing to finish the existing techniques of assessment and the analysis of business activity.

Keywords: business activity of personnel, effectiveness of activity, strategy, intellectual resources, system of moral and material stimulation of personnel.

Control of marketing policy of bank. Pashkov R.V., Yudenkov Yu.N. of page 116

The service of internal control of bank tries to achieve unambiguous understanding of what organizational divisions in bank bear responsibility for the concrete directions of marketing activity how to carry out segmentation of client base and how to control the communication strategy of bank? In the submitted article authors offer bases of a technique of formation of procedures of control of marketing policy of bank and the draft of the provision of such policy.

In the course of revision of marketing policy it is necessary to find out one very important point: whether occurred among such changes owing to which or it is difficult to carry out further realization of the chosen marketing policy, or the chosen marketing policy will not lead to goals. In case such changes in the environment are revealed, then the marketing policy should be reconsidered. If changes are not revealed, then the reason of unsatisfactory work of bank can be connected with structure or the system of information support, in the functional systems of ensuring activity of bank. If it is established that the reason not in these spheres then it is necessary to look for it will be already at the level of separate operations and processes. And then adjustment has to be directed on: improvement of systems of motivation; professional development of employees; improvement of the organization of work; improvement of the internal organizational relations, etc.

Keywords: marketing policy, banking business, internal control, client base, banking services

Conceptual approaches of ensuring economic security of regions. Demyanenko A.E. page 122

In article questions of stability and stability of economic system, in a regional section, need and the importance of the state support and regulation of development of regional economy, on the basis of support of producers are investigated. Classification of threats of economic security of regions, with their main characteristic signs and possible consequences of their action is given. Influence of level of technical equipment of regions, conditions of the environment, level of infrastructure, extent of budgeting, the available opportunities of diversification of production on the level of economic security of regions is considered. Stability and stability of economic system, means forward development of economy. Considerable recession of level of production, caused, loss of a powerful part of domestic market that is caused by destruction of technological potential, reduction of progressive development of structure of a manufacturing sector, and as a result large-scale underexploitation and a nedozagruzhennost of production capacities, reduction or full closing of separate productions, etc. In a research questions of dependence of regions on the foreign capital, import of production and a consequence of such dependence are considered. Economic security of the region, representing difficult, many-sided system, defines a possibility of purposeful carrying out own economic policy, within the general federal economic policy. Loss of scientific and technical potential, deindustrialization of economy and a number of acute social issues, leads to decrease in level not only regional, but also national economic security. In article the fundamental, purposeful actions designed to provide increase in level of economic security of regions and consequently, and the countries in general are allocated.

Keywords: economic security of regions, stability, stability of economic system, state support, threats to security of regions, innovative component, legal support.

Implementation of purchases at small business entities (on the example of the city of Moscow). Isayevich A.I. page 126

Government procurement are the effective mechanism of support of development of small business entities. Functioning of information resource of the city of Moscow of the Portal of suppliers allowed SMP to take active participation in procurement of the city that became a push for growth and development of the companies. In article the Moscow experience of implementation of government procurement at small business entities is considered. The greatest attention in work is paid to importance of this mechanism for development of small business and also successful experiment of Moscow on involvement of small business entities to participation in government procurement. This experience can be useful and for other regions of the Russian Federation on the way to support of small business.

Keywords: small business entity, government procurement, Portal of suppliers.

Innovative development of a chemical complex of Russia – a cluster of pharmaceutical production: system analysis and infographics. Kiselyov V.M., Savinkov S.V. of page 129

For assessment of global competitiveness of the Russian pharmaceutical industry the desk research on collecting, the system analysis and also active infographics of material is conducted. The pharmaceutical cluster of a chemical national complex is systemically considered according to scenarios of inertial and innovative development. The last, according to us, is priority for this cluster of time at the moment. By means of the cluster analysis and category approach chances of Russia for innovative development of this segment of national economy are revealed. The comparative analysis with development of the similar sector of economy of China, India and other countries is carried out. It is established that the share of pharmaceutical products in an innovative portfolio of the science city of Skolkovo makes more than 50%, from them every 5th medicine is in the preceding phase of commercial use. The conclusion is drawn on the future of world and domestic pharmaceuticals through development and production of mainly innovative products. From other sectors of a national chemical complex of Russia which at the moment significantly are lagging behind leaders of the world market for the purpose of achievement of world competitive advantage of other scenarios of development of a pharmaceutical cluster it is not necessary to provide in difference.

Keywords: pharmaceutical industry, the system analysis, infographics, the correlation and regression analysis, category approach, the descriptor analysis, competitiveness, competitive advantages, intellectual support, administrative decisions in the economic sphere, forecasting, modeling, efficiency assessment.

Balance of interests in tax policy of the oil sector: needs of the state and possibility of subsoil users. Chernyaev M.V., Kirichenko O.S. of page 135

For several last years the state as the regulator carries out serious changes in the oil sector by means of redistribution of loading between various fiscal and tax payments that, in turn, demands injection of investments from the companies. A basis for similar changes is stability and the sequence in tax policy of the state. In "The main directions of tax policy for 2016-2018" the main postulate formulated prevention of any increase in tax burden of economy. And one year later within the "Main Directions of Tax Policy for 2017-2019." project it is possible to see the announcement of changes regarding specification of a procedure of payments of a rate of a severance tax (MET) concerning oil, namely addition of a formula of its calculation new composed which will increase the rate size, but also it is not the main change. The legislative initiative in a type of tax on additional income (NDD) is entered.

Taking into account the developing situation, it is possible to raise a question that is now paramount: development of new tax mechanisms or formation of reasonable level of the taxation which is not interfering development of oil branch.

Keywords: oil branch, tax policy, severance tax (MET), tax on additional income (NDD).

The analysis of system of informatization of public administration by health care in the Moscow region. Savinov T.H., Mikheyev M. Ampere-second. 139

Today in a health care system there are considerable changes as strategic character, and organizationally – legal. From correctly chosen activities in health sector at all levels, in particular and at the level of the region the efficiency of all system, and as a result – health of the nation will depend. One of such directions is informatization of health care.

Today there is obvious a need for increase in effective management of health sector. One of the directions of increase in effective management of health sector and quality of delivery of health care is introduction of information technologies.

The purpose of article is the analysis of informatization of health care of the Moscow region.

In article opinions of various authors on need of informatization of health care which set the vector directions in this direction *are given*: development of the personified passport of health of each citizen at the level of municipal unit; creation of the electronic clinical record at the level of establishment; training of health workers in bases of informatization; introduction of the automated information system "social and hygienic monitoring.

Results of the analysis of a condition of informatization of a health care system of the Moscow region are presented in article and the author draws a conclusion that processes of informatization of health care of the Moscow region have a perspective vector, against the background of the available problems.

Keywords: health care, regional government health care system, informatization, uniform state information system of health sector.

Specifics of risks of the insurance market of Russia. Kamaldinova T.V. of page 144

In the center of attention of this article there is an allocation of the key risks characteristic of the Russian insurance market. In connection with the plans of the Bank of Russia for transition to risk - the focused regulation and supervision within the concept of Solvency II development of the corresponding techniques and tools is necessary for introduction of Solvency II in the Russian insurance market. Identification of key risks of the insurance market of Russia is important both for comparison with Solvency II methodology, and for its subsequent adaptation taking into account specifics of activity of insurance companies in the Russian Federation. The author of article carried out consideration and the analysis of classifications of the risks offered Solvency II, MASN, the companies of "Big Four", Expert RA rating agency and others. Besides, the regulations regulating insurance activity were considered, their shortcomings which are partially eliminated with introduction of new Indications of the Bank of Russia are noted. However, the existing insurance legislation only establishes supervision of execution of requirements, but not the preventive measures aimed at timely identification and risk management. According to the recommendations of the World Bank and International Monetary Fund made on the basis of assessment of the insurance sector in Russia for transition to risk - the focused regulation and supervision is necessary introduction of essentially new regulatory base introducing effective system risk management at all stages of insurance activity (development of insurance products, underwriting, reservation, settlement of losses, investment of means, reinsurance, etc.) with accurate distribution of functions and roles. Following the results of the analysis which is carried out in article the risks characteristic of the insurance market of Russia taking into account the Russian supervising practice were marked out.

Keywords: risk, classification of risks, risk management, Solvency II, MASN, Russian insurance market

Modern problems of the organization of economic activity of mass physical culture in the Russian Federation. Sadykov A.Z. of page 150

Fact of common knowledge of the importance of physical culture in social and economic life of the population of the country. The sphere of mass physical culture as component of branch of physical culture and sport, after the collapse of the USSR, together with other spheres of public life of the population, underwent a set of essential transformations. Change of state system and ideology, transition to market type of functioning of social and economic system made the contribution to the process functioning of mass physical culture which is characterized by set of specific problems. In this article a number of modern problems of the organization of economic activity of mass physical culture in the Russian Federation based as on the analysis of already conducted researches, and own observations is considered. Approved by the Government and the President of the Russian Federation of the concept of social and economic

development of the country allocate for the sphere of physical culture and sport in general an important role according to the solution of the purposes and tasks stated in it that in turn emphasizes relevance of the direction of a research. The country leaders, understanding importance of physical health as it of a component of the human capital in particular and a national wealth in general, realizes that creation of powerful economy requires physically healthy population the Existing contradictions in views of formation of really working economic mechanism of the sphere of mass physical culture create exclusively static, not progressing in time model. Keywords: mass physical culture, economic activity, economic mechanism, reproduction process, structural organization, economic dynamics

Main directions of development of system of the taxation of the small oil companies of Russia. Sheykin A.G., Smirnov N.V. of page 153

According to statistical data, the contribution of small business to the general economic indicators in Russia is much lower, than in the majority not only developed, but also developing countries. For the last years, were developed for stimulation of activity of the small companies and successfully various programs of development of small business in Russia and regions are implemented. However at the moment time, the concept of small mining company, including oil is legislatively not fixed, there are no laws regulating activity of the small oil companies.

Article is devoted to a research of the taxation of the small oil companies which is one of the main instruments of state regulation of subsurface use. The main tendencies and problems of the taxation from which it is possible to distinguish the following are revealed: lack of tax incentives for the small oil companies developing small and smallest, low-profitable fields, applying innovative technologies; not differentiated approach to calculation of tax payments depending on a mining stage; frequent corrections of tax regime; not account when calculating tax payments different degree of export orientation of the companies. On the basis of the revealed problems some directions of development of system of the taxation of the small oil companies of Russia to which it is possible to carry the following are offered: development of the special mode of the taxation, reduction in tax for profit, in some cases cancellation, differentiation or binding of a severance tax to the internal prices. These offers in certain cases will allow to reduce unprofitability of a number of the extracting projects and will contribute to the development of small oil business.

Keywords: oil industry, small oil companies, state budget, taxation, stimulation, regulation, severance tax, income tax, problems

Value of rural areas in life of modern Russia. Mumladze R.G., Ivanova N.M., Bykovskaya N.V. of page 157

In article the leading role in the solution of a complex of the tasks facing the Russian society in general is considered and by the economic sector in particular it is allocated for revision of value of the organization of work at the enterprises of all forms of ownership. In modern conditions effective it is necessary to consider the organization of work which is based on the achievements of science and the best practices which are systematically introduced in production allows to connect in the best way the equipment and people in uniform production, provides the most effective use material and a manpower, increase in labor productivity, promotes maintaining health of the person, and defines gradual development of problems of motivation and work incentives as one of the main tasks.

Keywords: rural settlements, motivation of work, public-private partnership, development of rural territories, busy population, working capacity, working conditions.

Creation of wireless touch systems with the required cover zone. Cherepanov A.N., Tyshchenko I.S., Popova M.A., Vakhnin D.O. of page 161

This article is devoted to the analysis of the principles of construction and functioning of the wireless touch systems capable within local range (hundreds of meters) to support simultaneous information exchange of a large number of devices (thousands of sensors and executive mechanisms) with the increased energy efficiency demanded because of complexity of providing these devices with the centralized power supply and limitations of capacities of the existing independent power supplies, in particular are investigated the principles of ensuring the required "covering radius". For function of accessory of the characteristic "The covering radius" coefficients according to input parameters are picked up and the schedule is constructed. Possible options of the solution of a problem of providing a necessary cover zone are considered and the concrete version of the solution of an objective is offered. The real research is directed to development of the domestic decision on the basis of integrated chips (IMS), capable to provide necessary for IoE (Internet of Everything) of technologies of touch networks. The relevance of work is proved by the huge potential need for the IMS domestic sets supporting, on the one hand, the global protocol of the type developed by IEEE 802.11ah, and technologies of information security meeting requirements of the Russian legislation for localization in information networks with another.

Keywords: wireless touch network, energy efficiency, sensor, cover zone, covering radius, coverage map.

Methodological approaches to formation of amendments on extent of control at assessment of market value of the equity stakes of the companies. Andrianova Yu.V. of page 166

Questions of application of discounts and awards belong to fundamental problems of estimation of cost of business and require the practical solution. To carry out transition from one level of cost to another and it is correct to determine the cost of the considered equity stake, the appraiser has to make necessary corrections. In practice of estimated activity use of amendments on control is often not supported with sufficient and reliable justifications that significantly reduces adequacy and the importance of the received results for adoption of administrative or investment decisions. The problem of application of awards and discounts exists quite noticeably and each appraiser should solve its every time when evaluating cost of this or that business. In article methodological approaches to calculation of adjustments on control are considered. Methodological approaches to calculation of awards and discounts in relation to various equity stakes and an order of carrying out the analysis are described when determining extent of control.

Keywords: equity stake, award for control, extent of control, market value, expensive approach, profitable approach, comparative approach.

To theoretical fundamentals of methodology of composite representations of multilayered materials. Shapkarin I. P., Shpachkova A.V. of page 172

In work the analysis of provisions of the theory of composites (prerequisites and restrictions of the theory) and the physical and mathematical description of the most applicable multilayered materials of models in technology by means of the wave equations in the micronon-uniform environment for the intense deformed state is carried out.

When performing work there were prerequisites for a statement about an opportunity existence of the improved scientific and technical developments — multilayered materials with uncommon properties. The applicability of algorithms and a number of programs for almost important tasks — estimates of change of durability (elasticity) of material are analysed at introduction in it of fibers and designing of multilayered materials. The analysis of strength properties of the multilayered material designed from two and more model designs, considered from a position of the theory of composite materials allows to predict uncommon dependences of all package on properties of a separate layer.

Keywords: composite materials, wave equations, non-uniform environment, multilayered materials, monolayers, Jung's module, Poisson's coefficient, algorithms, strength properties

To a question of configuration of territorial and branch commodity distribution structures in agro-industrial complex of the region: logistics tools. Rakhimova B.H., Tasuyeva T.S. of page 175

The present article takes up questions of a configuration of territorial and branch commodity distribution structures of commercial logistics in agro-industrial complex of the region. Development of territorial and branch commodity distribution structures of commercial logistics in agro-industrial complex promotes optimization of stream processes, increase in competitiveness of the agricultural enterprises, ensuring food security of the country, application of effective methods of management. In the course of functioning of commodity distribution structures innovative technologies are applied, investments are attracted. An important role at implementation of effective product sales is played by micrologistics systems, such as Just-in-Time and KANBAN. In formation of logistichseky systems the key role was played by logistic researches which are based on the general theory of logistics. Along with it direct participation increase in competitiveness of commercial logistics of agro-industrial complex was played by the logistic analysis and a

method of economic diagnostics focused on studying of a social and economic situation of the region. One more important component of a configuration of territorial and branch commodity distribution structures in agro-industrial complex of the region is formation of information and analytical base of optimization of administrative decisions which promote increase in competitiveness commercial logistics of agro-industrial complex of the region. In the course of the logistic analysis use of information technologies allows to create the database and automates activity of commercial centers, is directed to modernization of material and technical resources at the regional level, to establishing interrelation with economic entities of the region, establishment of control over market infrastructure. Results from use of the methods focused on increase in competitiveness to commercial logistics of agro-industrial complex of the region the favor of commercial distribution centers is defined territorial. It played the major role in application of the logistic analysis in rationalization of activity of the commercial regional centers.

Keywords: agro-industrial complex, commercial logistics, logistics system, commercial logistics of agro-industrial complex, logistic researches, method of economic diagnostics, micrologistics systems.

Theoretical aspects of sustainable social and economic development of border territories. Antonyuk V.S., Korniyenko E. Hp 181

Article is devoted to the analysis of the main characteristics of border territories of the Russian Federation in modern conditions. Approach to scientific justification in sustainable social and economic development of border territories is considered. Domestic researches and scientific approaches to management of social and economic processes in regions are considered. The special role of the general and specific factors of social and economic development of border territories is emphasized. Problems and potential of development of border territories are allocated. Strategic transition of border territories to the level of sustainable social and economic development taking into account the effects arising at activation of processes of regulation is offered. Positive and negative effects of sustainable social and economic development of border territories are analyzed. It is noted that optimum use of advantages of border territories promotes the solution of problems of activation of the international activity of Russia and its national security.

Keywords: border territories, factors of sustainable social and economic development of boundary regions, positive and negative effects of border territorial subjects of the Russian Federation

Innovative safety of economic system. Serebrennikov S.S. of page 184

In article the importance of innovative safety in the system of economic security is considered. Approaches to determination of its essence and the main method of calculation of indicators are analysed. For assessment of level of innovative safety it is offered to use the indexes of economy of knowledge and knowledge counted by the World Bank. Are distinguished from the directions of ensuring innovative safety with the author: system of ensuring technological safety; the system of safety of introduction of innovations in the organization of production; use of innovative systems of assessment of level of safety; use of innovative methods of protection for ensuring innovative safety.

Keywords: innovative safety, assessment indicators, definition technique

Production of bread as hi-tech industrial production. Drotikov M. Ampere-second. 188

Subject/subject. In article questions of development and interrelation agro-industrial production and production of bread and bakery products are considered. The problem of production of bread as hi-tech production at the present stage of development of Russia has the relevant importance.

Methodology. In the present article by means of methods of the system and comparative analysis, groups, the structural analysis various aspects of development of grain farm of Russia are analysed, tendencies of development of baking industrial production are defined.

Conclusions/importance. The conclusion is drawn that the production diversification which is expressed in expansion of the range of bakery production is the defining internal factor of development of high technologies and production of bread as hi-tech industrial production.

Keywords: baking enterprises, baking industry, agro-industrial complex, hi-tech production.

Some recommendations of milking of cows on robotic milking machines. Fedoseyeva N.A., Sanova Z.S., Ananyeva E.V. of page 192

For the purpose of determination of efficiency of application of robotic installation for milking of cows some recommendations for introduction of robotic milking of cows are provided. It is necessary to choose and introduce the robotic milking machine more economic on electricity consumption on milking, favorable at cost. The comparative characteristic of some parameters of robots for milking of cows who have high rating in the world market is submitted: Lely Astronaut, Sac futurelie max/Double box, Fullwood, Fultwood Merlin, Gea farm Technologies Mione, Delaval vms Robot milkman. Selection of the cows suitable for robotic milking, it is necessary to carry out on morphological and functional features of an udder, conforming requirements provided for milking on resource-saving installations. The criteria specified in article will allow to use effectively the high-performance milking equipment, to prevent developing of mastitis at cows and in due time to pay back the expensive robotic equipment for milking of cows. As a result of the conducted researches of the major factors having significant effect on highly effective technologies the main directions of improvement of the production technology of milk in dairy cattle breeding of the Kaluga region are defined.

Keywords: cow, udder. milking, morphological and functional properties, robotic milking machine, efficiency.

Innovative forms of education in practice of teaching in higher education institution. Ladogina A.Yu. page 195

One of the most topical issues of introduction of innovative forms of education in higher education institution is integration of internal and remote forms of education today. In article problems of integration of internal and remote forms of education in practice of teaching media planning are considered. The main problems are analyzed and conclusions are drawn on the most effective methods of integration of internal and remote forms of education in practice of teaching media planning.

Keywords: innovative technologies, remote education, distance learning, the higher education, media planning, education integration, internal education, resident instruction.

Advertizing process in the XXI century: simulation instead of the original. Petushkova E.V. of page 199

In article the colorable bases of modern advertizing are considered. The concept simulation is used for more exact characteristic of the processes and the phenomena characteristic of modern, postmodern society. True and imaginary motives of impact of the advertizing message on audience are consistently analyzed, on the example of concrete slogans the priority of emotional (projective) strategy over the rationalistic strategy of advertizing is traced and proved. In the conclusion the author draws a conclusion about interrelation of modern advertizing process and the culture of postmodernism. At the same time the attention to categories of a simulacrum which is included in process of creation and the report to audience of an advertisement on product / service is focused.

Keywords: unique selling proposition, postmodernism philosophy, simulacrum, strategy of advertizing.

The analysis of some aspects of activity of IR services of the companies and vocational requirements to her experts at an exit of the companies to the IPO. Kutyrkina L.V., Kutyanskaya K.I., Samoylenko I.S. of page 202

In article the analysis of features of communication processes of an exit of the companies to the IPO is carried out, short history of formation of securities market is given in Russia and feature of the IPO of the Russian companies. Legal features of investment PR of the Russian companies in the

conditions of an exit to the IPO are investigated. The analysis of some aspects of activity of IR services of a kompaniya of vocational requirements to her experts is carried out.

Keywords: investment PR; IR funktsiispetsialist; information support of the IPO; legislative trebovaniyav to IR sphere.

Model of development of an industrial complex of Russia on the basis of regulation of the market of innovations of branch economic system. Filatov V.V. of page 208

In this article the model of development of an industrial complex of Russia on the basis of regulation of the market of innovations of branch economic system is considered. The author analysed main units of the structural and logical scheme of development of an industrial complex on the basis of regulation of the market of innovations of branch economic systems. In article it is established that practical introduction of the structural logical scheme of development of an industrial complex on the basis of regulation of the market of innovations of branch economic systems will promote creation of institutional and infrastructure conditions for effective formation, regulation and functioning of the market of innovations and also realization of strategy of innovative development of various industries on the basis of effective use of opportunities of the market of innovations. The author carried out the description of system of factors of development of an industrial complex, its branches, the markets of innovations, their segments and a condition of infrastructure of maintenance and support of innovative activity. In article it is established that methods of the analysis, modeling and forecasting of innovative activity in branch are important components for development of methodology of development of an industrial complex on the basis of regulation of the market of innovations of branch economic systems. Also by the author it is defined that the industry as the leading branch of economy of Russia is a basis for expanded reproduction, economic development of the country, increase in its defense capability of the state and security of the population with consumer goods.

Keywords: structural logical scheme, market of an innovation, branch, strategy, competition, industrial complex, branch economic system.

Aspects of the doctrine about the personality in I.P. Chetverikov's sketch "Critical individualism in the Russian philosophy". Sizintsev P.V. of page 212

In article thinking problems connected with the knowledge attitude towards consciousness from the point of view of I.P. Chetverikov are considered. The author analysed characteristics of experience of feelings as forms of consciousness and the unconscious phenomena and also consciousness use as criterion of real existence – life.

Article purpose – to investigate philosophical prerequisites of emergence and formation of personalistichesky views and to analyse the categorial device and methodology of the analysis of the religious philosopher I.P. Chetverikov. A subject of article – the description and interpretation of the original system of a philosophical and religious world view of the Russian personalist of G. Teichmuller by it, reflected in concepts of knowledge, consciousness, criticism of materialism and a neokantianstvo in categories of unity, personal attributes, concepts of life individual human "I" and time. Article subject – to give an idea of concepts of the personality, consciousness, the truth as harmonious unity of consistency of life and time. The methodology of a research is based on system and philosophical approach with use of heuristic methods of detection of information in the used sources. The originality of a research has the maximum degree as detailed analytical researches of theological and philosophical heritage of I.P. Chetverikov in the world and Russian scientific environment were practically not conducted so far.

Keywords: Law of the sufficient basis, knowledge, thinking, mental life, life trichotomy, dialectic method, uniform consciousness.

//Innovations and investments. 2017. No. 1.

System defects of world finance and a contradiction of national interests in anticipation of new technological way. Konotopov M.V., Dinets D. Ampere-second. 2

The world economy is on the threshold of new technological way which means much higher level of development of productive forces and satisfaction of needs of the person. A problem on this way is the present financial sphere of world economy, unnatural by the sizes and having system defects. So "export" by the developed countries of the fictitious capital to the countries developing in practice means withdrawal of their labor, natural and even financial resources. Financial bubbles and new financial mechanisms forge even growth of gross domestic product of the developed countries. Developing countries are faced by the choice: to move on the scheme imposed to them in the tail of the fictitious capital or to concentrate efforts on formation of a technological kernel of new way. At last, according to authors, sharp devaluation of US dollar as result of perversity of system of the Federal reserve is relevant in the nearest future, but will try to accuse of everything China.

Keywords: Technological way, fictitious capital, assets, financial bubbles, services, gross product

Integration of traditional media into an Internet environment as the tool of innovations in media advertizing. Ryabova E.V., Mikhaylyuk A.V. of page 10

In article importance of identification of innovative aspect of traditional media as integral stage of increase in their efficiency is noted. The main innovative approaches to advertizing in traditional media come to light: integration with Internet resources, development of new formats, special projects as innovative approach in traditional media channels.

Keywords: integration into the Internet; innovative aspect of advertizing process of an innovation; media channels; traditional media.

Growth of innovation and competitiveness of the industrial enterprises – a key problem of the Russian economy of the 21st century of Nosov S.S., Lyubimtsev O. Yu. page 14

Scientific justification of essence and target orientation of rational creation of the strategy of the state directed to active stimulation of innovative activity of the industrial enterprises that allows to reveal new is given and to improve the existing competitive advantages connected with growth of scientific and technical potential, both the state, and business. It is claimed that in modern social and economic conditions, in view of the developed world environment, the sphere of production of high technologies belongs to the most perspective directions for development of innovations in domestic economy. Peculiar features of the Russian economy during the modern period are investigated; need of interaction between representatives of science, business and the state is proved; the role of knowledge, the market of innovations, clusters and other points of growth from a position of the choice of the priority directions of development of the innovations aimed at accounting of the international organizational, scientific, technical and technological forecasts and tendencies in aspect of national development for the purpose of definition of determinants of competitiveness and formation of the competitive advantages of the Russian economy allowing to provide economic growth due to development of the real sector of the Russian economy is defined.

Keywords: innovation, neoclassical concept, innovation, competitiveness, raw model, innovative model, knowledge, intellektualny capital, high technologies

Subject approaches as innovative scheme of assessment of reputational bank risk. Rusanov Yu.Yu. page 20

In article the place and value of a reputational risk in system bank risk management is defined. Criteria of a reputational risk in terminology risk management as the pure risk having lines and chance are given. Various, quite often contradictory and even alternative definitions of the concepts "reputation" and "reputational risk" are included. Need of assessment of reputation and a reputational risk in relation to the purposes, tasks and problems of bank management in the context of communication of the concepts "reputation of bank" and "quality of bank management" is proved. Interests are analysed, the purposes and features of positions of organizational structures, directly or indirectly, it is professional or interested involved in assessment of quality of reputation of bank and reputational bank risk. The conclusion about serious divergences in their conclusions is made that does necessary their preliminary estimate on reliability and applicability.

Keywords: Bank reputational risk, pure risks, chances, reputation, indicators of risks, quality of bank management, internal assessment of quality of bank management, external assessment of reputation of bank.

Subfederal and municipal bonds as the instrument of financing of infrastructure projects in Russia. Guseva I.A., Nevsky O.V. of page 24

Authors analyze the problems connected with use of subfederal and municipal bonds as the instrument of financing of infrastructure projects. By results of the conducted research two main groups of problems in connection with which practice of use of subfederal and municipal bonds for financing of regional and local infrastructure is limited are allocated: legal restrictions and problems of planning of bonded loans.

On the basis of data of the Ministry of Finance of the Russian Federation and Rusbonds online project the analysis of separate parameters of subfederal and municipal bonds (urgency, a possibility of depreciation of a debt) which results show expediency of use of the specified financial instruments for financing of infrastructure projects *is carried out*. The conducted researches showed existence of tendencies to increase in circulation periods of subfederal and municipal bonds, the number of issues of the specified securities which provides depreciation of a debt. Besides, since 2013 it is possible to speak about increase in interest of territorial subjects of the Russian Federation and municipal units to issue of long-term bonds.

Authors draw a conclusion about need of use of integrated program approach when planning by territorial subjects of the Russian Federation and municipal units of bonded loans in coordination with investment policy of the corresponding public educations. It is offered to return to discussion of a question of creation of institute of the professional debt agencies which would perform a number of the functions connected with management of a subfederal and municipal debt also.

Keywords: state securities; public debt, securities market; infrastructure project; subfederal bonds; municipal bonds.

Features of a control system of investment processes in construction. Sulimova E.A., Shalyganova E.S. of page 29

At this stage of development of economy the investment and construction sphere exerts impact, both on production development, and on welfare of the population. The lack of investment resources demands formation of the corresponding investment policy in which interests in the "society-the state-branch-the producer-the consumer" system have to be coordinated.

Use of bases of strategic management in the construction sector of economy will allow to create key elements of investment process, having provided at the same time respect for balance of the factors contributing to its development. For ensuring increase in competitiveness of the enterprises of this sphere of economy it is necessary to consider influence of the internal and external environment and also to provide the solution of questions on expansion of resource opportunities of the companies.

The control system of investment processes considered by authors of article in construction will allow to provide effective distribution of resources, by means of the investment policy directed to the organization and regulation of the movement of investment streams.

Creation in territorial subjects of the Russian Federation of the public commissions on economic regulation and stimulation of investment processes in construction, will allow to carry out development of reasonable offers and drafts of decisions.

Keywords: investment activities, investment policy, investment resources, investment and construction sphere, strategic management, competitiveness of the enterprises, solvency of the population, construction sector of economy.

Methodical recommendations about carrying out SWOT-of the analysis of activity of bank. Pashkov R.V., Yudenkov Yu.N. of page 32

In article methodical recommendations about carrying out SWOT-of the analysis of activity of bank reveal: general provisions, structure and stages of its carrying out. Also approximate list of factors for formation of questionnaires of experts and formation of the report is provided.

Keywords: SWOT analysis, bank activity, bank, methodical recommendations

Structure of consumption and quality of life in the conditions of economic recession. Pankova L.N. of page 37

Concept of a consumer basket – one of basic in economy. In Russia it has powerful value, especially when calculating the minimum compensation, other social payments, determining purchasing power of the population. The concept of a consumer basket exists worldwide. In article the structure of a food basket in Russia and in the countries with developed economy is analyzed. The cost of a consumer basket is interconnected with improvement of quality of life of the population.

Keywords: structure of consumption, quality of life, consumer basket, types of a consumer basket, minimum wage rate.

Growth drivers in architecture of a framework of national economy. Polovova T.A., Gusev Yu.V. of page 40

The etymology of economic category "growth drivers" is opened. The main problems of their treatment and formation are reflected in the main economic schools of development of economy to create complete idea of conceptual model of strategic management of growth of national economy. For justification of author's approach to formation of the drivers of growth connected with formation of architecture of a framework of national economy in the context of ensuring complete, competitive and its sustainable development the system and comparative analysis, methods of observation and the graphic representation of data, methods of systematization of information *are used*.

After processing of materials the main aspects of drivers of growth of the segments of economy capable to create a purposeful trend of development of economy in general are given. It allowed to create idea of architecture of a framework of modern economy. At the heart of formation of complete, competitive and steady economy the aspiration to realization of the main functions of drivers consisting in integration of impulses of various elements and segments of economy in a purposeful trend of development lies.

As a result of a research an attempt to define architecture of infrastructure of the economic environment which by means of the system of stable regional, interindustry and intra-branch cooperation relations would fully reflect the favorable directions of drivers of growth *was made*. Drivers of growth are allocated in the isolated category with functions of the target orientation allowing not only to generate changes, but also to estimate a condition of shifts in economy. It gives the grounds to claim that drivers of growth are a peculiar indicator of quantitative and high-quality changes in development of economy.

Keywords: architecture of a framework of economy, drivers of growth, growth point, economic growth, chain of creation of "value".

Participation of the Russian Federation in integration associations as way of diversification of globalization risks. Yunusov I.A., Yunusov L. Ampere-second. 46

Throughout history of mankind integration processes were observed. However, having reached a certain size, integration associations broke up under pressure of national, economic, administrative problems. Further integration processes were resumed again. As a rule, the same states joined integration associations. In the territory of the Russian Empire the USSR was formed. After the collapse of the USSR, a former communist block created the CIS. Besides the CIS, the Russian Federation actively participates also in such integration associations as APEC, the WTO, BRIX. Besides, the Russian Federation is an active participant of the CSTO. It ensures its safety of frontiers and also decrease in risks of penetration of terrorist paramilitary groups on the territory of the Russian Federation from Afghanistan.

Integration associations on the basis of synergetic effect provides diversification of globalization risks among which there is an influence of the global financial crisis, sanctions pressure from other states. Also integration associations provide sales markets for goods and also are a source of investments.

After the events in Ukraine, on economy of the Russian Federation enormous pressure from the western countries began. Sanctions deprived economy of the Russian Federation of foreign investments, restriction of access to the international credits, deprived of sales market the defensive enterprises. Therefore, now, China acts as the strategic partner for the Russian Federation. China together with the Russian Federation participates in BRICS, in the CSTO. Also, China in the future will reach a leading position among the countries of importers of the Russian hydrocarbonic raw materials and also exporters of the capital in the Russian Federation.

Keywords: globalization, integration, associations, the CIS, BRICS, the Customs union, sanctions, the consolidated budget, investments, industrial growth.

Role and the place of sovereign funds in economic policy of Kazakhstan. Kelimbetov K.N. of page 52

In article the formed interconnected system of interaction between sovereign funds in Kazakhstan is considered. The complex analysis of a role of each sovereign fund in a concrete type of economic policy and also the problems and problems of economic policy which served as the causes and development of sovereign funds in the country is carried out. The conclusion is drawn that in the future all sovereign funds of Kazakhstan can make also uniform institutional system on complex regulation, coordinating and stimulation of development of social and economic processes in the country. The National fund will continue to play a role of the macroeconomic stabilizer and "safety cushion" for domestic economy in such configuration, without allowing falling of production in the period of the low prices of oil and "overheating of the economy" in the period of the high prices of oil.

Keywords: sovereign funds, National fund of Kazakhstan, National investment corporation, the National Welfare Fund "Samruk-Kazyna", the National operating Bayterek holding, the Uniform accumulative pension fund, replies to market failures, answers to failures of the state

"The Uzbek model" of transition to market economy in the conditions of globalization. Abdullaev S. Ampere-second. 57

The Republic of Uzbekistan, successfully forms the democratic state on the basis of development and strengthening of socially oriented market economy.

The reforms undertaken in the country from the moment of independence finding provide the consecutive movement of the country to achievement of stability that is confirmed by positive changes in economy, ecology, the social sphere. In the country the increasing development is gained by processes of liberalization of economy, trade that promotes ongoing efforts on embedding of Uzbekistan in the system of world economic communications, to strengthening of positions of the republic in the world markets.

In the conditions of globalization, the solution of a question of participation of Uzbekistan in various international organizations becomes even more defining in ensuring sustainable development of the country. Therefore at the moment, especially important successfully and in due time to carry out measures for adaptation of the legislation of the country to the international rules and norms. What is the most paramount in these conditions – quickly and adequately to react to changes in the international environment, to be integrated successfully into world economic innovative and reproduction processes and on this basis to provide ability of the country to compete successfully in international trade, to attract and to effectively use the foreign capital and to solve problems of restructuring of economy.

In the light of the above, this article is devoted to disclosure of features of advantages from open national economy in the conditions of globalization

Keywords: market economy, globalization, economic system

Evolutionary cycles of development in the world market of oil. Ivanishchev A.V., Residents of Perm And. Ampere-second. 61

The cyclic model describing staging of change of the oil prices during the modern period which began with cancellation of a binding of dollar to the gold standard in 1971 is offered. According to the offered periodization the first cycle proceeded from 1971 to 1998, the second began in 1999, and at the moment the world market of oil entered its final phase of a long-term depression.

On the basis of the theory of big cycles of an economic environment the forecast of a possible date of completion of a depressive phase is made. According to the forecast and according to the concept of Kondratyevsky cycles the peak of the 6th cycle which is formed from the middle of the 10th years can be reached in the second half of the 20th years (from 2025 to 2030). It is expected that on an upward wave of the 6th cycle of price of oil will be at the low stationary level determined generally by conditions of profitability of oil production.

Projection of the price of oil in the period of a depressive phase with use of methods statistical (\$50 - \$75) and the fundamental analysis (\$50 - \$65) and also models of hierarchical levels (\$54,4) is given.

It is shown that the monetary factor connected with periodic change of purchasing power of the American dollar *acts as the most important source of recurrence in the world market of oil*. Possible dynamics of the index of dollar and an index of the purchasing power during the period till 2030 is discussed. It is suggested that imposing of the inflationary and course risks caused by depreciation of the American dollar can become the reason of end of a depressive phase and, respectively, the main driving force in the new spasmodic growth of the dollar prices in the raw markets in the second half of the 20th years.

Keywords: cyclic model, Kondratyev's cycles, depressive phase.

India as participant of the world energy market: tendencies and prospects. Karpov A. Ampere-second. 69

In article key indicators and tendencies of development of power industry of India and its activity as the participant of the world energy markets are considered. The main features of development of economy of India are analysed, the analysis of consumption of energy in the country is carried out, consumption of energy by types of fuel is considered. The review of a condition of coal, oil, gas and atomic branches of power industry of India is executed, import and export of power products is investigated. The author drew a conclusion on insufficient efficiency of traditional power for India and need of development of renewable power for ensuring further economic growth of the country.

Keywords: India, world energy market, economy of India, power engineering specialist, energy consumption, types of fuel, branch of power

Assessment of results of the current activity of NPO. Belovo Yu.I. of page 74

In article formation of system of assessment of effectiveness of activity of NPO is considered and it is offered to divide the system of criteria corresponding to it into the current actions of NPO (the current activity) and projects of NPO (design activity). The system of indicators for planning and assessment of results of the current activity of NPO is based on classification of actions of NPO and includes methodical tools for formation of planned and estimated values of indicators on each group. Approach of assessment of projects of NPO at which for each project a set of indicators of result is formed is offered, and the ball rating scale for check of level of achievement of the planned values is entered.

Keywords: non-profit organizations, effectiveness, indicators, current activity, project, assessment, management of activity

Measurement of motivation of personnel as factor of strategic development of the industrial enterprises. Suanov V.M. of page 80

In article questions of increase in level of motivation of personnel of the large industrial company are considered. It is shown that the problem very relevant and is the cornerstone of growth of competitiveness of all enterprises of Russia. In article the issue of non-use of measurement of motivation of personnel as indicator of strategic development of the enterprises is touched. Dynamics of economic development of Russia influences not only any large organization in general, but also each employee in particular that immediately affects profit level of the enterprise. As the proof of incomplete use of human resources the technique of measurement of level of motivation of personnel was applied. The key factors inducing employees to work and to the maximum advantage for the enterprise and the factors which are pushing away people from work were revealed. On the basis of the analysis the identity of these factors is established and their influence on realization of strategic objectives and tasks of the industrial enterprise is designated. Successful business just also implies opening and realization of new opportunities for the company in the solution of current problems, overcoming competitors and achievement of progress in the market. The profitability and sales volume act as indicators of efficiency of last strategy and indicators of viability of the existing commodity line. Development of practical recommendations about groups of methods of stimulation for increase in motivation the person for the purpose of realization of effective strategy became a result of the carried-out analysis. The problem of inefficient use of motivation of personnel in Russia is a little studied and demands further researches. Results of the carried-out analysis and the developed recommendations were transferred to the management of the studied industrial enterprise.

Keywords: A problem of motivation of personnel in Russia, low competitiveness of the enterprises, measurement and the analysis of level of motivation, development of recommendations for development of system of motivation.

Management of formation of competitiveness of labor capacity of the organization on the basis of development of its personnel strategy taking into account changes in external and internal environment. Sysoyeva E.V. of page 85

In article formation of competitiveness of the organization through the system of rational and effective use of personnel capacity of the organization, application of personnel strategy taking into account certain external and internal components of factors of influence is considered. The purposes, tasks, factors defining the personnel strategy of the organization are considered. Influence of personnel strategy on return of workers in activity of the enterprise, profitability and competitiveness of the organization. Types of strategy of the organization and their influence on personnel policy of the organization are considered. The close interrelation of strategy of management of the organization and personnel strategy is traced. The main components and objects of personnel strategy of the organization, their influence on activity of the organization and maintenance of competitiveness in the market come to light.

Features of use and distinctive features of personnel strategy: rapid and moderate growth, reduction.

Some of the majority of actions for improvement of process of development of personnel strategy of the organization are offered. The choice of the optimum direction decides on use of a combination of methods: observations, an interview, questionnaires on points and influence. Creation of a matrix of decisions for assessment of the most optimal variant of the solution of problems in the organization. Breakdown of problems on the main components: alternatives and criteria of the choice by which experts in the course of the choice of the decision are guided.

Keywords: personnel strategy, factors of definition of personnel strategy, competence of personnel, labor potential, components, objects of personnel strategy, classification of personnel strategy, sources of creation of personnel strategy, matrix of decisions, algorithm, stages of formation of personnel strategy of the organization.

6 sigma - the concept of optimization of business processes. Marusova E.V. of page 91

This article is devoted to consideration of the concept of optimization of business processes 6th "sigma".

In introduction by the author definition of the concept 6th "sigma" is given and also the general characteristic of the main stages of the interconnected concept elements *is presented*.

Special attention in article is paid to use of the concept 6th "sigma" by world multinational corporations and to experience of introduction of the concept by the domestic enterprises.

In the conclusion the author noted that from the program for fight against defects the concept of 6 "sigma" turned into the philosophy of business of the XXI century consisting in ensuring ideal production efficiency, allowing to build in scales of the enterprise an integral integrated approach to prevention of various problems and carrying out the correcting actions.

The author drew a conclusion on high importance of the concept consisting in ensuring ideal production efficiency and formation of an integrated approach to prevention of various problems and carrying out the correcting actions.

Keywords: concept 6th "sigma", business process, business philosophy.

The analysis of efficiency died directed to observance of food embargo. Matveeva N.V. of page 94

For two and a half years from the moment of introduction of the ban of import to the Russian Federation of separate types of agricultural production, raw materials and food which country of origin is the state which made the decision on imposition of economic sanctions on the Russian legal and (or) natural persons or joined such decision by FCS of Russia developed the effective mechanism on prevention of sanctions goods on domestic market of the country.

Today active collaboration of customs authorities with the public supervisory authorities in this direction which daily bears fruit in the form of identification, detention, withdrawals and destructions of goods to which special economic measures are applied *is conducted*. A task of the Federal Customs Service of Russia is not to allow goods concerning which import food embargo is established on the Russian territory.

In article measures for ensuring the bans and restrictions for import to the Russian Federation and a turn of separate types of goods to which food embargo extends *are defined* and their efficiency is considered.

Keywords: import, sanctions, embargo.

Strategic directions of development of dairy cattle breeding. Mumladze R.G., Ivanova N.M. of page 97

Against the background of the dairy cattle breeding which is dynamically developing in the world the Russian dairy branch is in critical condition. The current model of the economic relations between all subjects of the market of milk in Russia does not provide optimum observance of interests between partners of a meat and dairy subcomplex. In article answers to questions are given: in what the reason of the continuing rapid reduction of a livestock of cows at steadily high profitability of realization of milk at the expense of what there is the whole branch of meat livestock production at unprofitability of production of beef at us in the country for more than 15 years? For permission of the created paradoxes the economic model of state regulation of processes of pricing in a difficult chain of advance of production from the producer to the end user is offered.

Keywords: dairy cattle breeding; reproduction; market of beef and milk; import substitution; self-sufficiency.

Indicator of clean stable funding (NSFR) as the instrument of management of bank liquidity within introduction of the Basel-III standards. Ubushuyev S.V. of page 101

One of the planned innovations of the Basel-3 standard is gradual introduction of regulatory coefficients. One of such in coefficient is the indicator of clean stable funding (further – PChSF). Within introduction of the Basel agreements in the Russian banking system, PChSF will pay off banks of the Russian Federation since January 1, 2018. Introduction of this indicator within already existing standard requirements to bank liquidity of Russia, will allow to increase stability of a banking system of Russia, and will give the chance to the Russian banks to balance active and passive base according to new realities of activity of the bank sphere, including the Basel-III standards. Taking into account application of coefficients to certain articles of assets and liabilities when calculating this indicator, change of structure of balance of banks is inevitable. In the present article basic concepts of an indicator of clean stable funding are studied. The basic principles of calculation of an indicator of clean stable funding are revealed and the attempt of a research of the main problems and features of introduction of PChSF is made.

Keywords: Bank of Russia, Basel-3, Indicator of clean stable funding, stable funding, available funding.

Prospects of formation of the Caspian gas-chemical cluster. Illeritsky N.I., Seferov A.K., Halov O.M. of page 106

In article the expediency of formation of the Caspian gas-chemical cluster is proved. The analysis of an environment of the world market of energy carriers and also reserves of hydrocarbons of the Caspian states is carried out. Risks of emergence of the competition between the Caspian states and need of search of mutually advantageous model of cooperation are noted. Prerequisites and conditions for formation of a gas-chemical cluster are analysed, advantages and special opportunities of the Caspian states are marked out. The demand of production of gas-chemical productions in the world market is noted. Conclusions are drawn on opportunities and the prospects of formation of a cluster.

Keywords: gas-chemical cluster, hydrocarbons, Caspian states

Directions of assessment of competitive advantages of the Russian mining and chemical companies. Gendon A. of hp 110

In the modern theory of strategic management the concept "competitive advantage" is rod, at the same time uniform approach to understanding, the exact and standard definition did not develop. In a set of researches it is shown that competitive advantage is the concentrated manifestation of superiority over competitors in economic, technical, organizational fields of activity of the company, and can be measured. Among economic indicators additional profit, profitability, a market share, sales volume and others are offered.

The author notes that competitive advantage cannot be identified with potential opportunities of the company since, unlike the last is the fact reached as a result of strategy realization which is fixed as a result of real and obvious preferences of the market.

With the author it is emphasized that in resource treatment competitive advantages are understood as the competences of the company *realized in practice* bringing higher income than at competitors. In cost treatment - the properties of the company allowing it to create cost rates, higher in comparison with competitors. Thus, the concept of competitive advantage reflects two aspects: comparison of results by means of the competition and the stability of results caused by their uniqueness. Competitive advantages have static and dynamic characteristics. Debatable and methodically not solved are questions of duration of the period during which it is possible to draw a conclusion on existence and manifestations (static aspect) and also speeds of acquisition or loss (dynamic aspect) of competitive advantages

Keywords: mining and chemical companies, competitive advantages, mineral fertilizers, world market, competitiveness

Analysis of change of a role of RES in world production and consumption of energy. Halova G. O., Jordan Of this year, Polayeva G.B. of page 113

In article world production and consumption of energy for the last 45 years is analyzed and change of a role of the renewables (R) in a world energy balance is shown. In a research it is noted that the countries leaders in production of GDP are the largest consumers of energy in the world. The last 40-50 years process of transformation of the world energy markets in which the increasing share alternative energy sources, and in particular occupy RES develops. In article it is shown that observed intensive distribution of RES in the world – result of the difficult political, social, economic and natural processes caused by uneven distribution of resources, energy consumption growth, growth of population of the planet and tp. Authors show main types of support of RES which apply the states. In work are analyzed structure of consumption of RES by types of sources and world consumption of RES by sectors. It is shown that today the main leaders in generation and power of RES are the EU, the USA and China. In 2015 China turned into the world leader in investments into RES and became the world leader in production of solar and wind installations. In article the role of China in production of rare-earth metals where China is also the world leader is analyzed. At the same time, according to authors, RES need to be considered as a transitional stage in development of alternative energy sources.

Keywords: Renewables, solar energy, wind energy, hydropower, biofuel, investments, technologies, rare-earth metals.

Phenomenological model of problem field of decision-making in organizational management. Gumerov M.F. page 119

In article approach to creation of phenomenological model of problem field of organizational management is offered during adoption of the operational decision in this sphere. Approach is based on representation of problem area in the form of an economic tetrad in which object of management together with relevant to it the objects forming the environment diffundirut with various processes, and new projects result. The result of adoption of the operational administrative decision is considered as diffusion of an object of management with some new process. And taking into account it the manager's task within the offered approach is formulated so that schedules of development of an object and process in a point of diffusion were crossed under an equilibrium corner. Its value, in turn, decides by parameters of diffusion of an object of management on other processes and new process with other objects. At the same time elements of an economic tetrad into which the problem field of decision-making is divided are estimated on execution indicators at them the administrative functions providing long-term and short-term effectiveness and efficiency.

Keywords: phenomenological modeling, economic systems, balance, administrative decisions, administrative functions

Environmental approach to a research of architectural and planning maintenance of the basic spatial elements of Baku (inhabited massifs, areas, highways, city seaside boulevard and so forth). Gasanla K. Ampere-second. 125

Using environmental approach the historical integrity of development of city structure in formation of which a crucial role is shown defense, landscape and relief feature of the territory, existence of external relations and also, an arrangement of material and functional fields of activity predetermined.

On the basis of the carried-out analysis need of accounting of criteria of "environmental approach" to design of important city elements is shown. Along with wrong practice of building of old quarters the positive composite and spatial decisions which are favorably influencing modern look of the city are at the same time provided.

Comparing features of formation of a makrosreda in the foreign cities influence of architectural and landscape elements and functional activity on the value of their spatial organization is noted.

The conclusion is drawn on key criterion "integrity and correctness" placements in the organization of macroenvironmental educations and also equipping by their various elements of registration.

Keywords: environmental approach, architectural and planning features, historical integrity, material and functional field of activity, composite and spatial decisions, correctness of placement, macroenvironmental educations, town-planning importance.

Synthesis of powder of a diborid she is lame by a karbidobornny method with use of nanofibrous carbon. Chushenkov V.I., Krutsky Yu.L., Kvashina T.S. of page 129

Research object in this article, first of all, is refractory connection of a diborid of CrB₂ chrome, and also its properties and characteristics. In this work process of receiving high-disperse powder of a diborid of chrome with use of nanofibrous carbon by a karbidobornny method is described what, actually, and the main goal of a research consisted in. For carrying out an experiment the induction furnace of crucible type was used, and oxide of Cr₂O₃ chrome (III), carbide of a pine forest of B₄C and nanofibrous carbon C acted as initial reagents. Synthesis was carried out in the environment from argon. Having applied such methods of the analysis as the X-ray phase analysis, atomic and issue spectroscopy, raster electronic microscopy, etc., the main properties of the received samples were defined. To define how the received sample of a diborid of chrome behaves at the increased temperatures, synchronous TG-DSK the thermal analysis was carried out, it is established that the sample effectively resists oxidation at the increased temperatures (1000C)^o. Also conducted granulometric researches during which established the average size of particles of the received powder which was 7,95 microns. The received these researches allowed to make the positive conclusion about results of experiments.

Keywords: refractory connections, nanofibrous carbon, synthesis of a diborid of chrome, karbidobornny restoration.

Problems and prospects of integration at the former Soviet Union Morozov V.V. of page 134

The developed analysis of integration development of the former Soviet Union is presented in article. The author considers the main problems of economic development of the region from the point of view of the prospects of growth of integration processes. The role of Russia in economic development of the considered region is defined, extent of influence of its economy on integration is analysed. The main problems of economy of Russia are defined, the importance of vertical integration as the directions of their overcoming is estimated. Trends of double compression in the former Soviet Union in this connection the author analyzes the European integration analogies are revealed. The economic structure of GDP of Russia, from the point of view of a ratio of power and industrial development is analyzed. The role of revolutionary changes in the energy market in development of integration at the former Soviet Union is defined. The possibility of integration cooperation of Russia and China is estimated. Experience of technological and power development of the USA in comparison to Russia is analyzed. Various aspects of integration strategy of the former Soviet Union are discussed.

Keywords: economy, economic development, energy markets, integration, economic integration, economy, oil, gas.

Assessment of costs of the capital of the special design company in transactions of mortgage securitization of the Russian originator. Shautin S.V. of page 141

Article is devoted to a research of factors of cost of the capital of the special design companies (SDC) in transactions of mortgage securitization. The joint project company, or spetsyuritso, does not conduct independent activity, and performs function of isolation of credit risk of basic assets from risks of an originator. The special legal person acts as the issuer of securities, and an originator – the actual organizer of securitization. The transactions of mortgage securitization structured with use of joint project company are called classical and prevail in the majority of the countries of the world and Russia.

The following the main risk factors of ITsB was allocated: market, country, currency, structure of the transaction and structure of trenches of one release. Empirical assessment of influence of factors on an award for risk of ITsB in day of issue was made by method of the smallest squares. Selection consisted of transactions of the Russian originator from 2006 to February, 2015 (138 observations).

Creation of two models of assessment of costs of the capital is result of a research: for internal transactions and for the international transactions. For internal transactions the key influencing factors are country risk and the issuer of mortgage security. In the analysis of cross-border transactions, besides above-mentioned, additional two factors are added: award for a class of an asset and award for currency risk.

Keywords: mortgage securitization, mortgage securities, ITsB, risks, estimation of cost of the capital special design companies, joint project company

Competition of banks and factors of growth of the market of the IPO and M&A Russia. Bratov A.B. of page 146 of Feature of categorial and functional expression of verbal plurality in Russian. Shkunnikov V. A. page 151

In this article we carried out the analysis of the Russian market of primary placement of securities and the market of merges and absorption. Dynamics of transactions in Russia during 2005 is considered? 2015, are studied the reasons of their growth and falling. On the basis of a research of a condition of the Russian market of merges and absorption, primary placement of securities and also on the basis of the analysis of works of foreign and domestic authors the structure of a factorial forecasting model of cash flows is developed. However, the exact character and scales of competitive behavior in investment banking business remain imperceptible. The difficulty in assessment of competitive process is connected with its complexity: consultants provide a set of services and therefore potentially compete due to collecting, the accuracy of pricing, the recommendations of analysts, abilities of distribution, experience of the market maker, opportunities of providing the debt obligation and the general reputation. Also we noted that the market of the IPO in Russia was reduced in comparison with the period of 2012-2013, owing to the imposed sanctions from the Western countries, deterioration in a macroeconomic situation in the country and decline of enterprise confidence in branches of economy.

Keywords: IPO, M&A, bank competition, factors.

Art and culture as resources of formation of tourist appeal of the territory. Petushkova E.V., Ladogina A.Yu. page 155

In article the system of means of quantitative qualification of verbal action is analyzed. Characteristics of verbal plurality and ways of realization of quantitative values are defined. The organizational structure of this type of plurality from the point of view of functional features of two functional and semantic categories (fields) – the functional and semantic field of a kolichestvennost and the functional and semantic field of an aspektualnost is described at once. The microfield of verbal plurality located in the sphere of their crossing is allocated. Peripheral and head elements of the specified subsystems are specified. Considerable attention is paid to peripheral elements of functional and semantic fields – to an aspectual context and aktionalny modifiers of a verb. Any receptions of the instructions on border of action constructed on quantitative restrictions are considered.

The research is conducted on a functional and semantic basis.

Keywords: functional and semantic category (field), interpretative sign, aksionalny modifier, aspectual context, peripheral elements, grammatical category of a look, private specific values, limitation of action

Personal aspects in I.P. Chetverikov's sketch "Critical individualism in the Russian philosophy". Sizintsev P.V. of page 158

In article opportunities literary and pieces of screen in territorial branding and tourist development of the area are analyzed. The review of the examples showing the significant contribution of works of art to process of promoting of the tourist directions is submitted. On the basis of the conducted research authors draw a conclusion about the potential of works of the modern art which can be a source of formation of competitiveness of the city or region.

Keywords: work of art, territorial branding, tourist directions, gastronomic tourism.

//Innovations and investments. 2017. No. 2.

Innovations and investments: problems of spheres of influence. Abakumova K.N. of page 2

The term "investment" means capital investments for the purpose of receiving profit. "Innovation" designates introduction something new. As a rule, investments and innovations are closely connected among themselves. At the enterprises the investment and innovative policy which purpose is decrease in costs of production, improvement of quality of goods and maximizing profit is pursued. However for frequent investments and innovations are in a conflict with each other. According to the conducted research it is possible to draw a conclusion that innovations are not only the mechanism, but also the idea which works for the future. However for their development initiators of innovative projects need to consider the last experience. Search of balance between consumption (that is achievement of the maximum return from the existing activity) and a research (search new) is important for what the flexibility of management and great attention to questions of human relationship is required.

Keywords: innovations, investments, problems, interference

Corporate management as factor of competitiveness of the innovative enterprise. Touch I.V. of page 4

In modern economy the importance of corporate management for effective functioning of the commercial organizations is conventional. Most the modern companies anyway exist in the form of corporations (joint-stock companies, limited liability companies, groups of companies, holdings, etc.), i.e. have such characteristic signs as division of possession and management, the legal status and share structure of property. Such organizational form has the advantages and shortcomings and also peculiar only to it feature of management because of what there is corporate management as scientific and practical discipline.

High-quality corporate management is a recognized factor of increase in competitiveness for the public companies. However it is known that costs of a corporate management system are very essential, and not each enterprise can afford *them*. In article is considered what main features of corporate management by the innovative enterprises which are directly influencing their competitiveness and as it is the most effective to carry out creation of a corporate management system in the similar organizations.

Keywords: corporate management, competitiveness, appropriate practice of corporate management, innovative enterprise, investors, disclosure of information.

Problems and the prospects of innovative development of the tourist enterprises in Russia. Kormishova A.V. of page 7

Modern tourism as the important sphere of global economic activity developing in the conditions of the global world competition is characterized by rather strong degree of susceptibility to various innovative trends and processes. And, the main efforts on development of introduction of various innovations in the sphere of tourism are concentrated in the direction of competitiveness of the tourist enterprises and also on increase in level of tourist service of this or that region (the cities, the countries).

Tourism organizations in Russia and also around the world in general, in the conditions of global world economy more and more realize need of development of innovative tourist products and services and also a possibility of receiving from it a high economic benefit. And, Russia with a huge natural, cultural and historical potential has all reasons for innovative development of this sphere of economic activity.

Innovative changes in tourism, as well as in any other sphere of economic activity, create internal incentives and energy of effective and high-quality growth. And despite the fact that,

that these changes definitely break balance of the sphere, but they in the strategic plan create qualitatively new basis for further development of tourism, lifting it to essentially new level.

In the light of the above, consideration of a concept of "an innovation in tourism" and also identification of features and key problems in the Russian tourist business *became a main objective of this article.*

Keywords: Tourism. Hospitality. Management. Strategy of the Innovation, Investment, Regional development. Competitiveness.

Technique of management of the cost of the investment and construction project on the basis of transactional costs. Vladimirova I.L., Zemskov P.I. page 11

The problem of measurement of transactional costs in a control system of investment and construction projects is proved and expert estimates of their sizes are given, the institutional factors leading to inefficient use of administrative resources are investigated. The technique of management of the cost of the investment and construction project on the basis of transactional costs including the analysis of transaction of the project, technological and organizational and administrative works is given. Formulas are developed for calculation and the subsequent analysis of parameters of the project, indicators for identification of structure, dynamics of influence of factors of transactional costs for cumulative costs of the project, its efficiency and risks are defined. Procedures of development of book of accounts for budgets of transformational and transactional costs of the project, assessment, control and the analysis of deviations of costs of the project are described. The system of awarding directed to minimization of transformational and transactional costs is shown.

Keywords: investment and construction project, institutes, transaction, transformational costs, transactional costs, budget, economic efficiency, awarding.

Formation of the innovative and investment markets in territorial subjects of the Russian Federation. Pilipenko P. P. of page 17

Modern problems of formation and development of the regional innovative and investment markets in Russia in the conditions of saving the international sanctions are considered. Forms of support by territorial subjects of the Russian Federation of innovative activity of the enterprises taking

into account the resources which are available for them are offered, to modern geography of the financial markets and types of economic communications. The international experiment on successful formation of the regional innovative and investment markets, including development of the venture industry is considered. The value of venture business for perspective entry of the enterprises into the newest directions of business is shown. Prerequisites and necessary conditions of successful development of the innovative and investment markets in subjects of Russia are formulated. Functions of regional regulation of activity of the innovative and investment markets, including the venture market are listed. Need of formation of regional policy in the field of corporate venture investment in the conditions of saving the international sanctions is proved. The purposes of corporate venture investors, difficulties are analysed at realization of new strategy of innovative growth of the industrial enterprises, effectiveness of venture projects, factors of achievement of efficiency of innovative and investment projects.

Keywords: innovations, investments, innovative and investment market, venture business, venture project, regional industry, international sanctions, corporate investor, strategy of growth, industrial enterprise.

Problems and tendencies of circulation of bills. Isaeva S.S. of page 20

Now one of the perspective directions of capital investments for the purpose of income generation or implementation of calculations are securities. This article is devoted to consideration of the bill, its tendencies of the address in Russia and also to identification of problems. In this article the concept and the short characteristic of the bill, its structure and a tendency of the address is given. In this article problems of circulation of bills in Russia are revealed and also ways of improvement of a situation are given. Data on the sums of the bills considered by credit institutions for 2013-2015, structure of attraction of means by banks in rubles and foreign currency, turnovers of socklets of banks in the bill market are considered. The purpose of this article is studying of circulation of bills in Russia. In a research were applied as general scientific methods of a research, namely observation and the economic analysis, and a method of an empirical research, that is comparison, generalization, group. By results of article recommendations about development of circulation of bills in Russia were submitted and also the conclusion is drawn on the importance of bills for the country.

Keywords: concept bill, circulation of bills, tendencies, problems

The industry analysis of interrelation of investment process and cyclic fluctuations of economy, on the example of economy of the USA. Heatvotic M.M. of page 25

It is shown that from the practical point of view it is interesting to consider the analysis of interrelation of investment process and various phases of a business cycle on the example of attraction foreign / saving the national capital within the real sector of national economy. In that case the capital in economy comes in the form of direct investments to various branches of economy. It is revealed that investment process is one of fundamental factors of economic growth. Authors show that not only growth of investments is capable to stimulate economic growth, but also economic growth stimulates growth of investments. Various branches of economy differently react to changes of an economic environment that confirms need of carrying out the industry analysis at making decision on stimulation of investment process in economy. Historically is confirmed existence of protective branches and branches of growth which are more or less perspective for investments depending on a phase of a business cycle. The investment strategy constructed on the industry analysis can be used at adoption of investment decisions not only private investors, but also and the state subjects of economy. Finding of the correct balance within the investment portfolio or that is more important, definition of points of growth of economy for implementation of the state investments or stimulation of private investments at the expense of means of the state – is the purpose of realization of these strategy. The description of behavior of branches within changes of an economic environment is an important part of these strategy. For this reason it is necessary to carry out the industry analysis of interrelation of investment process and various phases of a business cycle in economy.

Keywords: analysis, economy, investments, cycle, structure, growth.

Assessment of use of the budgetary investments in disclosure of investment potential of domestic economy. Firsov D. Ampere-second. 31

Article is devoted to the analysis of the state participation in investment process by means of realization of the budgetary investments. It is about forms and the directions of the state investment policy connected with the budgetary investments. Potential of domestic economy and a possibility of transformation of the state in the system investor in the conditions of market economy for the purpose of achievement of steady GDP growth is considered. It is noted that neoindustrialization can become the main instrument of achievement of this purpose. Strategic factors of influence on the system of decision-making in the sphere of the budgetary investments are investigated. Are carried to them: a share of the citizens having personal financial interest; organization of system of goal-setting; labor productivity of the performers participating in realization of the state investment policy including the sphere of the budgetary investments. The key value of personification in the choice of the main directions of the state investment policy is shown. Economically active subjects pursue the aim of maximizing income in various ways, including use to suit the own ends of state mechanism. As a result the short-term interests of subjects which are transferred to the corresponding directions of the state investment policy prevail, interfering with the knowledge-intensive long-term projects and also the effective management of the state property decreases. The conclusion is drawn that the last calls into question a possibility of use of the budgetary investments for carrying out neoindustrialization because of start of processes of replacement by derivative investment drafts of projects of development.

Keywords: budgetary investments, neoindustrialization, state investment policy, derivative investment projects, goal-setting.

Model of hierarchical levels of the oil prices. Ivanishchev A.V., Residents of Perm And. Ampere-second. 39

Work is devoted to identification of structural regularities in long-term dynamics of the oil prices for the entire period of world commercial oil production. On the basis of curves of distribution of the mass of the oil prices on their values it is shown that historical evolution of the oil prices can be presented in the form of consistently alternating stages of spasmodic increase in prices and their subsequent adaptation reorganization. It is established that maxima of density of distribution of the oil prices are connected among themselves by the exponential relations. Similar ratios are observed in the size of extreme scope of the oil prices during the historical periods corresponding to various mechanisms of formation of the oil prices. The maximum scope of the price of oil in each concrete historical period irrespective of the mechanism of pricing submits to limit numerical ratios which were or close to its structural invariants and e^3 , or multiple to number e .

On the basis of the determined consistent patterns the exponential canals of growth of the oil prices including zones of their steady growth and adaptation reorganization are built. In each channel intermediate hierarchical levels of the oil prices which appear or as restrictive levels of price support/resistance, or as the centers of gravity of the actual values of the oil prices are allocated.

The model of calculation of hierarchical levels of the oil prices with use of ratios of a geometrical progression is offered and comparison of settlement data with the actual levels for various periods of pricing of the oil prices is carried out.

Keywords: evolution of the oil prices, exponential channels of growth, hierarchical levels of the oil prices.

The analysis of the developed statistical methodology of a research of macroeconomic system. Kiselyova N. P.S. 44

In modern conditions a certain shift of the conducted statistical researches from simple ascertaining to development of the tools allowing to improve the methodology of calculation and the analysis of the separate statistics characterizing dynamics of social production in the Russian Federation applied by statistics is carried out.

In article the system of macroeconomic indicators of assessment of results of activity of economy *used by domestic statistics is analyzed*. The complex of the recommendations allowing to increase the accuracy of calculation of the separate statistics characterizing development of national macroeconomic system and to provide their big comparability to similar indicators of foreign countries on this basis is developed.

The methodology of calculation of gross domestic product used by statistical bodies now has to provide the corresponding comparability to similar indicators of other countries. The comparability can be provided with adequacy compared by GDP on element structure at indicators, methodologies of calculation of separate elements of structure of gross domestic product.

Keywords: macroeconomic system, statistical methodology, a gross internal product, gross national income, primary income, gross the national located revenue, gross national saving, a balance method, the tables "Zatraty-Vypusk".

Advantages of monetary system of the USSR over capitalist. Ragimov R. Ampere-second. 48

The purpose of the present article is the analysis of the main reasons for stable monetary system of the Soviet Union and possible use of its main forms and methods in modern conditions.

On the basis of historic facts, system approach and the comparative analysis in this article the short characteristic of formation and development of monetary system in imperial Russia and in the Soviet Union (USSR) *is given*.

Identification of radical differences of the Soviet monetary system from capitalist, allowing to draw a valid conclusion that for overcoming deep social and economic and financial problems in the modern world, money and monetary system have to be under strict control of the state and develop in general irrespective of external conditions *is result of the present article*. In work serious arguments in favor of the fact that the modern monetary system works not for the good of society, and to please world financial oligarchy are adduced.

Keywords: independent monetary system, stability of currency, commodity providing, nationalization, monetary reform, unemployment, inflation.

Bank supervision in fight against financial bubbles: built-in contradictions and global effect of redistribution. Dinets D. Ampere-second. 53

In article the attempt of reconsideration of a role of the banking sector in formation and collapse of financial bubbles is made. The approach based on assessment of influence of the bank animator on the speed of formation of a financial bubble is offered. On the basis of the analysis of empirical data the conclusion is drawn that bank supervision, establishment of capital adequacy ratios and obligatory reserves through growth of concentration of the banking sector lead to the fact that the liquidity concentrates in the banking sector and has no significant effect on growth of money supply in the real sector. As a result banks have an opportunity to control cash flows so that after collapse of a financial bubble to appropriate the profits earned by clients of banks from use of the productive capital. It is shown that the transactional banking sector due to concentration of the capitals recreates positive effect of scale due to which can control large volumes of cash with the minimum expenses. In such conditions classical bank operations create a financial bubble in all markets whereas the liquidity is concentrated in the transactional banking sector, and collapse of a financial bubble leads to redistribution of results of use of the productive capital to organizers of market transactions.

Keywords: the bank animator, concentration in the banking sector, a financial bubble, bank supervision.

The prospects of trade cooperation between the countries of the former Soviet Union and People's Republic of China (calculations on the basis of gravitational model of interaction). Yakovlev A. Ampere-second. 57

Article is devoted to the analysis of prospects of development of trade between China and the Post-Soviet countries taking into account realization of integration strategy the Economic belt of the Silk way. In work dynamics of trade relations between the countries of the former Soviet Union and People's Republic of China from 2000 to 2015 is analysed. Trade between the countries of the former Soviet Union and the People's Republic of China is characterized by the high level of dynamism in view of complementarity of economies. The former Soviet republics represent large market of sale of finished goods for China and also are a source of energy resources. China gradually takes the leading positions among the main trade partners of the countries of the former Soviet Union. In article the main perspective trade routes passing across the territory of the former Soviet Union which will be realized within the Chinese integration strategy the Economic belt of the Silk way are considered. New logistic routes will allow to reduce significantly time for delivery of goods in the region. By means of the econometric analysis on the basis of panel data in work the gravitational model of interaction between the countries of the former Soviet Union and People's Republic of China is constructed. On its basis conclusions are drawn on influence of new transport corridors which will be created at implementation of the project the Economic belt of the Silk way and also from the free trade zone which can be formed between member countries of EPSHP on development of trade relations. The analysis of the constructed gravitational model confirmed a hypothesis of positive influence of new logistic routes and possible trade agreements on growth of commodity turnover between the countries of the former Soviet Union and China.

Keywords: Former Soviet Union, China, trade, Economic belt of the Silk way, gravitational model.

Capital market functioning mechanism. Hussein I. Ya. page 61

Investment activities of subjects of the capital market is an important factor of dynamic development of economy. However studying of a condition of the investment sphere of the Russian and Iraqi economy allows to speak about existence of economic and institutional dysfunctions here. Therefore in article the classical mechanism of functioning of the capital market providing high efficiency of market economy is analyzed. The essence of the capital market, interaction of its structural elements, content of the functions which are carried out by it, capital market infrastructure components reveals. On the basis of various criteria (economic appointment, functional forms, on extent of restriction of the competition, on territorial sign, etc.) capital market segmentation is carried out.

The mechanism of functioning of the capital market is presented in the form of interaction of the central bank, the financial and monetary markets, bond market and actions, institutes of market infrastructure.

Results can be applied during the developing and justification of the programs and concepts aimed at formation in Russia and Iraq of the effective mechanism of functioning of the capital market at various levels of economic system.

Keywords: capital market, institutes of market infrastructure, structure of the capital market, financial market, monetary market, capital market segmentation, bond market and actions.

Structural shifts in world economy. Ionenko P.T. page 66

The main subject of article is the world economy after global financial crisis of 2007-2009. Fundamental transformations affected as directly financial, trade, investment segments of world economy, and a number of the spheres making considerable impact on an environment of world economy: a global demographic situation, the world energy market, global management and the institutional environment for participants of world economy. In

this regard the basic research of deep processes of world economy during the post-crisis period demands inclusion of these problems and calls in a research object.

Keywords: Crisis, world economy, post-crisis period.

Cluster as instrument of state regulation of industrial policy and economic development: some aspects of experience of Norway. Kovalyova T. K. of page 69

In article some aspects of increase in efficiency of industrial policy are analysed, the innovative policy in a foreshortening of a klasternization of economy of Norway is investigated. Experience of Norway which proposed very successful solutions of state regulation of process of a clustering is studied. The main features and key mechanisms of state regulation of process of a clustering as instrument of state regulation of industrial policy and economic development are defined. Features of formation and development of system of the public authorities of Norway participating in determination of key parameters of state regulation of innovative clusters are marked out, history and the modern status of regulatory impact of the state on support of formation and development of clusters are studied. The basic principles of state regulation of creation and development of clusters in Norway, conditions and parameters of a clustering are specified. Programs of the state support of a clustering are called and characterized, their main characteristics are defined. The search engine of new institutional forms of the help of the cluster organization (on the example of the Global Centres of Expertise and Norwegian Innovation Clusters programs) and search of new "through strategy" of management of processes of a clustering is shown. Advantages of the mechanism of state regulation of clusters created in Norway, somehow are specified: accounting of results and the recommendations of scientific research concerning creation and development of clusters, existence of vertically integrated system of governmental bodies with a sufficient effective circle of powers, timely modification of government structures and correction of their tasks and powers, a flexible configuration of platforms on support of development of clusters taking into account their variety, turning on of mechanisms of due target financing and monitoring of economic growth, existence of system control methods.

Keywords: industrial policy, innovations, clusters in Norway, state regulation of a clustering

Features of transnationalization of the companies of South Korea. Efremov V.S., Vladimirova I.G. of page 72

Rather regularly address a subject of large corporations of South Korea and abroad, and in Russia. Specific features of their corporate management, a role in economic development of the country are investigated, structure of conglomerates, their formation and reforming, however attention is insufficiently paid to transnationalization of their activity. In this regard in article the task to analyse the level of integration of South Korean multinational corporations into the international business space and to reveal features of this process is set. Assessment of level of transnationalization of the companies is carried out with use of approaches, the applied UNCTAD (United Nations Conference on Trade and Development) and is based, first of all, on information which is contained in the reports on world investments (WIR) which are annually published by this organization. During the research which results are presented in article, the characteristic features of transnationalization of multinational corporation of the Republic of Korea consisting in their orientation, first of all, to export activity, but not on forms of an entry into the foreign markets based on direct foreign investments were defined, though these forms develop rather successfully. According to authors, process of transnationalization of the Korean companies will continue also to it, including, reforming of the largest companies of Korea - chaebols, strengthening of their positions in fields of activity, priority for them, will promote.

Keywords: multinational corporations (multinational corporation), Republic of Korea, chaebols, conglomerates, transnationalization level

Reform of the market of the Chinese power industry and adaptation to the current economic and ecological situation in the world. Polyakova M. R. of page 79

The power industry of the People's Republic of China is the world's largest. In article the question of reforming of electrical power branch, since the end 70-hkh years of the 20th century is considered so far. The first stage of reform connected with the beginning of decentralization coincided with carrying out start "Policy of reforms and openness", the forced growth of economy, increase in the output of export goods. The rigid system of planning promoted synchronization of development of all sectors of national economy, through the whole country there was an active input of the new generating capacities. The subsequent stages of reform of power industry are also characterized by high degree of interrelation with the general course of development of the People's Republic of China. The current stage of formation of the market of power industry is the most difficult and long, is followed by series of the experiments made by the government in different regions. Carrying out reform in the People's Republic of China is aggravated with absence of uniform public authority, like the Ministry of Energy therefore administrative and control functions are distributed between several adjacent state structures. Falling of growth rates of world economy, environmental problems exert considerable impact on updating of the concept of reform. This article is devoted to consideration of key events of all stages of reform, beginning from its decentralization, separation of networks from generation, large business from an average, up to formation of the market of power industry.

Keywords: China, People's Republic of China, market reforms, power industry, lines of ultrahigh tension, tariffs.

Consequences of globalization of economy for Russia. Sitnikov N. Ampere-second. 85

Article is devoted to consideration of consequences of globalization of economy for Russia and also its role in economic processes of the world. The globalization basics from the point of view of the new phenomenon as impact on the sphere of economy are covered. Significant attention is paid to questions of export of a manpower to community of the world and also regulation of migration processes. Also other parties of globalization and its negative consequences are described. It is emphasized that economic development of the Russian Federation depends on the volume of the exported energy carriers, oil, gas, other raw materials, and price recession of energy resources, combustible raw materials leads to emergence of deficiency of income of the country. In conclusion briefly the direction of creation of model of economic development of Russia is considered.

In particular, in the context of the existing sanctions, depreciation of raw materials the domestic economy adapted to similar external conditions. Therefore, the present economic instability became the main reason, as well as an incentive increase in volumes of export which do not belong to energy carriers.

I believe that in modern conditions formation of new model of economic development of Russia in the form of the new measures of the budgetary policy independent of prices of oil products has to become the priority directions of the Russian economy.

Keywords: globalization, globalization of economy, a consequence for Russia, globalization processes, integration of economy, capital outflow, economic development.

Modern geoeconomic processes in the Arctic region and the interests of Russia. Yakovlev D.I. page 87

Article is devoted to assessment of dynamics of geoeconomic processes in the Arctic region regarding compliance to the interests of Russia. In the modern world active formation of new geoeconomic space with the regional policy, the population and culture – the Arctic is observed. Development of this territory by the leading states of the world causes strengthening of conflictness in this region. In presented to article by the author the policy of Canada, the USA, Norway, Denmark and Russia in the context of allocation of the questions connected with collision of interests in the region and definitions of the directions of further cooperation in formation of the general, balanced policy of the international cooperation from the leading states of the world *is considered*.

In article it is noted that the relevance of the matter is caused?? the fact that global warming gives opportunities for production of energy carriers and development of new transport ways and also uncertainty of legal status of the Arctic what leads to strengthening of the conflicts in this region. These

factors cause encroachment and other states and the organizations on development of this territory. Except the subarctic states among which Sweden, Finland, Iceland, Canada, the USA, Norway, Denmark and Russia of an ambition show also China and the EU.

Keywords: geo-economics, Arctic region, interests of Russia.

Current state and the prospects of growth of the world market of aviation fuel for civil air transportation. Sviridov N.O., Halov O.M. of page 92

In article the current state and the prospects of growth of the world market of aviation fuel for civil air transportation is analyzed. For 2000-2015 in the market of aviation fuel for civil air transportation there were serious changes, growth of a passenger turnover of air transport in the world and also the number of the transported passengers was observed. A component of the world market of air transportation for such countries, as USA, Latin America and China. The drop in oil prices which caused falling of the prices of aviation fuel became one of the reasons of growth of the world market of air transportation. It led to reduction of prices of air tickets, thereby caused growth of the market of civil air transportation. Further growth of air transportation will maintain steady demand for aviation fuel in the world. Today positive dynamics of growth of world consumption of aviation fuel remains. Leaders in consumption of aviation fuel is the USA and Asia-Pacific countries. In article it is noted, leadership of production of aviation fuel at the moment passed from North America to Asia-Pacific countries that is logical as in Asia-Pacific countries there is a rapid development of air transportation, excess capacities for production of aviation fuel are created.

Keywords: civil air transportation, world market, aviation fuel, aviation fuel, consumption, production.

Tendencies of modern development of mechanisms of public-private partnership. Kobyshev K.I., Kobysheva M.S., Ivanov M.V. of page 96

In this work the analysis of development of public-private partnership in the history of the Russian Federation is carried out and suggestions for improvement of mechanisms of the public-private partnership (PPP) are formulated.

The Teoretiko-metodologicheskoy basis of a research is made by the system of the theoretical concepts, mechanisms and methods presented in works of domestic experts in the field of public-private partnership in various branches. The following methods were taken as a methodological basis of a research: observations, descriptions, analysis, synthesis, modeling and also method of identification of similarities and distinctions. Authors analysed the most significant, from the point of view of, the scale of PPP projects and participation in these projects of representatives business of community, both local, and foreign.

Results of a research are the following offers: justification of introduction of amendments to the existing legislative base of public-private partnership and increase in efficiency of interaction of public authorities and commercial organizations on the example of implementation of socially important projects.

Keywords: Public-private partnership, standard and legal regulation, concession, improvement of mechanisms of PPP

System of the public regional government: essence, structure, basic elements. Borshchevskaya O.S. of page 102

The public regional government (PRG) is presented in article as the most important type of state regulation of social and economic processes on the scale of the region. In this regard two approaches to the concept "region" are characterized: administrative-territorial and economical and geographical. Specifics of an object of research predetermined author's interpretation of this category first of all in an economic key, i.e. according to regularities of placement and development of productive forces. At the same time localization of the region coincides with borders of the concrete territorial subject of the Russian Federation, and in especially stipulated cases – with group of adjacent territorial subjects of the federation owing to their economical and geographical unity (for example, the Far East). Passing to consideration of the subject of GRU, the author realizes own option of system approach with allocation of three subsystems: documentary and target (standard and legal documents, concepts, principles, programs, purposes); structural and resource, (institutes, shots and resources); functional and technological (functions, methods and technologies). At the same time it is considered that in the sphere of the public regional government are involved both federal, and subfederal (i.e. belonging to the territorial subject of the federation) bodies that leaves a mark on the characteristic of the above-named subsystems of GRU. The interrelation between the concepts "public regional government" and "state regional policy" (SRP) is shown: on the one hand, GRP is the complex mechanism of implementation of GRU; on the other hand, in the course of realization of GRP all above-named subsystems of GRU are involved. Classification of types of GRP by the parameter of target orientation with division of this policy is given on: supporting, damping, anti-recessionary and mixed, i.e. combining three above-named beginnings in various proportion.

Keywords: region, system approach, public regional government, subsystems of the public regional government, state regional policy, types of the state regional policy.

State regulation of natural and exclusive systems and competitive relations: formation stages, characteristic features, development vectors. Maslennikov E.A., Shulus A.A., Kapitonov I. Ampere-second. 109

Within this article it is supposed, based on the offered scientific categories of the described sphere, to consider model of state regulation of natural and exclusive systems in the context of support of the competitive beginnings in relation to conditions of the Russian economy. One of the purpose of this article sets a task of the description of history of formation of the above-named model which can conditionally be divided into 4 stages. Group of authors, studying the transformations which happened for the last 25 years in Federal executive authorities of the Russian Federation and in regulations tried to define specifics specified and key vectors (tendencies) on which in a present economic situation state regulation in the field of the competition and natural monopolies will develop. Authors consider public authorities in the context of their powers, structures and also spheres of their direct activity including besides the main questions connected with the competitive and natural and exclusive relations, also such questions as: support of small and average business, control of the procurements conducted by the power structures and the companies which are considered as the state monopolies. At the same time, the description of each of stages should not be exhausted by this article and further can be deepened both in the context of economic, and in the context of the legal and political relations.

Keywords: competitive relations, competition, natural and exclusive relations, natural monopoly, economic entity, state regulation, deconglomeration of natural monopolies, FAS Russia.

The choice of high-level indicators for management of SaaS-business cost. Marchenko A.N. of page 115

Article is devoted to a problem of the choice of high-level indicators for management of SaaS-business within a game of a tseption of management of the cost (Value based management).

The relevance of article is caused by information technology development and growth of number of various applications and services through which users receive the functionality inherent in the software, i.e. SaaS-applications, Internet services. Along with growth of the sector, questions of assessment and management of the cost of Internet services become more and more relevant.

The author shows features of SaaS-business in comparison with business selling the traditional software in article, opens a concept of process of management of cost in the ratio with processes of monitoring and estimation of cost.

Considering stated, the author then carries out the comparative review of high-level indicators of results of activity of the organization within the concept of management of the cost of the company, namely: Residual operating profit (ReOI), Residual net profit (RE), the Added market value (MVA),

the General joint-stock return (TSR), Joint-stock value added (SVA), Economic value added (EVA), Monetary profitability of investments (CFROI), the Added monetary cost (CVA).

Comparison is carried out in three parameters: inclusiveness in an indicator of expectations of rather future results of activity, degree of complexity of an indicator, suitability for decomposition on the system of drivers of cost. Recommendations about the choice of indicators taking into account specifics of SaaS-business are made.

Special attention is paid to communication of high-level indicators with the metrics applied in operational management.

Keywords: Internet service, SaaS (software as service), management of a sotoimost, assessment models

The reasons constraining forward development of the Russian economy. Novichkov V.I. page 121

The reasons interfering the stable growth of the Russian economy are proved in article and ways of sustainable development of economy of Russia are at the same time offered. Prime attention is paid to strengthening of morality and morals because prosperity of injustice is result of their disintegration, violence, spiritual and moral emptiness and lack of the national idea of the Russian people ("The national idea will grow dull and will go out – and the people will just break up in externally and accidentally integrated set of individuals in ethnographic material" - N.Ya. Danilevsky). Now it is important to keep morality of the people because without it there cannot be normal life of society. For example, existence in society of morality does economy of the moral, that is meeting the requirements morals from the point of view of to give to people good and wellbeing, to bring "general benefit".

The author considers that crisis of domestic economy, though is connected with world system crisis, but has the national and state context. The economic inspirituality of managing in our economy in the third millennium is characterized: first, large-scale acceptance of the unlawful formal institutes which led to unfair distribution of objects of property and, therefore, the product created by the enterprises that reproduces national pessimism and disbelief in justice of the government; secondly, an institutionalization of the resource scenario of social and economic development of the country that fixes rentooryentirovanny economic mentality with a priority of production of natural economic resources, but not the proizvodst of the znaniyevy benefits; thirdly, sterilization of income from sale of energy resources, being covered with the concept of targeting of inflation, and, in fact, financing the American virtual economy, leaving the enterprises on "short rations" of high interest rates and not caring for transformation of a natural rent – in a rent intellectual; fourthly, blasting economic and especially, food security of the country that is connected with an ongoing tendency of "washing away" not only natural, but also the remains of intellectual economic potential of the country.

Keywords: stable growth, innovative product, creative activity, spiritual and moral postulates, social and economic system, property, authority of the government, civilization.

Features of management of human resources in practice of the Russian corporations. Ahmed N.H.K. page 130

Modern Russian corporations accumulated considerable experience in the field of management of human resources and in practice attach to this process great value as the future of any corporation depends on its main resource – the person. In article practice of management of human resources in the Russian corporations is analyzed that allowed the author to consider the general and private features of management of human resources in the Russian corporations, especially on the example of PJSC Gazprom Neft. It is defined that the Russian corporations in the practice apply termless labor contracts, additional medical insurance, the subsidized food and also various financial and non-financial beneficia. Also in article a set of standard procedures in the field of management of human resources in the Russian corporations regardless of the developed market situation and/or negative dynamics of sales is defined. In particular a variety of bonuses for workers, experts and managers, additional medical insurance allows corporations to attract new candidates to members of families of workers on opening vacancies.

Keywords: management of human resources, personnel remuneration system, non-financial beneficia, labor contracts, bonuses, organizational climate.

Influence of not interest income on stability of bank. Bratov A.B. of page 133

Our work makes a contribution to scientific literature in three important aspects. First, we include the essential number of banks in our selection that gives a representative picture of the analysis of the banking sector. Including banks, whose actions are not presented at the exchange market. Secondly, we will show in this article how influence of not interest income on bank risks in corporate banks, retail banks and banks with investment a bias differs. Whether we will analyse really banks become stabler and profitable if they increase a share of not interest income. This analysis can serve as help at implementation of bank diversification. Also our data demonstrate that it is important to consider various business models of banks to come to the general conclusions about influence of not interest income on stability of bank. Thirdly, our article analyzes influence of not interest income on stability of bank during 2008-2015. It is important as retail and corporate banks suffered from financial crisis less, than banks with an investment bias as the most part of their activity was financed by deposits of clients.

Keywords: corporate banks, retail banks, banks with an investment bias, risk, profitability, the commissions

Technique of complex assessment of efficiency of activity of the medical organization in a year. Kurnakina N.V. of page 137

At the present stage for domestic health care of one of the most current problems increase in overall performance of the state medical organizations is. In this regard methodological questions of assessment of efficiency of its activity gain the big importance. The existing reporting of the public medical institutions is separate and is not capable to give quality standard to their activity. The technique of complex determination of results of work of the medical organization for financial year in three directions is presented in article. The presented technique unites assessment of financial activity of the organization with results of delivery of health care for financial year. The mechanism of determination of financial result from rendering medical services in the form of drawing up the operating plan and the report on its execution is developed. The author suggests to use target values of key indicators of the annual plan of the medical organization as a basis for implementation of the analysis of efficiency of its activity.

Keywords: budgetary institution, plan of financial and economic activity, financial resources, analysis of a financial state, operating plan, criteria for evaluation of efficiency, indicators of effectiveness of delivery of health care.

The market of transport services at development of the Central Arctic. Nedbalsky V.V. of page 141

The Arctic — the territory of the international cooperation and rivalry. Richness of the Arctic resources, the strategic provision of sea transport corridors — all this creates a basis for emergence of geoeconomic confrontation of the countries of the world as way of achievement of political goals of the states by economic methods. Objective external global ecological tendencies and processes of internal social and economic development — categories, so diametrical by the nature, also form base for emergence of various risks.

Development and development of the Arctic zone of the Russian Federation is the key strategic task recorded by the relevant decisions of the President and the Government of the Russian Federation, federal and regional strategy and programs.

However, despite huge geopolitical value and unique natural and resource capacity of the Arctic territories, their development is extremely complicated by absence necessary, first of all, transport, infrastructures.

In this article we will consider possible ways and types of transport connection in AZRF.

Keywords: Northern Sea Route, logistics, development of the Arctic, transport connection, transport infrastructure.

The directions of development of a banking system in the conditions of improvement of economic policy of regions. E.S. is fanned by page 145

For effective development of economy of the region there is a need of application of perspective forms of association of resources of regional banks, such as: a bank pool, the syndicated crediting, regional target social and economic programs for production of a certain product (agrarian and industrial complex, machine-tool construction), for different types of activity (power, social services), depending on structural transformations (import substitution). Development of cluster organizational and administrative structures in the region will also promote merging of banks with production and economic structures, the financial and non-financial organizations, public foundations of support of innovative development, territorial and administrative structures of management that will allow them to provide greater mobility of own credit resources and to reduce system risks when maintaining full independence of the financial and economic activity. Participation of regional banks in comprehensive territorial programs enhances social orientation of their activity at the present stage and becomes the most important paradigm of their development.

Keywords: regional banks, import substitution, modernization of a banking system, cluster approach

Classification of the factors forming website cost. Yepifanov E.S. of page 149

Classification of major factors which form website cost is presented in this article: marketing and positioning; naming; statement of tasks; prototyping of the interface; design; imposition; programming; filling; advance. Also restrictions when determining problems of the website, their advantage and shortcomings of various factors are considered. Often the main problem of the website is realization of goods or services, that is application of the website as an auxiliary sales channel. In article marketing researches regarding realization of goods or services by means of the website are brought and analyzed.

Keywords: factors, cost, website, naming.

The asymptotic solution of a task of Nash of sharing of a monetary prize between two players having significantly various financial states. Aleksandrovich S.V. of page 156

The problem of sharing of the sum of money received by two players who entered cooperation for implementation of the joint project is considered. It was supposed that the efforts of players directed to implementation of the project are approximately identical. The case when individual functions of the expected usefulness of money Neumann's background - Morgenshterna are sedate was considered, players possess identical relative coefficients of rejection of risk of Errou-Pratt and differ with own financial states. Required sharing is the solution of the equation received at the solution of a problem of the optimization arising within Nash's model of the bargaining of two players. In the assumption that the divisible sum and a monetary condition of one of players are significantly less than a monetary condition of other player the asymptotic solution of the received equation in quadratic approach was received. This decision specifies earlier asymptotic decision received by us in linear approach. According to the received decision, the sum of money will be divided between players not equally. The player having significantly bigger own monetary state will agree when sharing to the most part of the divisible sum, and the player having an insignificant monetary state will agree to a smaller share when sharing.

Keywords: Cooperation of players, model of sharing of Nash, power function of usefulness Neumann-Morgenstern's background, coefficient of rejection of risk of Errou-Pratt, asymptotic decision.

Chromatics and coloring in the system of vocational training of designers. Shapkarin I. P., Shpachkova A.V. of page 160

The analysis of the courses "Chromatics and Colouring" and "Physics and Chemistry of Colour" developed at department of physics of RGU of A.N. Kosygin and also the manuals prepared by teachers of department for realization of these courses is carried out.

It is shown that the purpose of courses - to give in a general view of a fundamentals of science about color and to help students and experts to seize skills of work with color. Task of the manual "Chromatics and Colouring" (authors: Penov I.V., V. G. Coopers, Shapkarin I. P.) training of students in classical bases and modern achievements of science about color, to ways of quantitative expression of color and color distinctions and also methods of measurement of color is. On occupations students get acquainted with modern color systems, catalogs, atlases, sets of flowers developed especially for color design and for training in work with color. Work with color on the screen of the monitor of the computer is carried out within the software of "Color Shop" to the Color Digital Swatchbook spectrophotometer of RITE X-leading in the field of tsvetoizmeritelny devices. This program is for the first time offered for training of students.

Keywords: chromatics, coloring, lighting engineering, design, color contrasts, color distinctions, color language, color culture, colorimetry, spektrokolorimetr, atlases and catalogs of flowers, color systems, electromagnetic radiations, color feelings, lightness, color tone, saturation, Weber-Fekhnerna's law, scales of standards, optical illusions.

Foreign experience of safety and reliability of electrical power systems on the example of Great Britain and Germany and expediency of its application in Russia. Petyukov S. E. page 165

Object of research are the normative legal acts of Great Britain and Germany regulating the relation in the sphere of safety and reliability of power supply. Forms of integration of the European operators of high-voltage networks and the prospect of their development are considered by the author. Key powers of the British and German public authorities and also National Institutes of standardization regarding ensuring stable functioning of a power supply system reveal and their comparative characteristic is provided. In the present article requirements imposed to power supply systems and also to the network operators exploiting them, an order of interaction of network operators with users of power supply networks in case of emergency situations, an order of interaction of network operators and regulators are analyzed. In the course of preparation of a research the relevant legislation in the field of technological regulation of power industry, technical standards of design and regulations of work of power supply systems of the analyzed countries and also other reference materials were used. Experience of the European countries shows that even in the conditions of ensuring the competitive market of the electric power acceptance at the state level of uniform obligatory requirements of functioning of a technological complex is necessary. In article standardization of requirements regarding safety and reliability of a domestic power supply system is offered and also the directions of improvement of the integrated power system of Belarus, Russia, Estonia, Latvia and Lithuania taking into account the carried-out analysis are proved.

Keywords: power industry, power supply systems, safety and reliability, operator of high-voltage network, operator of distributive network, system operator.

Elements of creation of communications with the consumer through social networks. Kirpicheva M.A., Magomedov G.M. of page 172

Establishment and development of business relations acts as a main goal of any firm operating in the market. From the point of view of marketing, social networks can be used not only as the instrument of advance of the brand and website, but also as the instrument of influence on society. Through social networks it is possible not only to offer services, but also to inspire in their need. In this article social networks and communications by means of which the contact with the consumer is made are considered. The main components of marketing communications are defined. Popular social networks in Russia are described. Key functions, distinctive features and the main directions of social networks are allocated. Having analysed the main directions and components of marketing communications on social networks, authors allocated a number of problems at their development and functioning. The main steps of formation of marketing communications on social networks are presented in the conclusion.

Keywords: marketing communications, advance, internet marketing, social networks, SMM.

Current state and ways of development of contact supervision of the Bank of Russia of activity of credit institutions. Shogenova F.O. of page 176

In article the current state of contact supervision of the Bank of Russia of activity of credit institutions is analyzed. The concept of remote supervision and contact supervision and their essential distinction is given. Approaches on improvement of supervising activity within contact supervision are specified. The main objective of conducting checks of credit institutions by the Bank of Russia is specified.

In work the number of the operating credit institutions is given in Russia which have the license for banking operations. The author carried out the statistical analysis of quantitative characteristics of credit institutions of Russia with the corresponding conclusions, namely the number of the banks which stopped the activity as a result of reorganization in the form of accession, the number of banks result of reorganization in the form of transformation changed legal form. The number of again created non-bank credit institutions is given.

The author carried out the statistical analysis of quantitative characteristics of credit institutions of Russia with the corresponding conclusions, two directions in which it is necessary to improve the system of supervision of activity of credit institutions are allocated.

The first direction concerns unfair practice of bank audit. When it is observed in case of revocation of licenses the positive conclusions without any reservations from the point of view of audit. And, follows the relevant decision of problems at the level of the legislation. And second direction, procedure of interaction of the Bank of Russia and audit organizations.

Keywords: contact supervision, bank supervision, remote supervision, credit institutions, supervision and regulation.

Experience of the European banks in fight against legalization of illegal income. Kuzmenko E.B. of page 179

At the moment the problem of legalization (washing) of money became one of important global character to which solution many leading countries of the world are attracted. Therefore more and more significance is attached to this problem and negative impact of this activity on macroeconomic processes, distribution of financial resources and solvency of the financial sector. In article the problems connected with legalization of illegal income and also the negative consequences for economy of various countries connected with this type of criminal activity are considered. The taken necessary measures to increase in efficiency of banking systems of the European countries are described that it can be offered as recommendations for the competent Russian controlling and law-enforcement organizations. Prevention of problems of legalization of illegal means requires studying of a situation in the countries which are actively used by the international organized crime for laundering of criminal income and financing of terrorism. Carrying out on a regular basis worldwide of conferences, symposiums and seminars on financial and legal issues and also problems in the sphere of the legislation in the field of counteraction to money laundering and financing of terrorism is also necessary

Keywords: money laundering, legalization counteraction, tax offenses, capital flow, international organizations, financial crimes, FATF

Risk-management and methods of management of risks. Guzhin A.A., Ezhkova V.G. of page 185

Risk management is one of components of all-organizational process of production therefore it has to be integrated into this process, has to have the strategy, tactics, expeditious realization. At the same time important not only to exercise risk management, but also to periodically reconsider actions and means of such management.

Keywords: risk, risk management, strategy, management of risk, information support, monitoring, forecasting.

Features bank innovation and innovative activity of credit institutions. Guzhina G.N., Nazarshoyev N.M. of page 190

Innovative bank technologies are the most important factor of ensuring stability of functioning of banks and promote their economic growth. To increase quality of services, to get competitive advantages the banks which entered the market and seeking to change the corporate image apply the latest technologies. Development of systems of remote bank service for increase in competitiveness and efficiency of activity of the Russian banks, ensuring availability and quality of banking services is objectively necessary and relevant.

Keywords: bank innovations, credit institutions, innovative activity, banking services, bank operation, banking product.

Gold as an element of world currency system in a section of the developed countries and the countries with emerging market and developing countries. Borisov A.N. of page 196

Gold is the major elements of world currency system at the present stage which main function consists in its use in the international economic relations as the international reserve means and the international means of payment in emergency situations.

Results of a statistical research for the last 15 years of the main tendencies are presented in article: changes of supply and demand on gold in the world market in a section of investments into gold, jewelry branch and the official sector; purchases and sales of gold by the central banks of the countries; its accumulation in the international reserves and also changes of specific weight of gold assets in the international reserves of the central banks of the countries of the world. Researches were conducted in a section of the developed countries and the countries with the transformed market and developing countries and also the countries of the main economies of the world – the countries of the G20, the countries of the European Union, Association of five main developing national economies of BRICS, and also Russia. By consideration of the countries with the transformed market and developing countries the technique of the IMF of classification of the countries of the world was used and the main regional subgroups within which researches were conducted are allocated: countries of the Commonwealth of Independent States, the countries of Asia, Europe, Latin America and the Caribbean Region, the Middle East and North Africa and also Africa to the south from the Sahara.

The increasing gold role in increase in reliability and stability of world currency system at the present stage of its development *is shown in article.*

Keywords: gold, monetary gold, demand for gold, gold and foreign exchange reserves, international reserves, central banks, world currency system.

Approach to a problem of ensuring coherence of the distributed data in multiagentny system. Quickly P.V. of page 206

The increasing requirements to the computing power of modern computer systems against the background of need of minimization of their cost lead to paradigm shift from accumulation of complexity of separate devices to creation of the distributed multiagentny systems consisting of a set of rather inexpensive knots. Multiagentny technologies find the application in a set of areas, including in economy where multiagentny approach allows to model rather precisely behavior of the financial market, distribution of income and so forth. However simplifying creation of the final distributed decisions, an IAU demand existence of the basic infrastructure mechanisms providing interaction of agents among themselves. In operating systems in this quality only functions of exchange of messages are usually offered (selectively or broadcasting), the applied programmer needs to create other functionality independently. It causes certain difficulties as parallel programming, in particular programming of the multiprocessor parallel systems, demands special knowledge. In this work approach to the alternative solution of a problem of ensuring the coherence of data in multiagentny systems which is the cornerstone of any mezhagentny interaction is formulated the basic algorithm, its weak points is considered and the directions of further researches are designated.

Keywords: the distributed processing, multiprogramming, the distributed divided memory, the distributed general memory, virtual memory, coherence of memory, coherence of memory

Influence of social demographic factors on probability of smoking for residents of Russia. Kurovsky S.V., Volodin A. Ampere-second. 209

In this article influence of social demographic factors on probability of smoking for the resident of Russia by means of models of logistic regression is analyzed. Factors of age, sex, marital status, type of the settlement, education, existence of work and children are considered. Assessment of average marginal effects of influence of these factors on probability to be a smoker is given. As a result significant positive influence on probability of what the respondent smokes of factors is revealed: floor, marital status, residence, employment, and number of children (1 child). Influence of age on probability of smoking is nonlinear. Also big differences for different age and sexual groups are observed. A number of the recommendation for an antismoking campaign in Russia is offered. It is worth concentrating antismoking policy on decrease in a share of smokers in workplaces and to motivate the employer for work in this area. One of the offered ways of reduction of smoking, including in the large cities and the regional centers, is promotion of a healthy lifestyle, sport and physical activity. Also, it is supposed that concentration of educational programs on an antismoking campaign in initial stages of education will allow to lower a share of smokers. However, it is worth noticing that the share of smokers is maximum for the population at the age of 26-48 years, we consider that it is necessary to concentrate especially attention on this group of the population. Also we offer, to create to use social advertizing in which it is emphasized that their children and relatives as presence of children a significant factor in model of probability of smoking suffer from smoking of adults.

Keywords: socioeconomic determinants of smoking, logistic regression, marginal effects, antismoking policy.

Retrospective of production of milk and automation of milking of cows in the conditions of the Kaluga region. Fedoseyeva N.A., Sanova Z.S., Ananyeva E.V. of page 215

Robotic milking in the Kaluga region is begun since 2012, now more than 90 installations of Lely, DeLaval, SAC, GEA Farm Technologis and Fullwood are used in dairy cattle breeding.

The know-how showed that schooling of cows of different age happens without special complications and does not need selection of herd on suitability for milking on the robotic milking machine. Frequency of milking is established individually depending on a daily yield of milk and a phase of a lactation. Robotic milking promotes installation 1 distribute cows at the beginning of a lactation and smoothly leads to start at the end of a lactation. The quantity of cows on one milking place should not exceed 60 animals. The universality of the studied technology of milking allows to use successfully it both in peasant farms, and in the conditions of large-scale commodity enterprises.

The analysis of economic efficiency showed that milking of cows on robotic installation allows: to reduce cost of production of 1 l of milk for 1,51 rub, or by 10% in comparison with milking of cows on the Roundabout milking machine, to automate operations when milking and to reduce volumes of manual skills on a farm by 40% and more, to increase profitability of production for 15% due to increase in efficiency of cows and decrease in prime cost of milk from 10 to 20%.

Keywords: milking robot, cow, dairy efficiency, molokootdacha speed, milking frequency

The absolute idea of the personality in article of the religious philosopher I.P. Chetverikov. Sizintsev P.V. of page 219

Article is devoted to philosophical judgment of a concept of the Absolute Personality in the context of a religious world view of the person which brings new ideas of sources of ethics and personal properties of the Absolute as the Divine being. The author showed formation of categories of time, eternity, ethical values of Christianity in comparison to pantheism.

Article purpose – to investigate philosophical prerequisites of moral aspect of the doctrine about the personal Absolute of Kant and in pantheistical religions of the religious philosopher and to analyse methodology of the analysis of the religious philosopher I.P. Chetverikov. A subject of article – the description of various systems of a philosophical and religious world view reflected in concepts of pantheism, theories of criticism and a neokantianstvo in categories of unity, personal attributes. Article subject – to give an idea of concepts of the personality, will, consciousness, the truth as harmonious unity of freedom and reason. The methodology of a research is based on system and philosophical approach with use of heuristic methods of detection of information in the used sources. The originality of a research has the maximum degree as detailed analytical researches of theological and philosophical heritage of I.P. Chetverikov in the world and Russian scientific environment were practically not conducted so far.

Keywords: Absolute, Personality, person, pantheism, immanence, ideal, lichnostnost.

Concept of creation of imitating model of distribution and acceptance of payment services. Pogosyan A.M. of page 223

Use of innovative products grows at high rates due to introduction in everyday life of information technologies in the sphere of retail payments. Providers of payment services and other participants of the payment market need to create business models for the analysis of behavior of consumers of payment services and to choose ways of increase in number of the clients preferring an innovative payment method to traditional means of payment. Achievement of this purpose requires studying and modeling of process of acceptance of innovations. The real research is prepared by results of the analysis of mechanisms of distribution (diffusion) of the new products and technologies similar to payment innovations in perception by their consumers. The analysis was carried out for the purpose of creation of conceptual model of process of distribution and acceptance of payment innovations in the environment of AnyLogic.

Keywords: models of diffusion of innovations, model F. Bass, acceptance of innovations, creation of imitating model, payment services.

//Innovations and investments. 2017. No. 3.

Influence of a banking system on origin and development of the first technological way. Dinets D. Ampere-second. 2

Article is devoted to the historical analysis of events in the bank sphere in the run-up to the first technological revolution. The main objective of work is identification of relationships of cause and effect between development of the industry and banking. Experience of bank activity in the Republics of Italy, Holland, Germany and also England and the colonies making the USA is considered. It is shown why the trade and usurious capital of earlier banking institutions could not stimulate technological revolution. Besides, the role of foreign trade and speculation in formation of the capital of industrial revolution is analysed. The conclusion is drawn that trade activity and land speculation of bankers of earlier times did not allow to reach the necessary level of concentration of the capital. The analysis of activity of the Bank of England in anticipation of the first technological way is carried out. As the Bank of England carried out operations on the basis of partial reservation, extension of the monetary offer always led to inflation. As at the same time volumes of currency speculation increased, the bank needed instruments of management of stability of currency and stability of work of the animator. Financing of development of the industry and the innovations which became a basis of the first technological way became such tool. Thus, not only partial reservation was distinctive feature of operations of the Bank of England, but also the beginning of formation of the financial, but not trade and speculative capital.

Keywords: first technological way, primary accumulation of the capital, banking system, Bank of England

TRANSPORT in new technological way (the equipment, technology, economy). Zaytsev A.A., Morozova E.I. page 6

In article researches of the leading scientific organizations of the Russian Federation regarding definition of temporary borders raising waves of new technological way and requirements to public transport adequate to it are generalized.

It is shown that along with bio - and inkognitivny technologies, the high-speed transport systems *are integrated into new technological way*. The classical railway wheel rail technology is succeeded by the magnetolevitation transport technology corresponding to time calls.

In article it is shown that from positions of the equipment and technology, creation of the intercountry and intercontinental transport corridors passing across the territory of Russia is possible and economic.

Institutional innovations, in particular creation of the Scientific and educational engineering cluster "the Russian Maglev", allowed to consolidate competences and resources of the scientific, production, design organizations for development and approbation of magnetolevitation technologies for the benefit of economy of the Russian Federation.

Keywords: Technological way, magnetolevitation international transport corridor, cluster "the Russian Maglev", scientific project, economy.

Strategy of innovative development of regions of Russia: cluster approach. Nosov S.S., V. I. Beginners, Novichkov A.V. of page 12

In article cluster approach in modern economic development of regions is considered as a special type of integration of science and education, business, the state and institutes which opens new opportunities of growth of innovation and competitive advantages, both economies of certain regions, and economy in general. The role of cluster approach from a position of a spatial component is proved. Its practical importance in development of regional economy is emphasized. It is proved that space, or a certain territory, acts as a resource within a modern innovative paradigm of economic development. It is established that act as effects of system of cluster approach expansion of cooperation communications between economic entities; completion of production chains of value creation; development of import-substituting competences and productions; increase in investment attractiveness and competitiveness of the companies and regions of their basing. It is proved that the scientific results received during the research will promote increase in efficiency of development and realization of cluster approach in development of regions in the Russian Federation, to improvement of mechanisms of implementation of the state and municipal programs of scientific and technical development of regional economy that will be able to promote steady growth of the innovative territorial and production clusters which are characterized by increase in employment of the population and indicators of GDP growth of domestic economy. It is proved that the Russian clustering of regional economy has to be aimed at accounting of scientific and technical and technological forecasts and tendencies of the international development and also at compliance of the priority directions and critical technologies to specifics of national development, competitive advantages, innovative requirements and to their feasibility.

Keywords: *clusters, cluster approach, theory of points of growth, spatial component, innovative territorial cluster (ITC), institutes of development, innovative cluster infrastructure.*

Innovative policy as way of maintenance of competitiveness and development. Abakumova K.N. of page 18

The competitiveness is an indicator of the level of development of economic entity in comparison with the similar firms operating in the same market. In post-industrial economy along with development of science and technology needs of people change, requirements to the consumed goods and services become more and more high. To survive in such ostrokonkurentny market, the modern enterprises are forced to keep up to date, create essentially new products, to improve traditionally released types of production, to improve own image, to attract qualitative resources, to care for improvement of financial results.

The question of increase in competitiveness of the Russian enterprises is relevant as only the competitive enterprises can effectively function in the conditions of the market. The main ways of increase in competitiveness is an orientation to needs of the buyer, fine tuning under market conditions, improvement of quality of production, improvement of conditions and quality of work of personnel, introduction of innovative developments in production.

The research objective consists in justification of a role of innovative policy for maintenance of competitiveness and development of the enterprise. For achievement of a goal in work the following problems are solved: to consider the main approaches to a concept of competitiveness, to investigate major factors of increase in competitiveness of the enterprise, to define the place of innovations in increase in competitiveness and development of the enterprise.

Keywords: innovations, competitiveness, innovative policy, development of the enterprise, competitiveness factors

Marketing innovations in an oil and gas otrasl. Buzinova T. N. of page 22

Marketing of innovations in the oil and gas sphere is a hot topic in the conditions of modern realities of the Russian economy. So far as concerns marketing in the oil and gas sphere, here it is important to consider that commercial interaction happens on the business-to-business model. This model defines character of market researches which need to be conducted for creation and further management of innovations. Along with market researches carrying out a number of patent researches which are not described in classical marketing is necessary, but it is also important to consider them when it is about innovations. In this regard it is important to note big efficiency at collaboration of specialists of departments of marketing with developers and scientists of future innovations and also with other specialists of key divisions. Special importance for the companies of the oil and gas sector represent existence of innovative strategy which creation is presumably accompanied, including, by difficulty and complexity of carrying out market researches in the sphere of business-to-business. One of especially significant directions in the sphere of innovations of the oil and gas sector are ecological safety, safety of production and labor protection. One of the most important problems at the moment is the fact that in Russia marketing of innovations does not receive active practical application, nevertheless he could solve a number of important problems, including stimulate scientific developments and make realization of innovative goods in the market of more effective.

Keywords: *Marketing, innovations, business-to-business, life cycle of an innovation, patent researches, oil and gas companies, SWOT analysis, strategy, patent licenses, competition, research and development, innovators, business-to-customer, intellectual property, ecological safety, labor protection,*

Institutional aspects of stimulation of innovative processes in the stock market of Russia. Proskuryakov I.M. of page 25

This article investigates innovative processes in the stock market of Russia. Three innovative directions of development of the stock market are offered: creation of the market of ruble CDS, introduction of the STRIPS program (the separate circulation of coupons and face value of debt securities) and liberalization of the legislation concerning institute of hedge fund. The STRIPS program and also CDS - are innovations for the Russian stock market as they in Russia do not exist yet, and the hedge fund - only recently appeared institute in our market, has yet no that functionality what it has in foreign practice. In work potential benefits from the market of ruble CDS are described and optimum institutional mechanisms of its start are developed. Advantages which the STRIPS program gives are marked out and institutional aspects of its start taking into account foreign experience are formulated. Need to legislatively record a possibility of use by the Russian hedge funds of all financial instruments existing in the world, including derivatives and

swaps is proved. This research can be useful for representatives of the public authorities and non-state financial associations dealing with issues of strategic development of the Russian financial sector and also professionals in the field of portfolio management.

Keywords: stock market, stripovaniye, hedge fund, credit default swap, regulation of the stock market, financial innovations

Integration of bank institutes of Russia into global financial space of the 21st century. Yershov V.F. of page 30

Article is devoted to corporate policy of bank community of Russia in the sphere of development of credit activity and the system of other banking services abroad, to formation of mechanisms of the state support to the Russian banks in the course of their integration into world financial space, to standard and organizational regulation of the international activity of the Russian credit institutions from the Bank of Russia. Article covers process of formation of affiliated structures and branches of the leading Russian banks abroad, precepts of law and specifics of their activity, the value of diplomatic and organizational support of process of a statement of the Russian credit institutions in the foreign markets characterizes, reveals activity of banks with participation of the state capital of the Russian Federation in expansion of the activity abroad. The author studies process of formation of interbank communications of Russia with the states of the European Union, the CIS, the Eurasian Economic Union and BRICS, considering integration into the world financial market as one of key factors of modernization of the Russian banking system.

Keywords: financial globalization, Russian banks, bank policy of Russia, Bank of Russia, Eurasian Economic Union, BRICS.

About opportunities of realization of key elements of regional innovative system. Litvinenko I. Hp 36

Social and economic development of the region is caused by its level of competitiveness which, in turn, in many respects is defined by the level of the innovative investment potential defining regional innovative development. On the other hand, it is shown that elements of innovative system are capable to create competitive advantages of the region.

One of the main distinctive features of the innovative sphere is the high level of capital intensity, need for investment resources. This feature is caused by much longer cycle of production and realization of the innovative products which are rather already existing, due to presence of the stages including carrying out scientific research and developmental works, the needs for the high-precision specialized equipment, qualified personnel, rare resources, etc.

In modern conditions the regional innovative system is the key factor defining possibilities of attraction of investments into the region, at the same time, the main problem at a stage of formation of innovative appeal of the region is need of attraction of investment resources. As a result, development of regional innovative system leads to increase in inflow of investments into development of highly profitable innovative enterprises and branches, in turn, increase in the amounts of financing of innovative projects, gives the chance to increase in number of such enterprises, large-scale realization of innovative capacity of the region.

Logical it is represented to define subsystems of regional innovative system and to consider the possibilities of their realization depending on the capacity of the region. Proceeding from results of a research, the author created structure of regional innovative system and also the matrix of the choice of the directions of innovative development of the region depending on the level of its innovative investment potential is developed.

Keywords: regional economy, national innovative system, regional innovative system, innovative investment potential, innovations, transfer of technologies.

The directions of interaction of insurance companies and commercial banks in modern conditions. Markova O.M. of page 43

In this article questions of active interaction of banks and insurance companies which allows not only to operate effectively bank risks are considered, but also to expand a range of insurance services that exerts positive impact as on development of the banking sector and the insurance market, and on growth rates of national economy in general, in parallel providing attraction of additional internal investment resources and increasing the level of insurance protection of society.

The directions of interaction of insurance companies and commercial banks by the organization of system of cross sales of banking and insurance products through network of offices of banks are in detail stated; types of insurance services are shown to individual and corporate clients; advantages and possibilities of the financial organizations for increase in level of interest and not interest income; the mechanism of insurance protection against risk of inefficient investments is studied; ways of decrease in cost of transactions and information costs are revealed.

Become the main advantages of similar interaction: a) for commercial banks - creation of the new center of income; increase in loyalty of clients and expansion of client base; increase in volume of the raised available funds; decrease in level of the general in costs due to consolidation of financial resources; b) for insurance companies – increase in volume of insurance premiums due to customer acquisition of bank; decrease in level of operational expenses; reducing costs on rent of additional offices, etc.

Special attention is paid to need of assessment and management of risk of similar operations which in bank crediting pays off with the help scoring techniques of assessment of probability of a default of the borrower, and for insurance - through a target variable of risk — unprofitability of the policy (by the relation of payments for insurance events to a collected award). Need of introduction of insurance scoring for increase in volumes of cross-sales (package products within partnership) and additional sales for increase in stability of business is proved in article, besides the existing credit scoring.

Keywords: insurance company, commercial bank, market risk, credit scoring, insurance scoring

Features of acceptance on customer support when carrying out audit of financial statements of group of companies. Quick And. Ampere-second. 47

In connection with developed in the conditions of an economic crisis tendencies to merge, merging of the organizations of different types of activity, at acceptance by the client's auditor on service arise questions of identification of structure of group which the client, determination of legal and actual interrelations of the organizations entering into group enters.

During the analysis of the existing normative legal acts, literature in the field of accounting and audit the lack of uniform approach to definition of group of companies was revealed.

In article the problems arising at identification of group both at the auditor, and at a wide range of users of financial information *are considered*, the offer on unification in standard and legal documents of a concept of "group of companies", introduction for such groups of companies of the requirement about drawing up the consolidated financial statements is taken out.

According to MCA 600 "Features of audit of financial statements of group (including work of auditors of components)" are defined the auditor procedures necessary for preparation for audit of the consolidated reporting.

The offers on drawing up the brief on acceptance by the client's auditor on service allowing to identify the client's obligation for drawing up the consolidated reporting under IFRS, to identify structure of group of the client and a form of interrelations *are taken out* and, respectively, to reveal potential areas of risk when carrying out audit.

Keywords: audit, group of companies, acceptance of the client on service, the consolidated financial statements

Partial reservation as one of the main reasons of inflation and need division of deposit and credit and investment activities of banks. Sukiyeva M.M. of page 52

In article the basic principles of creation of money in a banking system with partial reservation are analyzed. Communication between emergence of bank crises and functioning of system of partial reservation is shown. The author draws a conclusion that partial reservation has a direct bearing on creation of crises. It promotes artificial increase in the offer of the credits and decrease in interest rates that makes money available. The surplus (more true, visibility of the fact that there is a surplus) money in "economy" allows businessmen to increase norm of saving (i.e. a share of income which goes not for the current consumption, and for investments). Investment "boom" begins. Decisions on investments are made taking into account that resources (fixed assets, investment goods, natural resources, labor) in "economy" became more. However it is illusion: resources in "economy" did not become any more. Became only money more, and money is not resources, and only their specular reflection. The author puts a task not search of someone's mistakes, but the correct statement of a problem, display of opportunities of changes and also justification of need of division of deposit and credit and investment activities of banks.

Keywords: partial reservation, bank, FRS, inflation, Glassa-Steagall's law.

Global market of derivatives: exchange and off-exchange financial derivative instruments. Shebzukhova D.M. of page 57

In article development of the market of derivative tools is described. Derivative tools represent financial instruments in the form of contracts which cost is determined on the basis of the cost of a basic asset. Trade in derivatives is carried out on two types of the markets: organized exchanges and off-exchange market. Important feature of exchange of derivatives is intervention of clearing center which acts as the contractor for decrease in risk of default on obligations by the parties participating in the contract. The derivative tools which are traded on the off-exchange market are privatized and adjusted according to specifications of the involved contractors. The markets of derivatives are filled with four main types of contracts: forwards, futures, options and swaps. The general concepts are similar, and their cost is determined by the price of a basic asset. Distinctions include some functions and features of contracts and also the markets in which various types of derivatives bargain. The largest market of derivatives on the conditional sums - swaps, and second-large - forwards.

On the basis of official data in article it is described how the market of derivatives considerably increased the trading volume, in the main ambassador of crash of the International Bretton Woods currency system and adoption of law on modernization of commodity futures by the president Clinton at the end of 2000. The growing size of the market of derivatives also made the significant contribution to global financial crisis. This article also compares growth of the exchange and off-exchange markets. On the basis of preliminary results, the author came to a conclusion that realization of all necessary measures for elimination of opaque transactions with certain derivative products takes place to put world economy on the steady, firm and balanced economic way of growth.

Keywords: derivatives, off-exchange and exchange derivatives, forward, credit default swap, future, option.

Features of assessment of solvency of corporate clients in commercial banks. Yunusova E.I., Bikchantayeva D.K. page 64

In article features the estimates of solvency of corporate clients in commercial banks which are carried out by authors on the basis of the analysis of work of commercial banks are described. Activity of commercial banks is connected with group of risks among which credit risks are the most relevant now. In this regard consideration of assessment of solvency of corporate clients from a position of credit institution is of great importance. The purpose of assessment of solvency of the enterprise is definition of its readiness and an opportunity in due time to fulfill the obligations. Assessment of a financial condition of the company is carried out from four positions: liquidity, financial stability, business activity and profitability. Each of them has a certain weight (importance) in the general assessment of a financial condition of the enterprise.

The quality of the analysis is the major component in the general system of consideration of the credit application. Presence of the qualified experts of bank allows to estimate objectively both a financial condition of the client, and his possible risks. In this regard a current problem is the quality of the loan portfolio which is characterized by a certain system of indicators today. One of the major characteristics allowing to give an assessment of quality of the loan portfolio is a determination of rating of clients. Each credit institution develops the technique of solvency of the clients from a rating position on the basis of which the limit of crediting and possible credit risks is defined. Determination of the general rating of solvency of the client consists not only of his financial state, but also of assessment of business, its credit history and quality of mortgage providing. Having carried out the analysis the general rating of solvency is determined by each of the specified directions.

Keywords: Assessment of a financial state, rating of solvency, bank risks.

Enterprise work and point of application of its productive force. Bazhenova V.V. of page 68

In article creative force is defined as the productive force of work which is formed at integration of efforts of the businessman and personnel. Need of use of such intermediate category between work and the capital as the productive force of work, is caused now by innovative development of production when for success of business activity all factors, conditions are integrated in the productive force of work. The aspiration of people to accretion of the capital as factor of development of the public relations is traced historically when forming concepts of development of wealth. Work and the capital cause success of business activity. Work as function of labor sets the capital in motion.

In modern conditions there is an axiom the fact that at the market competition in business activity success is provided with the businessman's initiative in research of the innovations providing emergence of alternative opportunities and through increase in productive force of work of personnel in implementation of their fast realization. In article of a point of application of productive force of work is the material stream in value terms representing a part of working capital of the businessman which each turnover depending on the direction of a point of application makes for the businessman different profit. Potential opportunities of innovative transformations are found by the businessman. The productive force of labor collective is necessary for use of potential. The problem of assessment of result of functioning of the businessman and labor collective at increase in productive force of work demands critical judgment.

Keywords: enterprise work, enterprise income, productive force of work, creative force, integration of efforts, modernization, work, capital, innovative transformations, potential of business activity, accretion of the capital, intensity of work, point of application, material stream, value terms, anthropocentric aspect, equipment of production, dynamics factors, technical and information equipment, business potential.

The complex analysis of activity of the target company by means of Due Diligence. Grigoryan V.S., Blinova U.Yu. page 73

In the course of business often there is a requirement of its expansion which often happens by acquisition of assets of other companies. To gain the most exact impression about the acquired company and risks, a possibility of development which are connected with it the procedure of the analysis having the name "Due diligence" is used. Using the considered mechanism, corporations have an opportunity of reduction of the risks and losses which are given up inefficiency of transactions M&A and also other investments, and besides, upgrade the rating of data of the companies. The Due diligence procedure represents a comprehensive investigation of the company regarding stability of a financial state, competitive situation in the market, determination of financial, legal, personnel, property, tax risks. Result of the carried-out analysis on the main directions allows experts to make the objective and authentic report on activity of the company which allows interested persons to make the effective decision. The directions in which

the due diligence procedure is carried out are defined according to a type of the carried-out transaction and the purposes of the initiator of check. In this article features of carrying out the analysis of Due diligence are considered, its value on the example of one of transactions on merge of the companies is shown.

Keywords: Due Diligence, complex analysis, risk of merge, analysis of risk, report, check, influence coefficient.

Modern functional content of result of production activity. Kim A.G., Balalayev And. Ampere-second. 76

Technical complication of the final product and/or service led to some functional service loads of maintenance it to potential clients. Gross accumulation of fixed capital represents an expanded concept of investments into fixed capital – investment of capital in objects of fixed capital for creation of new income in the future by their use in production. Realities of time are that that it is necessary to invest also in the accompanying services intended for the maximum satisfaction of the increasing needs of potential clients to the final product and/or service. Need of additional work for detection of the increasing requirements, their analysis and transformation of their satisfaction to goods entry into the market is obvious. Therefore modern producers assign an important part to questions of formation of the certain organizational structures allowing to increase competitiveness of all enterprise. In modern information society information acts as the goods having not only the virtual, but also material embodiment. In the majority correctly structured information on the released goods and/or service is priority and complementary with the main qualities of future result of production activity. Not only its structure, but also quality and a form of its giving and also the field of its transformation is important. It can be given as it is virtual in Internet network, and on different material carriers why the final product gets additional cost.

New services in total with marketing approaches for advance and promoting of result of the sphere of production of goods, attract new technological developments, increasing knowledge intensity of process.

Keywords: types of economic activity, Website, production of goods and services

Features of the Russian and foreign experience of development of industrial territories with preservation of production function. Sharakin V.S. of page 80

In recent years in Russia the keen interest among participants of projects in theoretical and practical aspects of project management on development of industrial territories with preservation of production function was shown. The world economic crisis, the economic crisis in Russia caused by the general recession of world economy and economic sanctions of the West against Russia, raw character of the Russian economy during drop in oil prices are calls for economy and our country in general. How fast and successfully the economy of Russia will be able to overcome the arisen problems, so quickly Russia will be able to approach the level of the western countries and the USA on the key economic indicators of development of these countries. Production is the basis of the economy of any advanced country therefore development of production in Russia has to become a relevant task of the country leaders for the next years. The former industrial plants and productions became a problem as economic, social, and ecological character for the large cities of Russia, at the same time they have the huge potential for their secondary use, but already in the new status – for development of innovative, hi-tech and eco-friendly productions. Many western countries and the USA faced the same problems much earlier, in this regard there is a need of synthesis of the Russian and foreign experience of implementation of similar projects further to use positive experience of development of industrial territories in Russia in practical activities of participants of projects.

Keywords: complex development of industrial territories, industrial park, industrial territory, redevelopment, science and technology park, project management, participants of the project.

The directions of development of the world market of metallurgy in the conditions of transformation of institutes of international trade. Belyaev M.D., Ivanov I.N., Belyaev A.M. of page 87

The world practice of functioning of the market of ferrous metallurgy indicates that this market very we mean from a condition of other branches of economy. However indicates the transformations happening in international trade system the need of revision of approaches to the analysis of the economic mechanism of functioning of the world market in general, increases in a role on it in China, formation of a new paradigm of regulation in the conditions of transformation of trade relations between consumers of metallurgical production of the USA and producers of China. Anti-doping investigations concerning metallurgists became the most significant factor the world market of steel recently. Besides, in modern conditions the role of the state raises more and more that also the world market exerts additional impact internal. So, plans of China on investments into infrastructure in general and construction of the railroads in particular allows to support growth rates of economy of China on the one hand, and with another is the instrument of increase in the prices of metallurgical production of China and as a result reduces its competitiveness in the world market, allowing other producers to expand the presence in the markets of Asia and Africa. Therefore, defining the main tendencies of development of the market of steel it is necessary to consider current and perspective a condition of national economy, essential volatility of the prices of the main raw materials — the coked coal, plans of the government for modernization of transport infrastructure, a condition of national currency and also effect of a hysteresis for the relation to institutional transformations of a format of the world economic relations in the market became.

Keywords: steel, metals, metallurgy, metallurgical raw materials, hire

Participation of Kazakhstan in power integration of EEU. Safinov K.B., Kulmamirova M.S. of page 90

In this article the energy potential of the Republic of Kazakhstan is considered. The Republic of Kazakhstan (RK) plays a significant role in EEU, is one of the most developed states of the former Soviet Union. Kazakhstan is located in the center of Eurasia, on a joint of the European and Asian parts of the continent. Dynamics of GDP growth per capita in general corresponds the country GDP loudspeaker. On the GDP level per capita Kazakhstan is included into fifty most developed countries of the world, at the same time this indicator from 1995 to 2015 grew more than by 10 times. Power integration became one of the main directions of development of EEU. The countries of the Union have in common enormous reserves of hydrocarbons: falls to their share an order of the fifth part of world gas reserves, coal and uranium, an order of the tenth part of world reserves of oil. In common the countries of EEU have the world's largest gas transmission system and electrical power network, produce more than 5 percent in a total amount of world energy. The fuel and energy sector is the key sector of economy and the engine of development honor in all countries of EEU. In article problems and the prospects of power integration of the states of EEU are considered.

Keywords: Kazakhstan, energy potential, oil, gas, integration, Eurasian Economic Union (EEU).

Innovative and investment projects in the sphere of the international cooperation of Russia with Germany and Syria. Ibrahim M.N., Reby A.P., Hanaliyev G.I. page 96

Article is devoted to assessment and development of innovative and investment cooperation of Russia with Germany and Syria. Need use of the best practices of Germany which in questions of implementation of innovative and investment projects is in the lead among the European countries is shown. Specific weight of innovative production in volume of the Russian export, the indicators characterizing innovative activity in Russia and in Germany are investigated. Spheres of innovative and investment cooperation and the main strategic directions of expansion of partnership of Russia and Germany are explored. The analysis of economic relationship of Syria and Russia is made, it is shown that goods of hi-tech productions occupy in them an insignificant share. Potential of development of innovative and investment cooperation with Syria is allocated, the importance implementation of joint innovative and investment projects in such spheres as pharmaceuticals, power, transport, oil and gas, an irrigation, peaceful use of atomic energy, etc. is noted. Problems of development of the international innovative activity of the Russian organizations in Syria which have generally political character are allocated and connected with the military conflicts in the Middle East. Tasks which the Russian innovative system should solve are shown as much as possible to use its potential in mutually beneficial innovative and investment cooperation with Syria.

Keywords: innovations, investments, foreign economic activity, innovative system of Germany, Syrian economy, innovative and investment projects, Russian-Syrian innovative cooperation

The perspective directions of development of contract system of the Russian Federation according to world trends. Akims of N. Ampere-second. 101

The sphere of government procurement is the key type of economic activity of the state providing execution of the functions by the state, obligations for rendering of services to the population and also realization of state policy.

As a result, creation of effectively functioning contract system is one of key problems of any state. Achievement of this purpose is impossible without the best international experience in this sphere.

In this article the contract system of the Russian Federation is considered in the context of the best international experience in the sphere of implementation of government procurement. The main objective the author sees designation of those leaders the practician which are not fully realized in the domestic legislation.

In article such questions as the admission of foreign suppliers on the domestic market of government procurement, simplification of standards of the legislation on government procurement, allocation of implementation of activity in the sphere of government procurement in a separate profession, introduction of ethical standards for workers of contract system, providing preferences to small business entities and also protection of workers of the sphere of the purchases which informed the employer or control bodies on the corruption offenses committed by their colleagues *will be considered*. Let's especially note: the received results allow to draw a conclusion that in general the contract system of the Russian Federation answers the specified practicians in spite of the fact that in certain moments full compliance requires carrying out completions.

Keywords: government procurement, contract system, economic development, improvements, best international experience, OECD

Management of purchases and improvement of quality of the purchased goods, works, services. Kolesnik V.V. of page 106

Quality of the purchased goods, works, services – the priority direction of development of contract system in the sphere of purchases. It is possible to achieve qualitative results of purchase at adoption of the reasonable administrative decision. The question of functional duties of the experts making administrative decisions on implementation of purchases acquires special relevance at the solution of a question of quality of goods, works, services for ensuring the state and municipal needs. The analysis presented in article allows to allocate the following functions: planning; organizations of administrative activity (for example, delegation of powers); motivation of all employees; control; optimization of management. The different administrative situations demanding reasonable approaches to their decision are peculiar to purchasing activity. During the research two typical administrative situations were allocated: essentially new administrative situation, when methods and means for its decision; a specific administrative situation when the solution of a specific problem demands integration of the available experience and new approaches. The solution of each administrative situation at implementation of purchase demands high vocational training of administrative shots.

Keywords: purchases, contract system, administrative decision, quality.

Theoretical aspects of formation of modern model of management. Nikulin L.F., Sulimova E.A., Potapov R. Ampere-second. 109

Authors of article carry out the analysis of features of subject domain of the American, Japanese, European and Russian management. The considered theoretical aspects of formation of modern model of management in the different countries, the carried-out generalized comparative characteristic of the American, European, Japanese and Russian management, allowed to reveal a set of difficulties of the state (national) and transcultural characters at essential similarities and conceptual differences between them. The carried-out analysis showed that the modern Russian conceptual principles and concrete models adopted some principles both at the European management, and at American, and Japanese the practician. Authors of article note that probable prospect of the Russian model of management is not its further linear development, and accounting of the offered evidential base and nonlinear data from which two main generalizations for the Russian management are created: first, existence of chronic backwardness of the used technological ways, secondly, that typically at globalization - active influence of chaos and the self-actualized management environment in networks.

Keywords: management, subject domain of management, management model, self-organization, chaos, synergy, synergetic effect.

The distributed general memory as a way of the organization of interaction in multiagentny systems. Quickly P.V. of page 113

The increasing requirements to the computing power of modern computer systems against the background of need of minimization of their cost lead to paradigm shift from accumulation of complexity of separate devices to creation of the distributed multiagentny systems consisting of a set of rather inexpensive knots. Multiagentny technologies find the application in a set of areas, including in economy where multiagentny approach allows to model rather precisely behavior of the financial market, distribution of income and so forth [1] However simplifying creation of the final distributed decisions, an IAU demand existence of the basic infrastructure mechanisms providing interaction of agents among themselves. In operating systems in this quality only functions of exchange of messages are usually offered (selectively or broadcasting), the applied programmer needs to create other functionality independently. It causes certain difficulties as parallel programming, in particular programming of the multiprocessor parallel systems, demands special knowledge. In this work definitions of multiagentny systems and agents of different authors are considered, the main property of these systems and the corresponding fundamental infrastructure task – data exchange and maintenance of their coherence between knots is removed. Further the main existing communication mechanisms are listed and also the alternative concept – distributed the general (or divided) memory – allowing to achieve significantly the best results is considered. In conclusion, the way of implementation of the described concept including the logical organization of network of devices through allocation in this network of several roles and the organization of the communications corresponding to roles is offered. On the example of operations, typical for network, its functioning in the described configuration is considered.

Keywords: the distributed processing, multiprogramming, the distributed divided memory, the distributed general memory, virtual memory, coherence of memory, coherence of memory

The systems of telemechanics for gas industry. Kazankov Ya. Ampere-second. 118

In this article the devices used in gas industry for ensuring control of technological parameters are considered: gas pressure on an entrance and an exit, presence of pressure differences in filters, operation of shutoff valves separate and joint carrying out operations of telecontrol, the telealarm system, telemetry and communication. The relevance of article is caused by the fact that transit of gas across the territory of Russia remains to one of the main directions in work of systems of gas supply, creation of systems for observation and control of processes of transport of gas — so-called the systems of monitoring of regional gas supply. In article the scheme of the automated system of dispatching management of the modes of gas supply of city consumers is considered. Gas supply is one of power supply forms, the representing activities for providing consumers with gas, including activities for formation of fund of the reconnoitered gas fields, production, transport, storage and supply of gas. In article is considered as natural gas from the gas field arrives on installation of preparation of gas for transport, the gas further purified is supplied in the gas transmission system which basic element are the main gas pipelines. Now the attention of researchers is aimed at the development of methods of monitoring, development of ways of pipeline supply of gas to the

consumer, removed from the main gas pipeline, and devices of search of places of leakages of the main pipelines that has a direct bearing on creation of system of monitoring, development of a complex of the automation equipment of control and management. Article opens the modes of works of system of telemechanization, the organization of systems of telemechanics is considered, the analysis of the existing equipment of telemechanics used on the main gas pipelines is carried out.

Keywords: Systems of telemechanics; Gas Pressure; Gas Transportation; Remote control; Gas pipeline

Heat exchange in pipes with periodic reduction of section. Kelbaliyev R.F., Nasibova U. Ampere-second. 122

At the choice for practical application of a method of an intensification of heat exchange not only the efficiency of the surface, but also technological effectiveness of its production, hydrodynamic structure of a stream was considered. It is revealed that using periodically located cross ledges – turbulizers hydraulic resistance also grows in the pro-thinned-out pipe along with increase in a thermolysis. For examination influence of an intensification of heat exchange on overall performance of power stations is considered change of temperature of a wall, liquid and coefficient of a thermolysis in elements of heatexchange devices in various conditions of their work. Pilot studies of temperature condition of a wall are conducted with subcritical pressure of water in pipes with turbulizers. It is revealed that the nature of change of temperature of a wall on length, both for pro-thinned out, and for smooth pipes almost identical. Increase in a thermolysis about 1,3 - 2 times in a turbuliziruyushchy pipe is revealed at to the critical pressure of water. The intensity of a thermolysis in the pro-thinned-out pipe, along with other factors, depends also on the geometrical sizes, a form and the place of establishment of a turbulizer. The analysis of experimental data on water only for this turbulizer allowed to receive correlation dependence for determination of coefficient of a thermolysis in a single-phase stream in a pipe with turbulizers. The received results allow to claim that the heat exchange intensification by artificial turbulization of a pritenochny part of a stream is an effective solution of a problem of heating of liquid up to the necessary temperature, cooling of a high-temperature surface, maintenance of normal temperature condition of metal, reduction of weight and overall dimensions of heatexchange devices.

Keywords: thermolysis, turbuliziruyushchy pipe, turbulizations of a stream, subcritical pressure

Features of design of the metal-cutting equipment for increase in its competitiveness. Yagopolsky A.G., Nikolaeva N.S., Pletnev V. A. page 126

This article is devoted to feature of design of the metal-cutting equipment for increase in its competitiveness. For realization of this task it is required to solve a problem of interaction of various experts at the enterprise, to increase efficiency of introduction of a CAD and to apply the principle of modular design. In article it is shown that increase in efficiency of design of metal-cutting machines, providing the set indicators of accuracy and productivity of the metal-cutting equipment it is necessary to carry out taking into account various groups of the problems arising at the modern enterprises and possible ways of their decision are given. Features of use of the modular principle of design of the metal-cutting equipment which allows to create the new high-performance metal-cutting equipment for optimum processing of preparations, but not to bring technological process under opportunities of already available equipment are described. The modular principle of design creates prerequisites for design of scale of machines on the basis of basic model and gives the chance to widely use the principles of aggregation. Classification of modular systems by the level of technological adaptability is given in article. The basic provisions characterizing the modular principle of design and production of metal-cutting machines are allocated.

In article it is shown that in modern conditions of the growing range of products and reduction of seriality of their release and also in the conditions of need of automation of various productions the modular principle of creation of machines can be one of effective ways at design and production of metal-cutting machines of various configurations.

Keywords. Metal-cutting equipment, competitiveness, modular principle of design, automation.

Precision characteristics of results of measurements. Mironov E.G., Pautov V.I., Shleymovich E.M. of page 131

the precision characteristic of results of direct repeated measurements is the error. According to the interstate recommendations of RMG 29-2013 the error of result of measurement is the difference between the measured value of size and basic value of size as which indications of standards or model gages are used. At assessment of required size in accordance with GOST P 8.736-2011 standards or model means are not used; and, strictly speaking, found sizes an error is not though the found size and it is accepted to call "error". For overcoming the described contradiction it is offered to refuse definition of systematic and casual errors with the subsequent their summation and to pass to statistical methods of calculations. In this case there are average quadratic deviations (AQD) of casual errors, SKO of systematic errors, total SKO and expanded

deviation which is offered to be used as the precision characteristic of results of measurements. Numerical examples of assessment of errors in accordance with GOST P 8.736-2011 and by the new offered technique are given. Comparison of the received results shows that total errors according to the normative document and an expanded deviation by the offered technique are close to each other, and at a large number practically coincide. That is use of an expanded deviation as the precision characteristic of results of measurement

(instead of a total error) does not change numerical value of this characteristics.

The conducted researches show that instead of a total error as the precision characteristic of result of straight lines repeated measurements it is expedient to use an expanded deviation, application

which yields consistent results and allows to avoid the terminological difficulties arising when using a total error.

Keywords: direct repeated measurements, error, precision characteristics, numerical example, expanded deviation.

Research of functional dependence of stability of coverings on skin to a repeated bend from the absorbed radiation dose. Shapkarin I. P., Shpachkova A.V. of page 135

On the basis of experimental data on a research of results of physical modifying of the coverings of genuine leather on the basis of a copolymeric acrylic emulsion containing the different number of the oligoefirakrilat the scheme of possible transformations of initial composition at radiation is made by the accelerated electrons. It was assumed that process of radiation sewing together of polymeric chains of initial composition leads to formation of a rigid polymeric form and elastichesky form which under the influence of radiation can be transformed to a neelastichesky form. The research of functional dependence of stability of coverings on skin to a repeated bend from the absorbed dose of radiation is made on the basis of a hypothesis on which between lengthening at a gap and resistance to a bend there has to be a direct proportionality. It allowed to find the formula expressing dependence of a repeated bend on a radiation dose. Results of calculation for this formula appeared in satisfactory consent with an experiment.

Keywords: oligoefirakrilat, an acrylic emulsion, radiation, the accelerated electrons, the absorbed dose, radiation sewing together, an experiment, a repeated bend, the system of the differential equations, integration, quantitative assessment, physicommechanical properties,

The analysis of activity of social and economic systems on the basis of an index method. Kamaletdinov A.Sh., Ksenofontov A.A., Ksenofontov A. S. page 139

Using data on tax income and number of the busy population in territorial subjects of the Russian Federation, the concept of the index of intensity of tax revenues is entered. This integrated indicator reflects tax income on all types of tax and allows to estimate economic activity of the population in the studied subjects. The analysis of values of the index from 2011 for 2015 showed that distribution of the offered indicator strives for the normal law. The example of applied use of the index of intensity of tax revenues is given. On the basis of the offered method the group of economically active subjects and group of the subjects which are lagging behind in economic development is revealed. The economically weakest subject of Central Federal District – the Ivanovo region is found. The analysis composed success of the most economically active Territorial subject of the Russian Federation of Nenets Autonomous Okrug is carried out.

Keywords: tax, number of the busy population, index of intensity of tax revenues, normal law of distribution.

Experience of introduction of methods of gamification in educational process: example of a task. Trifonov P.V., Andrianova M. Ampere-second. 145

This article is devoted to questions of introduction of new approaches in modern educational process on the basis of an interaktivization and gamification of interaction of the teachers and students studying in the system of the higher education. The main attention is paid to a research of problems of improvement of an education system and improvement of quality of educational process within interaction with new cultural generation of students. A key problem of a research is search of optimum feedback with the student during classroom occupations (seminars and consultations). In the last several years researchers note approach of the crisis phenomena in an education system caused by change of a cultural paradigm of generations and active penetrations of information and communication technologies into all spheres of functioning of society, and as a result to it, emergence of need for search of more perfect forms of the organization of educational process. Increase in interest in games and, at the same time. Authors of article offer for acquaintance a game task which allows students to master a number of the competences responsible for formation of skills of project management and management of processes in the company. The task can be used when carrying out a practical training on disciplines "The theory of the organization and organizational behavior", "Operational management and the analysis of business processes", "Design management".

Keywords: gamification, game tasks, cases, educational process, group dynamics

Modeling of development of the enterprises of vending trade on the basis of system and dynamic approach. Azaryan E.M., Bobkov D.I. of page 149

In article approach to modeling of development of the enterprises of vending trade is reasonable. The conceptual model of the analysis of dynamics of development of the enterprises of vending trade and an algorithm of imitation of process of modeling of their development is created. It is offered to use dynamic model of functioning of the enterprises of vending business on the basis of the Powersim Constructor software product. Influence of investments on the main levels of model of change of sales volume and volume of expenses as main rates which form the level of the capital of the analyzed enterprises for providing the forecast of dynamics of development of the enterprises of vending trade is shown. It is shown that advantage of the offered mathematical model is that on condition of change of the corresponding coefficients of control it is possible to define sensitivity of change of productive indicators depending on establishment of volume and option of distribution of the available or involved investment resources. Cumulative demand depends on the monetary income of the population and price level. Reduction of prices is equivalent to increase in income and vice versa, price increase causes decline in income and falling of purchasing power. Volumes and structure of demand are also influenced by the system of the taxation, an opportunity and condition of granting the credit, a condition of monetary circulation. Thus, the change in price can be reduced to change of income therefore in this model the size of income of the population it is considered as the defining factor of volume of demand for services of vending trade. Further researches have to be directed to studying of social consequences of development of vending business.

Keywords: vending trade, modeling, development, algorithm, model, system and dynamic approach.

High-frequency trade: identification problems. Iskyandiyarov R.R. of page 154

Article is devoted to the description of problems of identification of high-frequency trade algorithms (HFT robots) and also search of the parameters allowing to allocate high-frequency trade in special group of exchange activity. In spite of the fact that in the modern exchange market attribute to high-frequency trade a special role in the mechanism of market pricing, uniform approach to identification of high-frequency trade still is not developed that complicates studying of its influence on the exchange auction. Nevertheless, both researchers of high-frequency trade, and the leading financial regulators of the developed countries make attempts of allocation of a certain feature set, allowing to distinguish high-frequency trade from other forms of exchange activity. At the same time, the Russian stock market both from positions of a research of high-frequency trade, and from positions of its regulation remains away from universal tendencies. It gives an opportunity to study the signs of HFT robots used abroad in realities of the Russian stock market.

Purpose. To define the problems connected with identification of high-frequency trade and also to offer parameters, line between the HFT trade and different ways of exchange trade allowing to draw.

Methodology. Methods of the comparative analysis, comparison, systematization of collected information are used.

Results: The problems arising when carrying out identification of high-frequency trade are described; the analysis of exchange information of the Russian stock market following the results of which indicators are allocated, to the exchange activity *allowing to distinguish high-frequency trade* from other forms *is carried out*. Results can be used in theoretical and practical activities in the field of securities market.

Conclusions and importance. The conclusion about stability of values of the offered indicators on a long time interval which *use* on not anonymous market data will allow to allocate the participants using in the activity of high-frequency robots *is drawn*.

Keywords: high-frequency trade, HFT, robots, exchange.

Mechanism of management of purchasing activity of school as model of the mechanism of management of purchasing activity of the Moscow Department of Education. Lykov A. P.S. 159

Ensuring needs of capital Department of Education and the organizations subordinated to it demands the constant analysis and improvement of purchasing system, active introduction of modern administrative mechanisms. The model of the mechanism of management of purchasing activity of school and also options of transfer of the presented model on the mechanism of management of purchasing activity of the Moscow Department of Education is presented in article.

Keywords: management, purchases, education, educational institutions, mechanism of management, contract service, Department of Education, Association of procurement specialists.

Economic efficiency of nature protection actions of the cities located in the conditions of midland intermountain hollows and sharp and continental climate. Shcherbatyuk A. P.S. 161

In article it is noted that for the Russian Federation the relevance of a problem of pollution of atmospheric air of the cities emissions from motor transport increases in connection with existence of the territories located in the conditions of midland intermountain hollows and sharp and continental climate. In Russia the list of the cities in which excess of the threshold limit values (TLV) of toxic substances and harmful substances is registered (TV and VV) in atmospheric air is annually updated, the size of the index of air pollution (IZA5) several times exceeds admissible norms.

It is shown that one of significant sources of pollution of atmospheric air in the cities and large industrial centers is the motor transport. The considerable share of cars from total number being in operation as power stations uses the petrol internal combustion engines (ICE). It is revealed, the fulfilled gases (FG) of petrol DVS contain products of incomplete combustion of fuel, including TV and VV that is the reason of growth of incidence of the population of the cities, a component 10 ... 37% of total incidence.

It is considered that the standard decisions leading to decrease in air pollution are often unacceptable for such regions, both for the technological reasons, and on economic expenses.

New (non-standard) options of engineering protection of atmospheric air of the cities located in the regions located in the conditions of midland intermountain hollows and sharp and continental climate for various periods of year for the purpose of decrease in incidence of the population and management of risk *are offered*, their ekologo-economic efficiency is calculated.

Keywords: region, midland intermountain hollows, sharp and continental climate, atmosphere, circulation, motor transport, emissions, territories, engineering protection, risk, ekologo-economic efficiency.

Features of estimation of cost of the bank which is engaged in investment activities. Bratov A.B. of page 167

In this article we investigated expediency of application of various approaches (profitable, comparative, expensive) to estimation of cost of the banks which are engaged in investment activities their merits and demerits caused by specifics of investment banking activity are revealed. Regarding a research of profitable approach we considered methods the most applicable to banks, engaged in investment activities, defined main types of income, carried out their analysis. The author carried out the review of a discount rate, differences of coefficient β the banks which are engaged in investment activities from large and small commercial banks, a possibility of accounting of diversification of business when calculating coefficient β are considered. By consideration of comparative approach the main problems connected with assessment of the banks which are engaged in investment activities are defined. Financial performance which can be selected at assessment of bank are defined, problems of the choice of bank analog are considered. Features of calculation of the animator of P/E at assessment of the bank borrowing with investment activities are revealed.

Keywords: estimation of cost; the bank which is engaged in investment activities; profitable approach, comparative approach, expensive approach.

Features of development of the regional real estate market of the Republic of Buryatia. Grigorieva L.O. of page 172

In article by the author it is defined that real estate is the most important component of regional economy and has significant effect on economic, social and political development of the territory. Real estate as a material benefit, makes a basis of welfare both society in general, and his citizens in particular, being category of wealth. Basic elements of a market mechanism are the price, supply and demand. In this work accents are made on the analysis such components offers as characteristics of the secondary market of the residential real estate.

The housing market of the Republic of Buryatia (RK) in a section of its dynamics and structure is analyzed. The statistical analysis in comparison with similar data on the Russian Federation *is carried out it*. Results of the analysis of a condition of the real estate market of the city of Ulan-Ude and Republic of Buryatia and impact on it of currency crisis of 2014 are given. The average prices in primary and secondary housing market, the prospects of development of this market are considered. By results of a research the main tendencies and problems of development of the regional housing market, including high credit rates on mortgage programs of crediting of housing, numerous risks of investment of means of households in primary market, insufficiently developed industrial base, engineering transport and social infrastructure are defined.

Keywords: the real estate market, the residential real estate, housing cost, the average prices in primary and secondary market of the residential real estate.

//Innovations and investments. 2017. No. 4.

Stimulation of creation of industrial complex – a cluster. Kurbanov D.M. of page 2

The author in article presented the methodological approach by complex assessment of innovative capacity of the enterprises of petrochemical branch differing from known in the theory and put into practice: (use of quantitative indices, wide scope, a mnogokriterialnost of estimates, etc.) that provides completeness, objectivity and reliability of assessment. Besides, this approach allows to create also methodical provisions which feature is accounting of the importance of criteria values of elements of potential on the basis of use of a method of arrangement of priorities. It allows to apply this technique, both in manual, and in automated options of conducting calculations.

At a solution of the problem of innovative activity of the industrial enterprises entering a cluster due to innovative introduction, the author considers factorial (extensive and intensive) economic model and model of transformation of the indicators reflecting actions for production development. In the offered model the attention to need of use of indicators of the overall and final (social) effectiveness of implementation of innovative actions is focused. The social efficiency is estimated by division of social result of functioning of the enterprises of a cluster (the labor income of workers) into the reason which caused it – the average annual cost of the applied resources of this production education. At the same time the social efficiency from all considered is priority.

Keywords: cluster, industrial complex, stimulation, strategic development, merge and absorption, innovative potential

Interrelation of strategichzesky programs of development of regions with innovative activity of higher education institutions in the Russian Federation. A.A. forelock, Kryuchkov V.N. of page 7

In article on the basis of text analysis and the state-of-the-art review of strategy of social and economic development of 85 territorial subjects of the Russian Federation, 9 Federal districts and also the state-of-the-art review of data on research activity of 42 leading HIGHER EDUCATION INSTITUTIONS of Russia the hypothesis of the high level of demand and low volume of use of scientific and technical developments of high school science for innovative development of regional economies is confirmed. The analysis of the reasons of the revealed problem among which are specified is carried out: extreme unevenness of territorial placement of the specified HIGHER EDUCATION INSTITUTIONS as within certain Federal districts between territorial subjects of the Russian Federation, and between Federal districts; orientation of territorial subjects of the Russian Federation to resources of territorial HIGHER EDUCATION INSTITUTIONS and gaps in information support of regional authorities and investors concerning results of scientific and innovative activity of the leading innovative HIGHER EDUCATION INSTITUTIONS of Russia; discrepancy in the organization of scientific work of teachers of HIGHER EDUCATION INSTITUTIONS of the purpose of increase in efficiency of their innovative activity. For development of actions for leveling of the specified problem need of regions of the Russian Federation for introduction is estimated at innovative and other industries of scientific and technical developments of HIGHER EDUCATION INSTITUTIONS. Results showed that the domestic industry feels the greatest need for developments in the field of machine and machine-tool construction. In the conclusion it is noted that when developing strategy of regions of their administration have to consider possibilities of HIGHER EDUCATION INSTITUTIONS more. In turn, HIGHER EDUCATION INSTITUTIONS have to be focused more precisely on problems of regions and develop the inventsionalny approach allowing to expand the market of results of their developments.

Keywords. Strategic program, innovative activity, invention, real sector of economy

The factors interfering innovative development of economy of Russia. Demidov I. Ampere-second. 14

In article on the basis of studying and the analysis of a number of sources and publications of the Russian and foreign economists the objective and subjective factors promoting fixing of economy of Russia in export and raw model and thus the economies interfering innovative development are considered. Treat important factors: lack of national focused development model, wear of fixed assets of the Russian industry, a production arkhazation. Besides, promotes it, rentooriyentirovanny behavior of business. The state in which the rent relations gain character of backbone will become inevitable inefficient. A serious factor is domination in a number of the most important branches of the state corporations. By estimates of economists, for state corporations the exclusive conditions limiting possibilities of control of their activity are created.

The author comes to conclusion that instead of innovative development time only imitation of such development takes place that leads to decrease in growth rates of economy and decrease in level of innovative scientific activity. Respectively, it is possible as it is represented to say that similar development of economy contradicts the national interests of Russia.

Keywords: peripheral countries, deindustrialization of economy, wear of fixed assets, production arkhazation, rentooryentirovanny behavior, withdrawal of a rent, state corporations.

Types of strategy and approaches to assessment of efficiency of strategy of the integrated corporate structures. Guseynov D. E. page 18

Development of the integrated corporate structure in view of scales and complexity of its activity demands long-term strategic planning. In most the integrated corporations the large analytical departments are created, the whole groups of key macroeconomic indicators are investigated, plans on 10-15 and even more years are formed. Practice shows that without existence of the effective mechanisms of corporate management providing development and implementation of strategy, the integrated corporate structure will not be able qualitatively to develop and resist to external and internal calls. From here importance of consideration of types of corporate strategy and approaches to assessment of their efficiency follows.

In article types of the strategy which are applied the modern integrated corporate structures are described. Also the characteristic is given to approaches to assessment of efficiency of the offered strategy. Special attention is paid to indicators which can be applied at assessment of efficiency of strategy.

Keywords. Corporation, the integrated corporate structure, the strategy of corporation, types of strategy, assessment of efficiency of strategy.

Technique of assessment of startups at the initial stages of formation. Beyzerov N. Ampere-second. 22

In the present article the questions concerning the problems connected with assessment of startups are considered the review of the existing methods of the analysis of activity of such companies with their criticism is carried out. The existing methods of assessment of startups at the initial stage of their existence possess a number of shortcomings, basic of which are considered in this article. The startup assessment problem at its initial stage has the big importance as the investment necessary for implementation of business plans of a startup is carried out proceeding from this assessment. Financial that the startapa having a number of specific properties, and also stronger communication with a financial field of activity, also have to be estimated, and in view of the rendered services, even more precisely, than startups from the sphere of the equipment or service. Future cost of the company which is often regarded as of paramount importance not only can be not always determined rather precisely, but also not always reflects real efficiency of the company. Besides, the estimated cost of the company calculated at investment can be estimated in various ways with the differing results that, besides, results in unreliability of such assessment. Unreliable assessment, and also high risk-taking of the project lead to problems at investment. Unreliability of investments, though is peculiar to this class of projects, has to be reduced by exact assessment of risks. This article is devoted to consideration of the existing widespread techniques of assessment and the problems inherent in these techniques.

Keywords: startup, assessment of the companies, innovations, expensive method, Berkusa method, "venture fund".

Merges and absorption as development strategy of the organization. Menshikov E.V. of page 26

In the conditions of the market the long-term strategy of most the large companies are aimed at expansion of economic activity and increase in business activity. It is a basis as for achievement of more steady position in the market in comparison with competitors, and for increase in revenue, profit, cash flows and, eventually, dividend payments to shareholders of the company. The companies which do not manage to achieve the stable growth of revenue face a problem of low level of income of shareholders sooner or later and quite often become a takeover target

Within the financial model succeeding registration model of management of corporate finance transfer of emphases from internal sources of growth on external factors of growth *is observed*, and as a key priority of activity of the companies growth corporate stoimosti1 acts.

Merges and pogloshcheniya2 as a source external, or inorganic, growth are one of ways of achievement of strategic objectives of the company.

The role and the place of merges and absorption by a method of decomposition of growth developed by consultants of McKinsey is shown in article.

The lack of the guaranteed success of implementation of the similar development strategy is separately noted. The most frequent reasons of the unsuccessful transactions leading to destruction of cost are specified.

In article it is emphasized that it is necessary to understand not only acquisitions, but also sale of assets as merges and absorption. The example with sale of the assets by the Severstal company in the USA is given.

Keywords: firm, market competition, strategy of the competition, growth, internal (organic) growth, external (inorganic) growth, merges and absorption, growth decomposition method.

Possibilities of financing of investment projects in power industry with use of various models of public-private partnership. Petyukov S. E. page 31

Object of research are the investment projects in power industry financed on the basis of public-private partnership. In article problems in the sphere of generation and distribution of the electric power and way of their decision by means of the mechanism of PPP are covered. For research objectives the analysis of current state of the wholesale market of the electric power and power and also the retail market of the electric power is carried out. In the present article approaches to financing of projects of the distributed generation within agreements on PPP and an electronetwork complex within concession agreements are formulated. During the research the existing normative legal acts governing the relations in the sphere of power supply, heat supply and also public-private partnership were used. In article criteria of the choice of the state support when financing investment projects in power industry on the basis of PPP are defined.

Keywords. financing, public-private partnership, the distributed generation, an electronetwork complex, municipal power, the agreement on PPP, the concession agreement.

Experience of development of bodies of currency control and currency regulation of the Russian Federation as a prerequisite to integration of the financial and foreign exchange markets of EEU. Strukov V.M. of page 35

Currency regulation and currency control in the Russian Federation, as well as in the countries of participants of EEU, is the mechanism of implementation of currency transactions and transactions as to foreign currency, and in national currency residents and not residents who are agents of foreign economic activity. Authorized bodies and agents of currency control and currency regulation exercise control of the foreign currency which is in circulation in the territory of EEU member countries and of national currency in which payments with the contractors or agents who are outside borders of the countries of EEU in the form of goods and services are conducted.

Emergence of institute of business and opening of economy for the foreign companies and investors served as one of factors of development of monitoring and control of a turn of currency and currency transactions, the circulation of securities, the address and converting of foreign currency and also development of mechanisms of prevention of flight of the capital abroad.

Inflow of foreign currency from export concentrated on accounts of Vneshtorgbank of the USSR, and the state on behalf of the State Planning Committee of the USSR, the Ministry of Finance of the USSR and the State Bank of the USSR planned distribution of the means received from the attracted currency loans and export revenue according to needs of regions and branches was carried out, and allocation to the enterprises of currency means was carried out in strict accordance with the size of the limits provided to them.

Keywords: Currency control, bank control, export, import, financial monitoring, authorized banks, transaction certificate, foreign trade contract, international treaty, financial violations, foreign currency, resident, nonresident, currency policy, agents of currency control.

IPO of the unprofitable companies as instrument of absorption of liquidity fictitious capital. Dinets D. Ampere-second. 42

In article the tendency of the last years – the inflated capitalization of the companies of a services sector, to be exact the transactional intermediary sphere is subject to the critical analysis. The last 50 public placements of shares are considered, and it is revealed that the most part of the capital was placed the unprofitable companies. Placements are declared valid, therefore, investors consciously made investments in stocks of the unprofitable companies. At the same time the fact that in all considered cases inflow of means from placement of shares will allow the companies to increase operational efficiency and to reach positive financial results raises doubts. Therefore dynamics of results of activity of the company which similarly underwent 20 years ago the procedure of placement of shares is considered, having losses on balance. By results of the analysis the conclusion is drawn that the liquidity of actions predetermines a possibility of their issuers to establish exclusive conditions in the markets of the goods and services. And, as we know, exclusive profit without value creation or an inflations, or is fictitious.

Keywords: primary public placement, fictitious capital, profit, liquidity

Studying of functional interrelation of factors of financial and economic stability by means of creation of analytical model. Kryachko V.S. of page 46

In this work the analysis of functioning and interrelation of factors of financial and economic stability is carried out. The nature and a role in formation of financial stability of such ability of social and economic system as resilience is investigated. In this research resilience is understood as the critical size which exit out of limits is capable to lead to stability loss. In work it is shown that the functionality of resilience is implemented mainly at the expense of an acceptable financial and economic state and also the mechanism of rendering resilience to negative factors of crisis is studied. On the basis of a provedennogoanaliz the analytical model of functional interrelation of factors of financial and economic stability is constructed. This model represents an overall picture of interaction and work of all factors involved in process of formation of financial stability. The received results of a research will be able to form in the future a basis for creation of architecture of the financial and cost metrics, an opredelyayushchikha creating financial stability of the company.

Keywords: financial stability, indicators of financial stability, system analysis, resilience, business cost

Calculation of operational risk within introduction of the Basel-II standards. Ubushuyev S.V. of page 50

One of the planned innovations of the Basel-2 and Basel-3 standards is effective risk management of credit institution, including to operating rooms. The operational risk is an important element of calculation of sufficiency of own means (capital) of credit institutions. Now in the Russian Federation there is the only approach to calculation of operational risk – the basic approach regulated by Position of the Bank of Russia No. 346-P. In the existing international practitioners, this approach is the simplest within direct calculation. Now in world practice two more, more advanced approaches which allow banks to estimate more more precisely operational risk are known and as a result to reduce load of the capital.

Keywords: Bank of Russia, Basel-2, Basel-3, Operational risk, Basic approach, advanced approaches.

Development of mechanisms of realization of tools of industrial policy in the conditions of the changing business environment. Zabaluyev Yu.I. page 55

Depend on effective management of development of the industrial complex based on strict accounting of reasonable priorities of competitiveness and national security directly the volume of Gross domestic product (further – GDP), quality of the business environment (factors of production, a condition for realization of strategy and rivalry, market condition, efficiency of the connected and supporting branches and thousand rubles), quality of life and material well-being of local population.

International experience demonstrates that increase in industrial capacity of the country is promoted by development of a reasonable complex of political and legal, organizational and economic and administrative actions at the different levels of the national economic system using productive forces as investment and creative resources of development of territories for rational functioning of production structures and ensuring increase in productivity, volumes of release and employment.

Unfortunately, it should be noted that as of today the priorities designated above in the Russian practice are implemented extremely inefficiently. So, according to data of the report on innovations from 12 sectors analyzed in it, the Russian developments were included into the list of the key world leaders only in two branches – the space and defensive industry (5 domestic companies entered in top-10 the leading innovators in the field of space technologies of Europe) and also oil and gas (the Tatneft company was among 10 leading innovative companies of the world in oil and gas branch in 2015)

Keywords: industrial policy, mechanism of realization of industrial policy, development potential.

Labor market of the Russian Federation at the present stage of development. Saltykov V.I. page 61

In article current problems of labor market of the Russian Federation which solution will allow to improve use of labor capacity of the country and to increase its competitiveness in the international labor market are considered. During the research a number of problems and tendencies was revealed: lack of a part of information provided by bodies of the state statistics for creation of more detailed picture about a condition of an internal manpower, in particular real expenses of households; tendency to reduction of staff, mainly in the large domestic companies, aggravating an unemployment problem.

Need of creation of more favorable conditions for the unprotected segments of the population is laid down: simplification of registration in jobcenters, increase in a dole and improvement of system of selection of vacancies. There is a need of carrying out reforms in labor market according to population policy of the country which also includes a health care system, social support, ecological safety, etc.

Keywords: unemployment, state policy of employment, globalization, demographic situation, labor legislation, labor market, jobcenters.

Central Asian vector in foreign policy of Beijing and some problems of modern Russian-Chinese interaction in the region. Demidov E.V. of page 65

In the article "Central Asian Vector in Foreign Policy of Beijing and Some Problems of Modern Russian-Chinese Interaction in the Region" the problem of penetration of China into the Central Asian region and possible consequences of economic and political presence of the People's Republic of China in the region for the interests of the Russian Federation is considered. Formation of China as the global power is one of real "calls" to the foreign policy capacity of Russia, especially in the region of Central Asia, traditionally considered by Moscow as the sphere of the economic and military-political influence. The economy of the People's Republic of China in the last decades was the engine of growth of world and regional economy, and the aspiration of the People's Republic of China to achieve the maximum diversification of sources of receiving raw material and energy resources for "the world Chinese factory" makes essential impact on global and the regional markets. In this regard the attempt of the analysis of purposeful steps of

China on satisfaction of requirements of the economy at the expense of the Central Asian resources and the markets will be interesting to both experts, and a wide range of readers. The author consistently considers methods of strengthening of influence of Beijing in the certain countries of Central Asia current decade of the 21st century, subjects to thorough examination historical aspects of interaction of Russia and China in the region and also in what degree they are capable to influence development of dialogue of two countries in the future.

Keywords: Russia, China, Central Asia, the Economic belt of the Silk way, the Eurasian Economic Union, economy and investments in Central Asia, Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan, Turkmenistan

The comparative analysis of branch and cluster approaches in world economy. Seferov A.K. page 70

The international experience shows that the state in cluster policy is focused, first of all, on support of the strong and initiative companies and creation of the fruitful environment in which, in turn, other firms could increase the competitiveness. In article the expediency of application of theoretical provisions of cluster approach for development of programs and projects of development of economy of the states is proved. The concept of a cluster is analysed. Signs and functions of clusters are considered. The comparative analysis of cluster and branch approaches is carried out. Advantages and shortcomings of cluster approach are marked out. The possibility of application of cluster approach in practice is shown.

Keywords: economic clusters, cluster approach, branch approach, competitiveness, innovation, production cooperation, research and development.

Problem of decrease in centralization of the management in management science labor productivity. Bazhenova V.V. of page 74

In article the problem of adaptation of the enterprise to constantly changing conditions of production and realization of goods at the increasing randomness of the market is considered, in connection with frequent changes at emergence of new production and new technology of its production. At this adaptation a certain flexibility and reduction of the centralized management for bigger manifestation of freedom of subordinate divisions of production and certain workers on the one hand and to excessive independence of structural divisions which can destroy the complete productive and economic organism representing the enterprise with another is required. In this case such problem can be presented identification of rational extent of restriction of creative character, the functions which are carried out by the worker, rational restriction of the initiative induced by enterprise of the worker in centrally the operated production system. For this purpose in article science sources about human resource management, the methodological principles of the centralized penetration formed by anthropocentric accent in management science labor productivity are considered. Comparison of some approaches to definition of production target and ways of control of its performance is carried out. In particular the taylorism which limited participation of the performer in change of the organization of work, the principle of a democratic centralism, a method of management on the purposes (management by objectives – MBO) is considered. From the review of historical development of scientific researches in the field of production management it is possible the historical sequence of replacement (transformation) of rigidly administrative functions of control of work in softer form of financial cautions is noted. Keywords: management, efficiency of production target, ways of control, democratization, the centralized management, structures of production, adaptation, productive and economic system, innovative transformations, increase in productivity of work

Theoretical bases of the organization and carrying out marketing of personnel at the modern enterprises. Zhuravleva T.A., Semyonova E.M. of page 78

In article authors give theoretical justification of marketing of personnel on the basis of works of domestic and foreign researchers. It is noted that the focus of marketing of personnel has to proceed from the common strategic objective of the organization and to be subordinated to its realization. Factors and levels of marketing of personnel are considered. The role of creation positive personnel image of the enterprise in labor market as the directions of realization of marketing of the personnel designed to provide the fastest closing of vacancies is especially emphasized. Authors considered the procedure and an algorithm of realization of actions of marketing of personnel at the modern enterprises. It is noted that marketing of personnel is one of the most important factors of maintenance of competitiveness of the enterprises in market conditions now. For creation of effective system of marketing of personnel it is necessary to work consistently – from strategy through tactics to operations. At most the enterprises only the operational level of marketing of personnel is implemented now. Introduction of system of marketing of personnel in activity of the modern enterprises is aimed at achievements of the best use of a manpower due to creation of the favorable working climate providing advance of the personnel on a career ladder guaranteeing safety of professional activity and establishing the benevolent interpersonal relations in collective.

Keywords: marketing of personnel, factors and levels of marketing of personnel, image of the enterprise, stages and algorithm of realization of marketing of personnel

Process approach as instrument of quality management of educational activity. Lisichkina Yu.S. of page 82

Subject/subject. Now broad development was gained by the concept of process management of the organization from orientations to the value of the end result for the consumer. According to it, a concept of process approach as the coordinated activities for management of the organization with orientation to the end result, takes root into daily activity more and more actively. An object of research in the present article is through educational process.

Purposes/tasks. The purpose of article yavilyatsya identification of the main and auxiliary processes of educational activity within which tasks of delimitation of processes, definition of requirements of consumers to process inputs and outputs, determination of criteria for evaluation of requirements to results of process *are described*; to assessment of variability of processes; to regulation of activity within the allocated processes.

Methodology. Base of a research were the principles and methods of the organization of educational process, standard and legal base of regulation of scientific and educational activity in Russia.

Hypothesis. Process approach is the integral instrument of management of a quality management system in educational institution.

Conclusion. The concept of process approach consisting in the organization of educational activity in the form of through process is offered.

Keywords: Process approach, educational institution, through educational process, business process, value.

Modern concepts of management of design activity. Petrov M.N. of page 87

The existing tendency of a proyektization of various spheres of human activity led to use of techniques and the practician of project management not only in branches of modern business, but also in science, culture and a number of social programs. A specific place among modern methods of project management is held flexible (AGILE) and extreme techniques which showed the high efficiency first of all in the IT industry, however their convergence in other knowledge-intensive branches and, in particular, mechanical engineering is observed today. It is connected first of all with their high adaptation

ability, a possibility of transformation in quickly changing, unstable and chaotic environment. Flexible and extreme methods of project management are the innovative design practitioners answering to the existing calls of time and a modern general scientific paradigm. Their features noted above define expediency of application of these design techniques in difficult projects with the high level of uncertainty of a design environment, and, including, programs and projects of the knowledge-intensive segment of mechanical engineering. The existing experience of use of these design methods shows that their successful application demands introduction of innovations to all spheres of regular management, including application of perspective concepts of management of design activity for further improvement of methodological bases of project management. In this article the main aspects of modern concepts of project management are considered: concepts of sustainable development, management of knowledge for the project-oriented organizations and general management of innovations which are the perspective instrument of further improvement of methodological bases of management of difficult hi-tech projects.

Keywords: sustainable development, management of knowledge, general management of innovations, methodological bases of management of design activity

"Poverty of philosophy" of the Russian management. Kulapov M.N., Dorogov N.I., Karasyov P.A., Zemlyakov D.N. of page 92

In article the critical analysis is carried out and the opinion of authors is stated of a paradigm of domestic management of economy, aspects of its interpretation on the example of scenarios of development of an economic situation in Russia are considered. The innovatics located by authors allows to train the managers capable to provide innovative and technological break to new way and adaptive to its setecentricnost. The federalism is the base of statehood and a basis of asymmetry. Among urgent interstate decisions optimization of bureaucracy of all power vertical and structure of management of federal executive authorities taking into account modern threats, calls and risks, formation of uniform economic and financial body of the country as a result of merge of the Ministry of Economic Development and the Ministry of Finance and creation of three powerful state committees are priority: on indicative planning; on reindustrialization; on agricultural production (not just agriculture).

Keywords: global crisis, the neoliberal economic policy, the development strategy, management efficiency, ruling elite, personnel revolution, network society, competitive wars, the operated crisis, continuity of administrative traditions, mobilization model of innovative development.

Preventing to corruption manifestations at implementation of the government and municipal procurement. Kurandina Yu.O. of page 98

The sphere of the government and municipal procurement quite often involves dishonest persons imaginary ease of unreasonable enrichment why the economic interests of the state suffer, the order and rules of free competition are blocked, the planned social and economic transformations are at a loss.

Of course, manifestations of corruption can be met practically in any field of activity, however, corruption in the public sphere is represented much more dangerous, than in the private sector.

On transparency of government procurement and their "purity" it is possible to estimate corruption level in national economy. Now the state control in the sphere of government procurement is insufficient, target expenditure of means is poorly controlled though in a legislative order quite detailed administration of procurement procedures is built, there is a necessary number of the officials given appropriate authority and checking holding all procedures and contracts *connected with government procurement*.

Among methods and methods of anti-corruption fight which are used already or are created and are at different stages of implementation, it would be desirable to allocate the most relevant:

- To deprive of unfair businessmen of an opportunity to create and use "short-lived firms" (the main instrument of emergence of unaccounted cash money supply) which are used for providing the corruption purposes and also fictitious participation in the auction.

- To provide action of anti-corruption control of expenses, by the principle that money does not disappear completely, sooner or later they will be paid; to introduce control of expenses in operating time and after dismissal of responsible officials. Property of public figures which is not proved in the reasonable way – to confiscate in income of the state. The legal precedent is already created.

Anyway, corruption in the sphere of purchases represents system, so and on fight against it the system, but always on a step ahead of the shadow sector *has to be applied*, only in this case anti-corruption measures will be crowned with success.

Keywords: anti-corruption, government procurement, corruption, legislation problems, control in the sphere of government procurement.

Methodological ensuring management of process of centralization of purchases. Kurdakov A.V. of page 101

Purchases take the important place in social and economic development of the country. The efficiency of purchases is one of priority problems of purchasing activity. Ensuring the state needs with goods, works and services is followed by a number of risks which prevention is promoted by competent management of procurement process at each its stage. Centralization of Purchases promotes the solution of this task since allows to provide effective uses of budgetary funds; to optimize a purchasing cycle; to develop the competition among suppliers, etc. Prevention of risks of customers is possible at deep studying of all aspects of purchasing activity, the purposeful statistical analysis of the obtained data and assessment of economic efficiency of this or that administrative decision. The economic efficiency of centralization of purchases can be referred to difficult multicriteria tasks which solutions is built on a certain complex of criteria and indicators. In article the main criteria and indicators of assessment of efficiency of centralization of purchases are distinguished.

Keywords: purchases, contract system, centralization of purchases, management, foreign experience, methodological providing.

Monitoring of the government and municipal procurement: regional trends. Pankova L.N. of page 104

In the present article the purposes and problems of monitoring of purchases according to the legislation of the Russian Federation, in particular with the Federal law of 05.04.2013 N 44-FZ (an edition of 28.03.2017) "About contract system in the sphere of purchases of goods, works, services for ensuring the state and municipal needs" are considered (with amendment and additional, vstup. in force from 08.04.2017). Classification of types of monitoring of purchases is given: on the subjects who are carrying out monitoring; on research objects; on ways of implementation of monitoring, by the used methods, on orientation, depending on stages of purchasing activity, etc. In article the complex analysis of regional trends of effective monitoring on the example of Nizhnevartovsk is carried out (Khanty-Mansi Autonomous Okrug).

Keywords: monitoring of purchases, the legislation of the Russian Federation, classification of types of monitoring, monitoring in regions, modern methods of monitoring.

Problem of prevalence of smoking among the Russian youth: socioeconomic prospect of the analysis. Kurovsky S.V., Volodin A. Ampere-second. 108

In this article the problem of prevalence of smoking among the Russian youth and factors which influence consumption of tobacco products by youth is considered. By means of logistic regression, values of marginal effects for the factors influencing consumption of tobacco products are received

and on their basis are given recommendations about increase in efficiency of administrative strategy in the sphere of fight against smoking in the Russian Federation. Treat recommendations: control of performance of requirements of the law by employers, in relation to decrease in a share of smokers in workplaces; concentration of educational programs on an antismoking campaign at initial educational steps; redirection of social advertizing on the fact that members of the family of the smoker suffer from smoking; it is also necessary to oblige employers to distinguish additional allocations for fight against smoking from the working people, including encouragement of the persons who left off smoking the organization of lotteries for big prizes, non-smoking with payment. Correctly organized incentives will allow to make economically unprofitable consumption of tobacco products as on the basis of influence on the income of individuals (to raise the prices and excises by tobacco products) and on the basis of influence on employment of the individual (discrimination of the smoking workers at work on different factors) and also on the basis of influence on the individual's environment (social advertizing, by harm of smoking to family of the individual). According to us, only development of the complex and interconnected system of economic, social and moral incentives, will allow to reduce consumption of tobacco production by youth.

Keywords: youth, consumption of tobacco products, logistic regression, marginal effects, antismoking policy, system analysis.

Analytical expression of a form of thermomechanical curves of stretching of polymeric films. Shapkarin I. P., Shpachkova A. V. of page 115

The analysis of the regularities revealed at a research of influence of electronic radiation on the polymeric films received from a copolymeric acrylic emulsion is made. As the modifier of this emulsion it was applied oligoefirakrilat. The research of functional dependence of thermomechanical indicators on the absorbed dose of radiation allowed to express relative lengthening of films as function from the reference temperature and temperature of destruction of a film. The parameter μ and a characteristic constant Z entering the received general formula are accepted as key indicators of "thermomechanical pliability" of films. Check of the received formula on the example of a research of the films from a copolymeric acrylic emulsion modified oligoefirakrilaty and electronic radiation, found the satisfactory consent of results of calculation and skilled data. The made analysis allows to characterize quantitatively each thermomechanical curve by temperature of destruction and a characteristic constant Z . Thus, it is possible to quantitatively compare results of thermomechanical tests of the most various polymeric films.

Keywords: the analysis of regularities, a formula, thermomechanical indicators, polymeric films, the absorbed radiation dose, destruction temperature, a characteristic constant, quantitative assessment.

Economic justification of efficiency of actions for increase in competitiveness of services of the enterprises of restaurant and leisure and entertaining business by means of Internet advertizing. M.A. frosts, Aristov P.O. of page 118

The relevance of a research in this article is caused by growth of number of Internet users, promoting of Internet communications and growth of potential target audience. Today Internet advertizing has the increasing distribution as the integrated marketing communications and advance of the companies. In this sense restaurant and leisure and entertaining business, using this communication medium with target audience, does not use all opportunities of Internet space. Increase in competitiveness of services of the enterprises of restaurant and leisure and entertaining business, as well as achievement of an ultimate goal – increase in profitability of the companies by involvement of wider target audience and loyal clients, requires scientific judgment of the organization of communications with final consumers clients and also development of effective tools and definition of defined points for monitoring of efficiency of advance of the companies on the Internet. In article the algorithm of creation of the project of Internet advertizing is developed for increase in competitiveness of the provided services in the sphere of restaurant and leisure and entertaining business. The economic efficiency of introduction of the project of Internet advertizing for increase in competitiveness of the enterprise and services in the field of restaurant and leisure and entertaining business, and efficiency of management at the enterprise in general is proved.

Keywords: Internet advertizing, competitiveness of services, social networks; enterprises of restaurant business, enterprise of entertaining business, tendency of Internet communications, contextual advertizing, target audience.

The main directions of social responsibility in development of the Russian business. Bogachyova I.V. of page 123

The relevance of this subject is caused by the growing value of business in life of society and in the changing Russian economy. There was a need of further development of theoretical and methodological bases of business. At the same time particularly important basic researches of development of business in the context of the solution of social problems of modern Russian society become. Much attention is paid to questions of formation and improvement of corporate social responsibility. A variety of forms of this responsibility is defined by variety of social aspects of business at the present stage of development of society. Corporate social responsibility is the system consisting of three main subsystems: economic, ecological and social. Subjects of business have to make decisions not only taking into account economic factors, but also social and ecological. In this case becomes possible to operate social processes and to be responsible for them. In this case business is considered not so much as the driving force of economy, how many a factor of its social and economic stability. As a result corporate social responsibility acts as new philosophy of business where not only receiving profit, but also service to public benefit acts as a main goal.

Keywords: business, business activity, satisfaction of requirements, corporate social responsibility.

Questions of the theory and practice of management and capital repairs of apartment houses. Ivanov I. O. of page 127

In article questions of the theory and practice of management and capital repairs of apartment houses in the Russian Federation, feature of formation of the main terms and definitions in a control system, contents and repair of the general property of owners of rooms in apartment houses are considered. The system of the housing relations in the Russian Federation has the certain shortcomings connected with considerable discrepancies in standards of housing, civil, town-planning, registration and tax legislations now.

In provisions of the Housing code of the Russian Federation the terms which do not have the legalized definitions are used, a considerable part of the terms concerning questions of management, contents, operation and capital repairs of apartment houses contains in various normative legal acts and is badly correlated among themselves that brings certain difficulties in perception of the mechanism of management of housing stock as complete system.

In article the existing difficulties in definition of capital repairs as complex of works on elimination of malfunctions of worn-out elements of residential buildings and their equipment, to improvement of operational indicators of housing stock, implementation of modernization of residential buildings with installation of metering devices of the consumed municipal resources and to ensuring rational energy consumption are considered.

In article author's offers on formation of terms are created: an apartment house, the general property of owners of rooms in an apartment house and capital repairs of the general property in an apartment house.

Keywords: housing and communal services, housing stock, features of contents, operation and capital repairs of housing stock, an apartment house, the general property of owners of rooms in an apartment house, capital repairs of the general property in an apartment house.

Advantages of accumulative life insurance over banking products. Mikhaylova K. Ampere-second. 133

The most popular and available ways to all segments of the population to save up and increase the money are bank deposits and accumulative life insurance. Bank deposits generally solve a problem of saving money from inflation, than receiving high income. In the period of economic instability

insurance is especially modern, protection against various risks is most necessary at this time. Unfortunately, the population poorly understands conditions of programs of accumulative life insurance, does not realize those opportunities and advantages which insurance products give. The money made in the policy of accumulative life insurance has protection against inflation which is compensated by insurance companies. Profitability on accumulative life insurance is formed depending on that where the insurance company invests money of the clients. Except investment income the insurer has an opportunity to receive annually tax deduction. Policies of accumulative life insurance do not provide withdrawal of funds from the account before the termination of term of the contract while the bank deposit cannot act as reserve fund. Policies of assurance of life also provide unforeseen situations, for example, of a trauma. In such situations the insurance company provides additional money which are not subject to return or a deduction from the main sum of accumulation.

In article the main advantages of accumulative life insurance over bank deposits are disclosed. Theoretical aspects of these financial instruments from the legal and economic points of view are covered. The comparative analysis practical calculation is provided.

Keywords: Accumulative life insurance, bank deposits, investment, comparative analysis.

Essence and the importance of processes of import substitution for development of the national industry.

Pavlovsk N. Ampere-second. 136

In article approaches to the analysis of processes of import substitution in a section of the national industry and the developed economic situation in the country are considered. Strategic ways of increase in competitiveness of national industrial output and economic security in connection with development of processes of import substitution as the major making economic policy of Russia are considered.

Keywords: import substitution, national industry, economy, strategy, sanctions, import, export.

Features of accounting of operations of corporate treasury in the leasing companies. Shirokova M. Ampere-second. 139

In article accounting of basic operations of corporate treasury in the leasing companies is considered. Models of accounting of system a cache-pulinga as main tool a cache management are presented, the main distinctions of recognition of operations nominal and physical a cache-pulinga in accounting account are analysed. Accounting of operations on management of receivables and currency risk is considered. The feature of corporate treasury in the leasing companies is marked out. In spite of the fact that operations of the leasing companies have financial character and comprise financing elements, today the regulator in this branch does not exist and also there are no norms, the leasing companies regulating the nature of activity. The only norm, the company exerting impact on reference to leasing, contains in the Tax Code of the Russian Federation which demands receiving by the leasing company no more than ten percent of income from other activity. On the basis of the analysis of character of income from operations on management of liquidity, receivables and currency risk the conclusion is drawn that the corporate treasury in the leasing companies is structure on reduction of expenses, but not the device on extraction of additional profit.

Keywords: corporate treasury, cache management, cache-puling, hedging, receivables, leasing

Administrative decisions in the sphere of purchases as a factor of effective purchasing activity of the organization. Suloyeva A. Ampere-second. 142

In article the phenomenon of the administrative decision in the sphere of purchases as a factor of effective realization of purchasing activity of the organization is considered, the role and the place of the head supervising purchases in the system of subjects of purchasing activity is estimated. The author offers the model allowing to present purchasing activity as the coordinated system and showing place and a role of the head in this system, the importance of his administrative decision not only at an initial procurement cycle. The administrative decision passes 4 stages which in real purchasing activity are implemented for 10 steps, and at the right initial administrative decision realization of purchase will be consecutive and exact - from formation of requirements to satisfaction of requirements (signing of the contract, receiving goods, works, services). Accurately organized and effectively realized purchases provide successful functioning of the organizations that is the key to their economic stability and positive growth rates of city economy, the region and state in general. The model presented in article promotes increase in efficiency of the made administrative decisions and can be applied in management of purchases of any organizations not only Moscow, but also other regions. The universality of the scheme is determined by structural similarity of administrative paradigms in the sphere regulated uniform for all regions of Russia, the legislation on purchases.

Keywords: administrative decision, management of purchases, efficiency of purchases.

State and tendencies of development of the market of milk. Mumladze R.G., Vasilyeva I.V., Ananyeva E.V. of page 147

Increase in competitiveness of domestic dairy products and the solution of tasks of import substitution are promoted by the development of the markets of production of livestock production which is the priority direction of the state economic policy.

In article the analysis of production of milk in recent years, functioning of the market of milk in the conditions of the reduced import, balance of resources of use of milk and dairy products *is carried out*. The factors defining development of dairy branch and the main directions of its state support are defined.

Keywords: production of milk, market of milk, state support, balance of resources, import substitution, development tendencies.

Financial capital and civilization deadlock. Egorov V.G. of page 151

In article intrinsic characteristics of modern financial capitalism and attempt of their theoretical judgment are considered. On the basis of extensive empirical material author's vision of socio-political consequences of financial "domination" is offered. The logic of the tendencies of a financialization traced in article gives the grounds to claim that an exit from the created social and economic deadlock lies in the plane of post-capitalist social reality. The crisis phenomena generated by a financial stage of development of capitalism have system character and cannot be overcome within former model of world order. Coincidence of vectors of development of two processes, various by the nature: objective – globalization and subjective – financial globalization staticizes general risks of transition to qualitatively more perfect stage of social development.

The financial "domination" promoting accumulation of a source of "the social force" in hands of narrow group of oligarchs causes a deprivation of the liberal democracy and its social basis – the middle class, deepens split of world space on the poor and rich countries, increases danger of the conflicts and political collisions provoked by the aspiration of the capital to overcome regional, state, national identities.

Keywords: "A financial bubble", world order, financialization, deprivation of the liberal democracy, decrease of the middle class, universalization, financial globalization, contradictions of civilization development.

Improvement of system of venture financing of the IT companies interacting with commercial banks in the Russian Federation. Rudakova O.S., Markova O.M. of page 159

In this article features of development of the innovative processes in economy connected with application of venture financing of the IT companies by means of use, resources of the state, specially created venture funds and the capital of commercial banks are considered. Basic mechanisms and tools and also the main directions of development of venture transactions in the sector of IT technologies are considered. The main advantages and

shortcomings of venture financing of an IT segment are presented. So, treat advantages of an IT segment: opportunities to raise necessary funds from commercial banks as holders of the capital for implementation of high-risk, but potentially profitable projects in case other sources of financing can be inaccessible; to make financing in rather short terms; pledges and other types of providing are not required.

Also recommendations about improvement of application of venture financing in practice of commercial banks and other sources of development of venture business are provided.

Keywords: IT technologies, venture financing, customer-oriented approach, innovations

Use of Blockchain-technology in logistics and management of chains of deliveries. Korniyenko P.A., Kasayev B.S. of page 164

In article the possibility of use of innovative information Blockchain technology in logistics and management of chains of deliveries is considered. Today Blockchain is the multipurpose and multilevel information technology intended for reliable accounting of various assets. Potentially, this technology covers one and all spheres of economic activity and has a set of scopes. Among them: finance, economy and monetary payments, operations with material and intangible assets. Introduction of Blockchain-technology to any sphere of business means adoption of completely transparent and reliable information platform which will be used by participants of this or that process: whether it be insurance of natural persons, privatization of the real estate, management of returns, providing logistic service or any other kind of activity.

Within this article the technology of "clever" assets and "clever" contracts reveals, examples of application of cryptocurrencies in business are given. It was until recently difficult to present real use of cryptocurrencies in any sphere of business as, as we know, this type of money is subject to high volatility and is connected with high risks. However, at the moment there is a number of various solutions of this problem.

Key question of article is disclosure of opportunities of use of Blockchain-technology in logistics and management of chains of deliveries in general. Examples of practical use of this technology in logistics are given, advantages and shortcomings of Blockchain are disclosed, and the barriers and difficulties connected with introduction of this technology are also reflected.

Keywords: blockchain-technology, management of chains of deliveries, blockchain-technology in logistics, clever contracts, clever assets, cryptocurrencies

Mathematical modeling for assessment of efficiency of the company in the sphere of power industry. Matveev M.V., Ivanova N.V. of page 170

This work is devoted to studying of application of mathematical methods for the analysis and assessment of the electrical power market of the Russian Federation. In particular, dynamics of electricity generation in Russia for the long period - quarter of the century was considered. It was defined that further development of economy demands significant increase in production of this type of a resource. The greatest impact on electricity generation in Russia is exerted consumption in the industry and in agriculture. Also It should be noted that the most part of the electric power was made and made on thermal power plants which have serious shortcomings. The most considerable of which is their obvious not environmental friendliness, namely use of non-renewable resources and also the serious environmental pollution arising during their activity. In this regard a factor, work includes detailed studying of ecological aspect of economic activity of the enterprises. Work lights crisis of ecological safety which consequences are stated in many aspects. Its scale and the importance and also consequences following from it are brightly reflected. It was defined that at this stage of development creation and introduction of environmentally friendly technologies of receiving the electric power which directly depends on the funds allocated for it and, of course, investments is extremely necessary. Besides, in this work the regression model was developed for assessment of influence of factors on the profit of energy company of regional level. The received model rather precisely describes change of profit during 12 years and also defines the factors considerably influencing the profit of the company where in addition, also the investment component entered.

Keywords: mathematical models, resources, electric power, ecology, factors, company.

Creation of the new enterprises as instrument of development of territories of the Russian Federation. Ksenofontov A.A., Busygin V.O. of page 175

On the basis of an index method the analysis of economic activity of all territorial subjects of the Russian Federation in 2015 is carried out. A number of territorial subjects of the federation decides on low economic potential. The rating of the Republic of Crimea is defined and justification of need of development of this territory is given. The enterprises located in the Republic of Crimea which could become the lever for development of economy of the subject are analyzed. It is offered to reopen the coal-mining company "Crimea Coal". The business plan is developed for the considered coal-mining company and concrete recommendations about development of the enterprise are made.

Keywords: management, index method, economic activity of subjects, business plan, profitability.

The current state of mortgage lending in the Republic of Buryatia. Grigorieva L.O., Kapustina E.I., Korytova E.V. of page 179

In article the market of mortgage lending in Russia during 2008-2010 is analysed. Mortgage lending is a potential factor of development of the economic relations, transformation of real estate objects in the working capital. All this will help borrowers to receive immovable means, and to creditors - the high level of the guaranteed income. During writing of article authors used system approach to a research, state-of-the-art reviews and statistical data of Rosstat: periodicals on this problem and Internet resources. The analysis of change of total amount of the issued credits, the average interest rates for a mortgage, arrears for mortgage loans is carried out. The analysis of a social and economic situation in the Republic of Buryatia for 2011-2016 is carried out. The complex analysis of regional system of the economic relations arising in the course of mortgage lending and scientific justification of a role of a mortgage in development of social and economic capacity of the Republic of Buryatia became a research objective. An object of a research is the system of mortgage lending in the region. Methods of the statistical analysis served as methodical tools of the conducted research. The received scientific results consist in deepening of conceptual approach to assessment of functioning of a regional mortgage in the system of the objective financial and credit relations formed by crisis conditions of managing.

Keywords: housing policy, mortgage lending, model, growth, Republics of Buryatia, social population policy, economic policy, ecosystem.

Development and formation of venture business and its role in stimulation of innovative activity in Spain. Vasilyeva T. N., Vasilyeva I.V. of page 184

In the submitted article development and formation of venture business and its role in stimulation of innovative activity in Spain is considered. The concept of the venture capital is considered, history of formation of this kind of activity is described. Initially this activity was closely connected with the state, today more than 60% of funds of the venture capital are created on private means. The role of the Law 22/2005 of 24.11.2005 "About the venture organizations and the organizations exercising control of them is defined. Emergence of this Law was a real incentive for development of the venture capital in Spain. On November 12, 2014 the Law 22/2014 which repealed the current law 22/2005 regulating venture activity was adopted. Venture investment in Spain proved in practice the efficiency in stimulation of innovative activity. That the venture ecosystem developed successfully, harmoniously working infrastructure, the developed institutes and resources available to venture investments is necessary.

Keywords: innovations, venture capital, venture investment, venture financing, venture business.

//Innovations and investments. 2017. No. 5.

Venture capital as basis of development of innovative business. L.O. disack of page 2

Article is devoted to a research of a role of the venture capital in the course of implementation of innovative activity by the enterprises of small and medium business. The direct interrelation between forward development of innovative economy and successful realization of the venture capital is proved. The basic concepts of the venture capital are considered, its specific features are marked out and also its role in development of innovative business is defined. The structure of the venture capital assuming direct dependence of efficiency of implementation of interactions of participants of investment process on the used methods of state regulation of venture business is analysed. At the same time venture investors act as the main participants of investment process; the enterprises acting as subjects to investment and also intermediaries between venture investors and the invested enterprises. Consideration of the specified aspects allowed to define features of implementation of investment process in modern economy of the Russian Federation.

Keywords: venture capital, venture investments, innovations, innovative business, model of innovative process, specific features of the venture capital, structure of the venture capital.

Definition and assessment of indicators of efficiency of development of territories. Ivanov N. Ampere-second. 7

Modern development of regions and countries even more often is considered within the theory of development of territories. At the same time not only development, but also assessment of results of this development at certain stages is represented important. Without such assessment development loses a starting point, a support and an ultimate goal. Assessment of development is defined, first of all, by efficiency as the relative indicator characterizing the spent resources and the received result. It causes need of studying of a question from the point of view of definition of the key indicators which are most precisely reflecting dynamics of development of territories. In article approaches to definition and assessment of efficiency of development of territories are considered. Opinions of domestic and foreign researchers on essence of efficiency of development of territories are given. The main approaches to assessment and the analysis of efficiency development of territories are generalized.

Keywords: development of territories, efficiency, region economy, efficiency indicators, management of development, social and economic development.

Management of innovative development of regions of Russia: main problems and directions of their decision. Pechatkin V.V., Kobzeva A.Yu. of page 13

In article assessment of the current situation in the sphere of management of innovative development of territorial social and economic systems, including the analysis of key indicators of innovative activity at the international, Russian and regional levels is carried out. The key problems interfering innovative development of the country are allocated. Results of the analysis of quality of the formed and realized regional innovative policy, including are given in a part: justifications of priorities of innovative development, forecasting and planning of innovative activity. The flowchart of the imbalances arising in the course of a transfer of results of researches in economy clearly demonstrating key problems in the innovative sphere is designed. The complex of offers on development of a control system of the innovative sphere is developed including need of development and use of instruments of support of decision-making for the sphere of management of innovative processes is proved.

Keywords: Innovations, innovative policy, strategirovaniye and planning of innovative development, instruments of support of decision-making

Specifics of use of "Internet of things" technology in construction. Kolchin V.N. of page 19

The research objective was to show possibilities of modern information technologies in construction branch and also a possibility of combination of various information technologies allowing to increase efficiency of the applied technologies of operation of a construction object.

In this article the method of collecting, processing and accumulation of information on a construction object and process of construction based on a combination of technologies of the Internet of things, the industrial Internet of things and technology of operation of a construction object *is offered*. Positive effects of introduction of modern information technologies in construction branch and, in particular, from combination of technologies the Internet of things and operation of a construction object allow to increase efficiency of systems of operation of a construction object. The most important is introduction of technology the Internet prophetic in the system of operation of a construction object on design stages or constructions of a construction object as the effect of introduction at these stages will be the most maximum.

Keywords: the Internet of things, the industrial Internet of things, computer networks, wireless networks, identification and authorization, radio-frequency identification, the communication constructed on power lines, the Internet the device, technologies of intermachine interaction, automation and informatization of processes in construction.

Methods of assessment of competitiveness of export and competitiveness of production of goods. Kylbayev E.S. of page 23

In article methods of determination of competitiveness of export of the country in general and separate goods reveal. The purpose of article is publicizing of theoretical approaches and practical recommendations for the analysis and ensuring the international competitiveness of economy of the state by means of integration of the country into the system of world trade. The author offered methodological base on the basis of which quality assessment (competitiveness of export) is carried out. For assessment of competitiveness of export in a research the developed mathematical model of calculation of competitiveness of export by the choice of a set of the coefficients which are comprehensively characterizing a condition of export of the country in general is recommended. In this regard for generalization of the studied indicators and implementation of comparative assessment of various systems on multidimensional indicators for the purpose of determination of rating of competitiveness of export the matrix method which algorithm consists of several stages was used. On the basis of the developed algorithm the analysis of the foreign trade indicators of a number of the countries, including Kazakhstan and Russia is carried out and qualitative characteristics of export indicators are defined.

Keywords: quality of export, competitiveness of the industry, a matrix of basic data, globalizations of world economy, the index of similarity of export, the rating of competitiveness, the diversification of economy processing branch, mathematical model, comparative advantage.

Mathematical modeling as the tool for the analysis of business processes. Markina E. Ampere-second. 29

The subject of information technology development is at the peak of popularity in modern economic conditions. Every day the business companies face tasks of the analysis of statistics and its visualization for adoption of important strategic decisions. On an equal basis with it, the systems for modeling presented at the market become more and more, and it is more difficult to that to make a choice for this or that program development. Having taken these ideas into account, the decision to make the review of domestic means for business modeling was made.

The purpose of this work is the raising of relevance and the analysis of functionality of the Russian systems for modeling of business processes of the companies: Business Studio, ELMA and Business engineer.

The analysis of summaries and the managements to use of the Russian systems for modeling of business processes of the companies was the basis for work: Business Studio, ELMA and Business engineer.

Results of the state-of-the-art review showed that the range of opportunities of use of software products for modeling is quite wide, beginning from creation of charts and finishing with integration with corporate information systems.

It is correct to compare functionality of tools of modeling of the systems Business Studio, ELMA and the Business engineer it is possible only in relation to a certain circle of tasks and in a concrete business environment. Each of the considered systems has the of advantages and shortcomings which are shown depending on type of the organization and a range of the tasks solved by it.

Keywords: economy, information technologies, modeling, business processes, business strategy, reengineering, analysis of business processes.

The prospects of commercialization of the results of scientific and technical activity received at performance of government contracts in the field of use of data of remote sensing of Earth. Murakayev I.M., Hurmatulin V.V., Tsybulevsky S. E. of page 32

In article the question of identification of potentially possible risks characteristic of the participants of space activity working with such results of intellectual activity as the databases created at performance of government contracts in the field of use of data of remote sensing of Earth, and capable to limit use of the specified results of scientific and technical activity in the form of intangible assets in a commercial turnover is studied.

Besides, process of convergence of potential corporate participants of a commercial turnover for implementation of joint projects in the space-rocket industry is considered. The short characteristic of the studied risks, possible options of verification of the reasons of their manifestation is given, including options of leveling of risks at realization of earlier planned program and target actions directed to essential decrease in level of critical dependence of the Russian users by space information from use of data of the foreign operators who are carrying out remote sensing of Earth.

Keywords: The space-rocket industry, remote sensing of Earth, commercial use of the received results.

Formation and realization of innovative capacity of the organization. Gazitdinov A.M. of page 38

In this article the innovative capacity of the organization in the context of the offered structural and logical scheme of innovative capacity of the organization and grocery model of innovative process is analyzed. Innovative potential is offered to be considered how the system of the interconnected resources including a number of components: intellectual, information, material and technological, financial, organizational. Implementation of innovative potential is enabled as a result of involvement of the organization in natural, or expanded innovative process. Expanded innovative process assumes implementation of innovative activity by several organizations on the principles of cooperation. Interaction of participants of expanded innovative process is carried out on the market beginnings by means of an intermediate product. Classification of participants of expanded innovative process depending on the nature of the functions which are carried out by them and features of structure of innovative potential is offered.

Keywords: innovative potential; innovative process

Principle of continuity of activity: features of reflection in the audit report. Problems of practice and theory. Bulgakova A.E. page 42

In article development of the concept of continuity of activity and its feature of reflection in the audit report is considered. The history of emergence and conceptual essence of the principle of continuity of activity proving its central place among other principles of accounting, financial statements and audit report is investigated. It is proved that application of the concept of continuity gives to confidence to investors concerning continuation of business activity of the enterprise for achievement of in advance definite purpose and also allows to calculate the cost of the company at any moment. The formula of calculation of cost of the enterprise on the basis of the concept of the acting enterprise is given. Three main groups of factors of influence on an assumption of continuity of activity are allocated. The problem of disclosure of information on the continuity of activity in the corporate reporting of the enterprise as the domestic registration standard legal framework does not contain the relevant standards is described, and international - is in a condition of development.

Keywords: principle of continuity, audit report cost of the enterprise, investors.

Problems of development of franchizing in modern Russia. Novikov V.S. of page 46

In work the analysis of development of enterprise structures on the basis of franchizing in the Russian Federation is carried out. In the course of the research features of economic and legal mechanisms of realization of potential of franchising business are considered. It is noted that the crisis phenomena can promote activation of use of franchises as considerable decrease in risks is advantage of franchizing. Frequency of use of the mechanism of franchizing depending on branch is analysed. Features of application of franchizing in retail trade as this branch differs in the widest use of franchizing are considered. Difficulties of development of franchising business in modern conditions of the Russian Federation, including in connection with an external political situation are described. Legal bases of the conclusion of a franchayzingova of contracts are briefly described. Vision of influence of franchizing on process of import substitution and development of economy is offered.

Keywords: franchizing, franchise, concession, financial risk, economic development, etc.

The pricing model on mineral fertilizers focused on realization of tasks of import substitution and growth of production of domestic agricultural producers. Pavlovsk N. Ampere-second. 50

The model allowing to find the most optimum values of inflation in the sphere of production mineral fertilizers which scientifically prove cause and effect dependences and target parameters of development of domestic agrarian and industrial complex is presented in article. The developed model will be able to add justification when determining of the expected results and account parameters of the State support of agro-industrial complex is carried out within implementation of the State program of development of agriculture and regulation of the markets of agricultural production, raw materials and food for 2013-2020. Calculations will form the basis of further negotiations between the Government of the Russian Federation, landowners and producers apropos granting discounts and freezing of the prices of fertilizers for a spring and autumn sowing campaign. The compromise mechanism of support of domestic agricultural sector is represented to us an optimal solution which will allow to provide the movement of domestic agrarian and industrial complex on a trajectory of sustainable development and to solve import substitution problems in the sphere of national food.

Keywords: Agrarian and industrial complex, pricing, import substitution, inflation, production of mineral fertilizers

Continuity of traditions of the Greek business in modern economy of the Rostov region. Sushchenko V. A. page 54

In article the attempt to reflect enduring value of the traditions defining characteristic features of business activity of representatives of the Greek diaspora in economic life of the Rostov region is made. Especially it concerns their adaptation to local economic conditions and definitions concrete forms of participation in economic life of the Rostov region. Special attention is paid also to clarification of the reasons and directions of business activity of the Greek businessmen and designation of their contribution to economic development of Don region. A valid conclusion that economic activity of the Greek diaspora in the territory of the Rostov region promotes favorable formation of investment climate and development of economic space as in the region, and Russia in general.

Keywords: diaspora, Greek business, economy, features, investment activities; continuity, innovations.

The prospects of development of small business in Russia. Sitnikov N. Ampere-second. 58

Small forms of business are the integral component of developed economy. Small forms of business have to be the main conductors of new technologies and methods to the sphere of mass production. At the expense of small production and rather small park of the equipment small enterprises have flexibility in questions of correction of technological process, and thanks to it there is an identification of the most effective innovations.

In Russia of small business enterprises dies much more, than appears new. About 20% while abroad, only on small business this figure reaches 50% are the share of a share of small and medium business of GDP in our country. In the developed countries support of the medium-sized enterprises is considered strategically important for development of economy by a task.

Features of small business in Russia are that today that small business does not contribute to the intensive development of economy as it is not capable to execute function of selection of the most perspective innovations for further introduction in mass production by the large enterprises. From all small companies existing today only 10% function in the production sphere, and they are not in the scientific sector at all.

The last years are marked by the large-scale government actions, design plans directed to microbusiness development maintenance. Therefore the research what prospects of development of small business in Russia can be expected in 2017 and the next years is conducted on purpose in details to understand this article.

Keywords: small business, GDP, tax amnesty, taxation, simplified tax system.

Application of conceptual methods on the example of the analysis of compliance of the principles which are legislatively established in the Russian Federation to the principles of theoretical model of market economy. Kuchkarov Z.A., Kuziva T. D., Derbentsev D.D., Kuznetsova E.B. of page 63

This article is aimed at disclosure of a concept of market orientation, comparison of the stated market economy of the Russian Federation with theoretical model and identification of a number of discrepancies – not only regarding obligatory attributes of market economy, but also regarding time of the end of transition to the last. For achievement of the goal in work conceptual methods are used: borders of the considered subject domain are established, reconstruction of theoretical model is carried analytically out and the analysis of a part of standard and legal base of the Russian Federation comprising elements of market model of economy is carried out. As result comparison of the theoretical principles of market economy to the principles recorded in regulations is received and the conclusion is drawn on their paired compliance; also a conclusion about real time of completion of transition of the Russian Federation to market economy contains.

Keywords: standard and legal regulation, market economy, economic model of the Russian Federation, conceptual method.

Intrinsic qualities of agricultural cooperation. Inshakov A. Ampere-second. 68

Article is devoted to a complex research of the theory of agricultural cooperation. On the basis of the analysis of historical experience and the current practice of managing of agricultural cooperatives their intrinsic differences from the capitalist enterprises and other types and forms of cooperation are revealed. Obviously production nature of agricultural cooperation is defined. The social component of agrarian cooperatives consisting in their opportunities of realization of functions of the state for granting public goods and redistribution of income of the population is considered. One more characteristic feature of cooperation is that she acts as a form of economic self-organization of country people and promotes decrease in dissociation of agricultural producers. The value of consumer societies in the system of rural cooperation is estimated. Features of agrarian branch as spheres of managing are revealed. Attention is paid to a historical link of agricultural and handicraft cooperatives.

Keywords: agricultural cooperation, intrinsic qualities, self-organization, national crafts, agrarian complex.

To a question of evolution of the financial capital. Dinets D. Ampere-second. 73

In article the analysis of formation of the financial capital in the spirit of Marxism – on the basis of allocation of basis and a superstructure of a financial system of capitalism is offered. The period of the first and second technological way is investigated. It is shown that emergence of the financial capital demanded both industry development, and the efficient percentage channel of the transmission mechanism of monetary policy. The major factors promoting increase in operability of the percentage channel are considered. On the basis of comparison of models of reproduction of the capital the conclusion is drawn on a role of the Bank of England in financial leadership of London.

The parallels in history indicating that at preservation of the existing models of reproduction of the capital the American and European economies will not be able to direct the saved-up capital to financing of research and development in a kernel of the arising technological way are drawn.

Keywords: capitalism, financial capital, fictitious capital, Bank of England.

Concept and classification of tax benefits. Rovneyko R.V. of page 77

In the present article the author tries to solve the problem connected with indistinct understanding of institute of tax benefits in the Russian legislation and law-enforcement practice. The role of tax benefits at realization of economic function of the state is investigated. Article is devoted to a research of the concept "tax benefits" and its comparison with adjacent concepts of the tax and customs right, such as "tax preference" and "tax expenses". The author studies the legal nature of tax benefits and the purpose of their introduction to define what releases of the person from payment of a tax can be referred to this legal institute even if the legislator directly does not carry them to those, directly without enshrining in the law. For deeply analysis of legal institute in article several classifications of tax benefits by various signs are considered. Also on the basis of the analysis of the conceptual and categorial device, the developed systematization of tax benefits and assessment of their efficiency it is offered to designate the problems connected with regulation of the studied legal institute. Also in article obligatory and facultative components of tax benefits are considered.

Keywords: tax benefits, tax policy of the state, tax, tax administration, efficiency assessment.

State policy in the field of support of export of the software in Russia. Bulachev G. P.S. 81

In this article the current state policy in the field of support of export of the software in Russia and changes in it in the last five years is considered. Importance of support of this industry for development of the general well-being of nation is shown. Key indicators of software branch of the Russian Federation and volume of export of the software in 2002-2016 are specified. State programs, strategy, bills on support of export ON in Russia, namely initiatives in the tax sphere (both on federal, and on regional levels), the sphere of support of the young companies, development of venture financing are also considered and analysed. Initiatives of development of personnel potential in the sphere of the software are separately allocated. Results of introduction of separate state initiatives in the sphere of support of the industry of the software in general and its export component in particular are also presented in article.

Keywords: state policy, state support, export of the software, IT branch, software (S), information technologies (IT).

Management of activity of venture funds in Spain. Vasilyeva T. N., Vasilyeva I.V. of page 85

Article is devoted to features of management of activity of venture funds in Spain, change of the legislation in the sphere of creation and management of venture funds (Law 22/2014) is considered. In article activities of various funds of the venture capital for the following parameters are analyzed: on stages of development of small and medium-sized enterprises at which venture investments are carried out recently; on branches of economy which are the most attractive to venture investors; on sources of venture means; on the amount of funds of funds of the venture capital and private investments in quantitative and high-quality expression. Activity of several venture funds, in particular, of Nazca fund is considered. Participation of the state in management and stimulation of activity of venture funds in Spain is considered.

Keywords: innovations, venture capital, venture investment, venture financing, venture business.

Feature of participation of Africa in world trade of 1990-2015 Diabate V. of page 91

In article characteristics of potential of participation of Africa in MRT, a continent role in world trade and the factors interfering development of its trade are considered. It is proved that natural resources of Africa (the big area of agricultural grounds, oil, gas, coal, gold, diamonds, copper, gas, phosphorites, iron ore, uranium, bauxites, manganese, chromites) are the huge potential of participation in MRT. Nevertheless, this potential is not optimum used because of poorly developed structure of the industrial sector and infrastructure of the continent: a small amount of the asphalted roads and level of access to roads on the continent - low; the most part of container terminals of Africa is insufficiently equipped and reached or will reach limits of the opportunities soon; hydraulic capacities and geothermal capacities are used a little; information and communication technologies are poorly developed or do not conform to the existing requirements. Thus, trade of the African countries, anyway, suffers from the transportation costs which are considered as one of the highest in the world. Finally during the period from 1990 to 2015, results of researches say that the place of Africa in international trade remained extremely insignificant, and the share of the majority of the African countries in world export tended to decrease. Trade of Africa has monocommodity character: the continent is a supplier of raw materials (foodstuff, mineral fuel, nonfood raw materials) at the international level and the importer of products of manufacturing industry. At the same time existence of the hidden protectionism of the main partners of Africa (the EU, the USA, Japan, China) interferes with development of its trade.

Keywords: Africa, MRT, potential, infrastructure, world trade, import, export.

Practice of interaction of bureaucracy and business in China, India, Brazil and Russia. Iskhakov R.R. of page 97

The bureaucracy and officials quite often are sign obstacles in the system of development of private business. It is important to note that in the considered countries differently there were national signs of bureaucracy and in each of the considered states the bureaucracy has own specifics. The traditional character of manifestation of bureaucratic model cannot be denied, and according to a measure of counteraction to bureaucracy have to be under construction taking into account national specifics.

In article features of bureaucratic manifestations and their impact on development of business in China, India, Brazil and Russia are considered. In each of the considered countries the bureaucracy is traditional sign of public life, and it is respectively difficult to hope that this phenomenon will cease to take place in public life in the nearest future. Business will always face bureaucratic manifestations in a varying degree, but it should be noted that the urgent need of economic growth has to promote changes.

Keywords: bureaucracy, imperial model of bureaucracy, officials, business, corruption

Research of foreign experience of classification of the nomenclature and forecasting of need for spare parts.

Gryzlov A.A., Kasayev B.S. of page 99

In article approaches to a solution of the problem of effective management of stocks are considered. Approaches to classification of spare parts and methods of forecasting of need for spare parts are analyzed. Need of classification of spare parts by types of demand and the choice of an acceptable method of forecasting is proved. It is claimed that application of special methods of forecasting for spare parts yields result better, than classical methods of forecasting. The case on forecasting and stockpile management of spare parts on the example of the Royal Air Force of Great Britain (RAF) is considered. Classical methods of forecasting are based on the assumptions which are not accepted for sporadic demand for spare parts. These methods, as a rule, lead to excess stocks. On the basis of earlier considered case it was proved that the SBA method is the most acceptable for spare parts, allowing to reduce stock level. This work is of interest to the organizations dealing with spare parts, for example airlines or the repair organizations.

The offered approach allows to choose the most suitable method of forecasting of need for a stock for effective management of stocks. For the purpose of that this work had practical character, the author of work executed realization of the forecasting methods considered earlier in the environment of Microsoft Excel.

Keywords: spare parts, stock, classification of spare parts, methods requirement forecasting.

Actions of the expert in the sphere of purchases of goods, works and services at emergence of problem situations. Dyogtev G. V., Gladilina I. P., Yashchenko V.V. of page 106

Professional standards in the sphere of purchases defined the main labor functions of the experts conducting procurement. But the lack of educational standards does not give uniform approaches to training and the arising problems should be solved often at the intuitive level. Authors of article on the basis of the analysis of results of exchange of experience and communication on various problems with experts in the sphere of purchases of goods, works and services developed and offered for practical application behavioural model in the form of the recommended sequence of actions of the expert in the sphere of purchases of goods, works and services at emergence of a problem.

The offered sequence of actions is open for its further improvement, including the specific customer proceeding from specifics arising in purchasing activity of problems.

Keywords: purchases, behavioural model, sequence of actions, consequences, risks, legal systems, key question, electronic services.

Features of strategy of the integrated growth (on the example of PJSC Lukoil). Gorkunenko A. Ampere-second. 111

In article the main aspects of strategy of the integrated growth on the example of one of the largest oil and gas companies – PJSC Lukoil are considered, it is noted that the theoretical principles of synergetic processes in business are widely studied, at the same time practical mechanisms are formed at the level of concrete business and under the influence of the risks influencing its development. The system of creation of strategic management of PJSC Lukoil is given in article. The control system of PJSC Lukoil differs in complexity in a type of a significant amount of segments and territories, need of formation of effective model of the integrated growth, at the same time historically she showed stability in the conditions of unstable prices of oil. The efficiency system applied in planning, control and motivation of personnel is also considered. The efficiency system role in management of efficiency of PJSC Lukoil is defined.

Keywords: integration, synergetic effect, growth, business model, oil market, key indicators of activity.

Management of purchases for providing needs of education (on the example of the city of Moscow). Kovchegova S. Yu. page 115

Purchasing activity is a process of providing material resources with all types in the required terms and in the volumes necessary for normal implementation of economic and educational activity of educational institutions. The successful solution of the main social objectives set for educational institutions which direction, first of all, is connected with implementation of the Capital Education program to a large extent depends on efficiency of purchasing activity. Acquisition of various material and non-material values, their further distribution is life-supporting for any educational organization. For this reason one of the most important activities of any establishment – to adjust management of information process of purchasing activity which would fully allow to realize objectives in educational process of institutions and at the same time most effectively to use budgetary funds. Thus, in view of specifics of an economic part of establishment, the listed answers to a question for what and/or why this or that procurement of goods, works, services is conducted are higher and higher, allow responsible for purchasing activity not only to optimum build all process, but also to beforehand count all risks of lack of the performed works, the rendered services, the delivered goods in time. Competent management of information streams and process between all participants of purchasing activity is a guarantee of successful and effective purchasing activity of educational institutions of the city of Moscow in general.

Keywords: purchasing activity, auction, management of purchases, Moscow

The analysis of a subject of development of management of the small commercial organizations at a stage of their formation. Myasoyedov P. S. of page 119

The analysis of a subject of development of management of the small commercial organizations at an early stage of their formation is presented in article. Several opinions on specifics of management of such organizations are discussed. Various methods of planning in startups speak taking into account their features. Various factors of success of startups along with the analysis of activity at an early stage of development of the company are offered attention. The role of the leader in success of a startup is considered taking into account a small form factor and organizational features of startups. The value of entrepreneurial spirit in management of startups and also possible negative consequences from it is estimated. The question of corporate culture and its role in development of startups is not forgotten. Development of management of the small commercial organizations at an early stage of their formation is considered in the context of economy in general and economic policy of the state in particular. The view of development of economy by means of business development is offered. At the same time the general factors contributing to such development are shown. Stages of development of the organization are considered from the different parties through a prism of the points of view of different authors from Russian to foreign, in a holistic key and individualistic that creates prerequisites for deeper understanding of development of management of the small commercial organizations at an early stage of their formation.

Keywords. The young company, a startup, life cycles of the organization, management in the small commercial organization, the analysis and planning in the small organizations, business, corporate spirit, leadership.

Realization of the principles of corporate management in credit institutions. Novikov Yu.S. of page 125

In work an attempt of studying of the principles of corporate management in structures of credit institutions is made. Work considers high degree of concentration of the share capital, low activity in the markets to securities and the features of management connected with these factors in the Russian practice. Need of use of model of accurate differentiation of functions the managing director of bodies is considered. It is noted that the present stage of development of the credit market defines impact of a set of risks on activity of bank structures. The available mechanisms of standard regulation of bank activity are already registered within the corresponding regulations, but unfortunately they do not cover all list of the problems and tasks necessary for the organization of effective corporate management in Russia. It is noted the importance of function risk management to a large extent defining success of commercial activity of credit institutions.

Keywords: credit institution, bank, financial market, corporate norms, management, regulation.

Classification of models of management in the sphere of government procurement. Spiridonov A.V. of page 129

For systematization all of levels of control and supervision of government procurement as a part of system and the mechanism of control and supervision of government procurement, in article is offered the following typology of models of management on the basis of control and supervising activity: State and municipal control of purchases; Control of the customer; Departmental control of purchases; Public control of purchases; Audit of purchases; Monitoring of purchases. At all variety of types of control, the most effective is the state and municipal control exercised by control supervisory authorities. It is connected with the fact that control supervisory authorities are allocated a large number of powers in comparison with other types of control. Data on the violations revealed during control actions are reported to authorized bodies of executive power. Thus, the state and municipal control exerts the greatest impact on development of system of government procurement in the Russian Federation.

Keywords: government procurement, purchasing activity, auction, models of management

Current problems and risks in management of the projects of development of industrial territories with preservation of production function in Russia. Sharakin V.S. of page 133

The basis of the economy of any advanced country is production. Considering raw character of the Russian economy and also current trends of world economy, development of innovative, hi-tech and eco-friendly production in Russia becomes a priority strategic problem of development of national economy at the moment. For creation of modern production the former industrial territories of the large cities having the huge potential and a number of advantages unlike construction of production objects on new urban areas are best adapted. From public authorities and local governments special attention is paid to development of industrial territories of the large cities which are considered as potential points of growth for social and economic development of the cities and the country in general. The modern concept of development of industrial territories provides complex and sustainable development of industrial territories. Within this concept construction of housing, commercial real estate, creation of recreational zones in borders of the former industrial territories and also full or partial preservation of production function is supposed. Implementation of projects of development of industrial territories with preservation of production function is often connected with a number of the problems and risks pursuing the project at all stages of its realization that constrains streams of private investments into creation of modern production and significantly complicates process of management of the project. In this regard there is a need of synthesis of the Russian experience of implementation of projects of development of industrial territories with preservation of production function with emphasis on problems and risks which private investors at implementation of such projects can face.

Keywords: complex development, development of industrial territories, redevelopment, risks of the project, industrial territory, project management, participants of the project.

Some aspects of regulation of the salary in the system of social partnership. Myrgorod E.E. of page 140

The salary is the main source of monetary income and determines the level and quality of life of the population. Low level, unreasonable and unfair gender, branch, territorial and other differences in compensation, wide circulation of the hidden salary, its delay and nonpayment are the acute social and economic issue interfering innovative development of the Russian economy. In a market mechanism of regulation of the salary the special role belongs to social partnership as collective and contractual regulation supplements and expands possibilities of regulation within branch, the region, the territory, the separate organization, fills "emptiness" in the legislation, allows to settle quickly the contradictions arising in the social and economic

relations. Interaction of social partners in the sphere of compensation has to go in the direction of creation of conditions for formation of a decent salary as standard of worthy work for search of stabler and fair approaches to problems of growth and development. In article the main directions of collective and contractual regulation of the salary in the Russian Federation are considered. Problems which have to be solved in the nearest future are considered: increase in the minimum wage rate to the size of a living wage of able-bodied population, orientation of the sizes of regional minimum wage to the size of a living wage of able-bodied population of the region with establishment of higher standard for the organizations of the off-budget sphere, transition to the hourly minimum wage rate for the sphere of flexible employment; modernization of income tax; trade-union control of respect for the rights of workers for timely and full compensation.

Keywords: Salary, minimum wage, differences in compensation, worthy work, decent salary, social partnership, labor unions.

Automation and innovations in a corporate management system: modern aspect. Guseynov Sh.E. page 146

Development of the modern integrated structures is closely connected with the modernization of mechanisms of corporate management based on fast approbation and implementation of innovations. It demands large-scale automation of corporate management systems, providing jobs of management and experts with modern high-performance COMPUTERS. Innovations in a corporate management system are very complex, many-sided problem mentioning all complex of the internal relations. Therefore realizing organizational and administrative innovations it is necessary to understand that they will influence all fields of activity of corporation.

In article importance of automation of a corporate management system, introduction of local information networks and modern IT technologies in activity of corporation is considered. The special attention is devoted to organizational and administrative innovations and their interrelation with other types of innovations in corporation.

Keywords: Corporation, corporate management, innovations, organizational and administrative innovations, mechanisms of corporate management, automation, corporate information systems.

Seismicheskiye given on the shelf in east part of the Mediterranean Sea. Dzhamus Ali Daud, Abramov V. Yu. page 150

The main oil-bearing and gas-bearing sites of East Mediterranean are shown. The main stratotipa of geological cuts, the containing collector of oil and gas in the region both their main lithologic and seismoprospecting features are described in brief. Information on the known geology of the country and the largest oil pool the including majority of oil-bearing objects is lit, the geological card with a summary stratigrafichesky section and the card of an arrangement of sedimentatsionny basins of the country is provided. Information on resources of the pool from different sources and also data on types, structure and physical properties of oil extracted in the region is provided. Separate tables considered concession blocks into which the pool, firms operating or which are engaged in their investigation, the area of these blocks is divided and also the card an arrangement of numbers of blocks across the territory of the basin is given.

Keywords: oil and gas fields, East Mediterranean, hydrocarbonic potential

Models of the international financial statements in formation of professional competences of students. Mushrub VA., Maksimenko M.N., Sukhorukova I.V., Fomin G. P.S. 154

In article the methodical idea of introduction of the International Financial Reporting Standard (IFRS) 8 in teaching some subject matters is stated. The technique offered in article is based on the business game "Competition". Authors impart experience teaching International Financial Reporting Standards. In article examples of results of a business game and methods of processing of these results are given. The idea stated in article allows to pass to teaching such disciplines as "Modeling of microeconomics", "Modeling macro - and microeconomic processes", "Modeling of market strategy of firm", "Modeling of economic processes and systems", "Risks of financial activity of the company" on the basis of the business game "Competition" taking into account International Financial Reporting Standards. Such approach allows students to understand thoroughly theoretical material, to carry out verification of solutions of computer tasks and to systematize the gained knowledge.

Keywords: teaching technique, International Financial Reporting Standards, operational segments

Development of a method of improvement of forecasting of flu on the basis of tvitera-data. Nguyen Wang Thui, Nguyen Tkhi Mai Chiang, Jacob Oniyebuchi of page 159

Now exact forecasting of a disease becomes a current problem by preparation for outbreaks of disease of flu. Nevertheless, these forecasts are often limited to times, necessary to collect new, exact data. The improvement method forecasting of flu on the basis of the data obtained from Twitter of micro blogs is presented in this article. The majority of the existing forecasting models of flu is tested on the basis of the historical grippopodobny data (HGD) from the centers of the USA on control and prevention of diseases. These data are issued with one-weeks lag, and quite often initially inexact. As the previous researches use the final, revised data on assessment for definition forecasting effectiveness, our experiments are made with use of IGD at the time of the forecast show what the models including the data obtained from Twitter can reduce an error of forecasting for 21-32% in comparison with basic which uses only historical data. At the set accuracy level, using data of Twitter, issues the forecast from two to four weeks on the basis of offered models. Besides, as the offered model uses data of Twitter, on average, better, than models with use of data from Google flu trends.

Keywords: analysis of social networks, forecast of spread of a disease, twitter.

The inventions of scientists and engineers directed to the solution of practical tasks. Ivanov L. Ampere-second. 164

In an abstract form the review of inventions is carried out. Results of creative activity of scientists, engineers and experts allow to achieve considerable effect in construction, housing and communal services, agriculture and other branches of economy. For example, technical result of an invention "A way of storage of natural gas by means of adsorption in industrial gas cylinders" are increase in amount of the reserved gas in industrial gas cylinders and decrease in fire-and-explosion hazard of systems of storage.

Also the following inventions are of interest to experts: the solar photo-electric module with the stationary concentrator; way of purification of surface and underground water of the titanium and its connections with the help of carbon nanotubes and ultrasound; a way of the combined suppression of the fires of combustible and flammable liquids; way of production of a vitamin green forage, etc.

Keywords: inventions, innovations, economic effect, results of researches.

Deficit-free budget of municipal unit on the basis of expansion of opportunities of the local taxation. Belobokov A. Ya. page 168

In this work the possibility of creation of deficit-free budget of municipal unit with use, on a regular basis, opportunities of the local taxation of resident able-bodied population of the territory, including by introduction of the local tax compensated to the payer from the personal income tax paid to them irrespective of location of a workplace of the payer is estimated. The main conditions allowing to carry out transition to such budget are considered. The corresponding model of the local budget and an order of transformation to it is offered to the operating budgetary model. The restrictions connected with functioning of the offered model are introduced.

Key elements of the proposed solution on long-term ensuring deficit-free of the local budget are: transformation of the relations between the territorial subject of the Russian Federation and municipal unit concerning joint maintaining from a format of joint activity to functions of the customer (territorial

subject of the Russian Federation) and the contractor (municipal unit), with corresponding change of structure and tasks of regional and local budgets; fixing to the local budget, instead of a personal income tax and the interbudgetary transfers, annually counted local tax collecting paid by resident able-bodied population of this territory and compensated from their personal income tax regardless of location of the corresponding workplace. The main result of work is the reasoned conclusion about a possibility of balancing of the local budget containing only expenses on the solution of problems of local value, direct payments of resident able-bodied population of municipal unit. Necessary illustrations if other is not specified, are executed on the example of regional and local budgets of Perm Krai for 2015 taking into account data of Federal Treasury of the Russian Federation and Rosstat.

Keywords: the deficit-free local budget, local government, expansion of opportunities of the local taxation, labor population shift, local tax collecting, compensation of local tax collecting from a personal income tax, the budgetary dependence of municipal units, able-bodied population.

The development strategy of the enterprises of the industry of construction materials in the Moscow region.

Kuznetsova E. Ampere-second. 180

In this article the solution, the industries of construction materials of the Moscow region connected with low competitiveness of most the enterprises is considered. It is asked about impossibility of development of the perspective industry without transfer of economy of the Moscow region to an innovative and investment way in the future. It is described what results managed to be achieved, by implementation of target programs and what problems still remain unresolved. Also the model option innovatively – the investment development strategy for the enterprises of this branch into which 3 stages, such as enter is offered: definition of a mission of the enterprise, designation of the investment and innovative purposes, a prediscution of system of adaptation of strategy in necessary conditions. Use of such model, finally, can effectively affect and positively promote an exit of the enterprises of the industry of construction materials to the new, modern level of development.

Keywords: Enterprises of the Industry of construction materials, Moscow region, strategy, construction materials

Essence and value of a cluster in creation of points of growth of regional and national economy. Sultans of Page.

Ampere-second. 182

In presented article by the author reasons the fact that education and development of clusters is a guarantor of ensuring sustainable development of national economy. History of origin and development of the concept "cluster" is considered. Advantages and shortcomings of creation and functioning of clusters of regions are analyzed. The conclusion about need of development of clusters as one of the main instruments of sustainable social and economic development of regions and increase in their competitiveness is drawn. Thus, based on information given above, it is possible to present a cluster as difficult system on development and advance of innovative goods and services which effectiveness is provided due to synergetic effect of interaction of production, financial and economic, infrastructure, information, intellectual and other communications of participants in a cluster.

Keywords: cluster, cluster policy, region, regional economy, regional cluster policy.

Problems of development and realization of strategy in the construction organizations of Russia. Fedorishcheva

T. Ampere-second. 185

In this article current problems of strategic management in the organizations of construction branch of Russia are considered. The Russian and foreign experience of development and realization of strategy in construction companies is considered and also the analysis of modern market conditions in which they should carry out the activity is carried out. Strategic management in this way is represented as the mechanism of providing and increase in efficiency of activity of the construction organizations in the conditions of the unstable external environment. In work distinctive features of construction branch which demand special approach in strategic planning and management are designated. The reasons complicating processes of development and realization of strategy at different stages of development of the construction organizations are considered. The range of these problems is rather various, are analyzed as internal reasons for refusal of strategic management, for example, lack of necessary resources, and external, such as adverse market conditions developing in the market of construction services of Russia today. In the light of these problems is defined, how really at the moment introduction and distribution of mechanisms of strategic management among the domestic construction organizations of various level. In end the main ways of development of construction companies in the field of strategic planning and management are designated, methods by means of which leveling of the negative factors limiting their activity in the matter is possible are defined.

Keywords: strategic management, construction, objects of management in construction, strategic planning, strategy.

Design of a tourist package of services of extreme and sports tourism. Yurchenko A.L., Yeremeyeva L.F. page

188

In work the major factors influencing dynamics and content of internal tourism as from a negative, and positive side are considered. With use of methods of the system analysis and comparison the main reasons for expediency of cultivation of an alternative to resort tourism – extreme tourism are defined and formulated. Authors prove definition of the extreme tourism as the phenomena combining social, economic and psychophysical features. Extreme tourism is shown as the means of physical development of the person developing vital main physical qualities – endurance, force and dexterity. The analysis scientific and references, standard and legal base allowed to reveal the main problems interfering development of extreme tourism in the territory of the Russian Federation and to offer potential ways of their decision. Today the Far East is a unique territory for development of adventure, cultural and informative, extreme, sports tourism with rather low level of the competition in this direction. Within the project creation of travel agency in the territory of the Far Eastern Federal District which will offer cultural and informative, medical and improving, adventure, extreme, sports tourism across the Far East is offered.

Keywords: internal tourism, factors of influence, loudspeaker, extreme tourism, sports tourism, cost of tourist services, index of development of extreme tourism (ADTI), package of tourist services, complex of actions, means of physical training.

Formation of the effective financial relations of regional clusters of agrarian and industrial complex. A.G.

germanohIV of page 193

In article problems of the financial relations in modern regional agroclusters are considered. The innovative financial relations and finance play an important role in functioning and further development of regional agroclusters. First of all it is about the amounts of financing of the formed agrocluster. Innovative organizational structures at the very beginning of the development demand large investments with the subsequent slow return. Respectively the external financial relations play a paramount role at the very beginning of formation and development of agroclusters. Government institutions as donors and as legislators have to organize effective public-private partnership on financing of agroclusters. Use of various financial resources and tools for financing of agroclusters belong to it.

The external financial relations have to harmoniously corresponds to the internal financial relations of an agrocluster. In this regard an important role is played by the financial mechanism of an agrocluster. Use of various financial resources and application of the corresponding financial instruments in a cluster are directed to the solution of strategic objectives and problems of a complex. At the same time the corresponding control of their use and

effective distribution of income and net income of a cluster is supposed. The financial relations need to be developed and for this purpose "road map" matters.

Keywords: Financial relations, cluster rent, depreciation of innovative technologies, providers. venture funds.

Design of agentny models for creation of the artificial stock markets. Podvyznikov D. Ampere-second. 198

As a result of development of approaches to modeling of the difficult systems consisting of a great number of the interacting agents, considerable potential was shown by methods of imitating modeling, in particular agentny models. Agentny models allow to simulate work of complex system as result of activity of a great number of the agents inhabiting it. However the threshold of entry in the field of agentny modeling is quite high as in literature not enough attention is paid to questions of creation of agentny models. In this work the author considers some elements of design of agentny models in the annex to modeling of the stock markets. Among other things, for creation of agentny model of the stock market the researcher needs to define the economic structure of model including types of assets, their number, a method of pricing, preference of agents, a possibility of social contacts between agents. Also a technical part is not less important: algorithms of training of agents, ways of calibration of model and also architecture of a code of model which has to allow to realize the researcher's plan in the best way.

Keywords: agentny modeling, mathematical model, stock market, artificial stock market, design of an experiment

Modern approaches to assessment of competitiveness of the enterprises in space-rocket branch. Trifonov P.V., Borodulin D.S. of page 203

This article is devoted to questions of assessment of competitiveness of the enterprises of space-rocket branch. The main attention is paid to a research of modern problems of the domestic enterprises functioning in space-rocket branch in the conditions of the limited growth, the crisis phenomena in economy and growth of the international competition. As a result of a research modern approaches to assessment of competitiveness of the organization are defined and recommendations about its improvement are offered. Authors carry out the comparative analysis of various techniques of assessment of competitiveness and is offered to use for the enterprises of high-tech industries to choose a technique "a competitiveness polygon".

Keywords: the system is more whole, competitive advantages, increase in competitiveness, analysis methods, strategy.

Multiagentny technologies in production planning: features and advantages of use. Nikitin N.S. of page 206

Any economic activity is inseparably linked with its information support. One of key aspects of efficiency of economic system is the speed of decision-making and information processing that reflects efficiency of activity of the company. Characteristics of information systems substantially influence management technological and business processes of economic entities. One of the most difficult from the point of view of the volume of information and requirements to the speed of decision-making is the sphere of production. Any production is implemented within resource, temporary and technical restrictions that imposes the requirements to its planning and management over it.

In article features of use of multiagentny technologies for the solution of problems of operational planning of production are considered, comparison between the main methodologies of planning is carried out, problems which the company which is carrying out the automated operational planning faces are allocated. Key advantages of use of multiagentny technologies to the solution of problems of planning and a dispatchirovaniye of production are designated.

Keywords: production, operational planning, multiagentny technologies, APS, MRP2

The review of the software market of recommendatory systems for credit institutions. Rukhtin I.A., Filippov S. Ampere-second. 211

In article justification of need of use of recommendatory (estimated) systems by credit institutions for the activity is given. Characteristics of two main approaches by which recommendatory systems are guided are given: retrospective assessment with use of historical data and assessment "by rules". The example of model for use in assessment is also described.

In the main part of article the chief representatives of the market of recommendatory (estimated) systems for credit institutions are considered. On each representative the detailed description with the indication of distinctive features, available tools, functionality, advantages and shortcomings of concrete systems is given.

Also in article comparison of developments for the western market and the market of Russia and the CIS countries is carried out. Conclusions are drawn on expediency of use of the western developments in the domestic market.

Keywords: recommendatory system, credit institution, credit, borrower, assessment, scoring, estimated model, decision-making, software, software product

Ofshorization of economy as threat of national security of Russia. Kolosova E.E. page 213

In article the essence of the concepts "offshore zone", "offshore company" is studied; the main reasons for establishment of business in these zones are generalized; the main vectors of deoffshorization of national economy are defined. In article evasion methods from taxes through offshore schemes, export of the capital and transfer of assets in offshore jurisdictions are considered. Statistical data for assessment of scale and possible consequences of these operations are provided and threats of economic security of the country are described. Classification of the states on "black" and "gray" lists is considered, data on investment of cash flows into the Russian Federation from these countries and also data on withdrawal of capital are provided to these countries. Scopes of anti-offshore policy and return of the capital under jurisdiction of Russia are given in article.

Keywords: offshore, national security, investment attractiveness.

//Innovations and investments. 2017. No. 6.

Theoretical prerequisites of management of processes of an urbanization. Pertsik E.N., Kabakov S.I. of page 2

The principles and features of designing of the urbanized systems which are prerequisites of management of processes of an urbanization are considered. The most important of them: harmony, big lag effect, geographical concreteness, dynamism, big time horizon, conflictness of functional use of territories. Stability of the main framework of systems of resettlement, the cities and city agglomerations is noted. The new cities arise on a framework of the developed knots, highways. Feature of the urbanized systems is the principle of the overall (integrated) effectiveness including direct (economic) effect and indirect which on scales it is incomparable more extensively than direct and tends to growth. Indirect effect: social, ecological, biospheric, town-planning, architectural, psychological, information, effect of stability at natural cataclysms and other extreme situations. Information support includes economic-mathematical modeling, questioning and the systematized expert estimates.

Keywords: urbanization, principles of designing of systems of resettlement, cities, integrated effect, information support.

Financing of innovative projects at the industrial enterprises. Kokorev A. S. page 6

At the present stage of development it is impossible to recognize the general condition of innovative processes in economy of the Russian Federation satisfactory. In article sources of financing of innovations in the industry of Russia are considered. Thus, a basis of financing of innovative projects at the industrial enterprise are various internal and external sources, including, first of all, profit, depreciation, steady liabilities and others and also subsidies, subventions and grants from state (centralized) and local budgets, the credits of banks, off-budget funds, pension savings, foreign investments (direct and portfolio) and other sources. The author comes to a conclusion that development of innovative system in the Russian Federation is possible at acceptance of cardinal measures from the state for development of the effective funding mechanisms based on motivation, support, development and stimulation of innovative activity and approaches. Introduction of complex state investment policy and also implementation of joint investments into innovative programs and projects has to become the most important direction of innovative development.

Keywords: financing, innovations, industry, investments.

The analysis of the State program "Economic development and innovative economy" regarding compliance of model of strategic planning and management by means of conceptual methods. Kuchkarov Z.A., Kuziva T. D., Derbentsev D.D., Kuznetsova E.B. of page 9

In this article the State program "Economic development and innovative economy" regarding existence of necessary attributes of system of strategic planning and management and implementation of requirements to these attributes is analysed. The analysis of the State program from the point of view of the data specified in the document, their logical communications and concepts used in the text of the State program is carried also out.

As analysis tools in work conceptual methods were used: borders of the studied subject domain are established, the analysis of a part of standard and legal base of the Russian Federation is made, analytical reconstruction of components of the State program from the point of view of necessary attributes of the considered theoretical model is carried out, the analysis of compliance of attributes of the State program to attributes of theoretical model is made.

The list of discrepancies of attributes of the state program to requirements of theoretical model of system of strategic planning and management is result of article.

Keywords: standard and legal regulation, system of strategic planning and management, state program, conceptual method.

The factors influencing innovative activity of the Russian business: identification and neutralization. Abdikeyev N.M., Tyutyukina E.B., Governors A.M. of page 15

In the submitted article on the basis of questioning the analysis and assessment of innovative activity of the Russian business are carried out. The factors interfering innovative activity of the Russian business on the example of pilot regions (The Penza, Vladimir and Lipetsk regions) including at a stage of creation and commercialization of innovations are revealed and systematized. Offers and recommendations about neutralization of the allocated significant factors interfering innovative activity of the Russian business taking into account foreign and best Russian practices within two directions - institutional, financial and economic are developed; the structural and logical model of assessment of influence of neutralization of factors on innovative activity of the Russian business is developed. The developed offers and recommendations about neutralization of the most significant factors interfering innovative activity of the Russian business will promote realization of Strategy of innovative development of Russia and also the state program of the Russian Federation "Economic development and innovative economy" until 2020.

Keywords: Innovations, innovative activity, factors of innovative development, Russian business.

Economic condition of the Russian banking sector during the crisis periods. Bobreshova T.S. of page 21

In this article the economic condition of the Russian banking sector during the crisis periods is investigated. The analysis of crises of 2008 and 2014 as macroeconomic shocks for an explanation of relationships of cause and effect of possible dependences between profitability of banks and a number of macroeconomic indicators is carried out. At first crisis of the "bad" credits of 2008-2009 in particular is considered: reduction of the liquidity, growth of mistrust, the hidden bad credits, high dependence of the Russian economy on dynamics of the world prices for energy carriers, mass dollarization. Further currency crisis of 2014 - 2015 in particular is considered: structural deficiency of liquidity, restriction of access to the international capital markets, decrease in tendency of the population to risk (weakening of trust), dollarization, outflow of retail deposits, growth of arrears, weakness of ruble attraction of resources (funding).

Keywords: banking sector, economic crisis, currency crisis.

Risk management at the organization of the high-speed movement in Russia. Nikitin A.B., Zhuravlev N. Ampere-second. 17

The increased requirements to infrastructure and the rolling stock at the organization of the high-speed movement on the railroad connected with influence of increase in speeds and need of ensuring the greatest possible level of safety and quality of operation define relevance of risk management of projects on construction of high speed lines (VSM). In article questions of identification of risks of a design stage of realization of construction of VSM and search of actions for their prevention and minimization of negative impact on achievement of results of the project are considered. As a way of response to the revealed risks use at a stage of formation of the design and estimate documentation of the developed special specifications (SS) for the control system of train service (CSTS) is offered. The description of features of the offered SUDP and also effects of its application is provided. Besides, the possibility of determination of results from application of STU connected with the cost of life cycle of the project by means of development of a special technique is analysed.

Keywords: risk management, high-speed movement, railway transport, special specifications, control system of train service.

Theoretical bases of liquidity and solvency of commercial bank. Queen K. V. of page 32

In this work theoretical bases of liquidity and solvency of commercial bank are investigated. For all banking sector of liquidity and solvency of separate commercial banks make a uniform basis for effective and stable functioning of all banking system in general. The concept of liquidity and solvency of commercial bank is given in a research. The liquidity as "stock" and as "stream" is defined. For models of "stock" Miller-Orr's models, Uolena, model of liquidity of balance of bank are given. For a liquidity assessment method as "stream" is offered a method of a ladder of terms and a method of the payment calendar. For effective management of liquidity it should be taken into account internal and external factors. Among them internal factors were revealed: strong capital base, a deposit base, quality of assets, quality of resource base (moderate dependence on external sources), associativity of assets and liabilities on terms, management of bank and its image. External factors are also revealed: general political and economic situation, organization of system of refinancing and development of the interbank market, development and efficiency of segments of the financial market, efficiency of supervising functions of the Bank of Russia.

Keywords: liquidity; solvency; commercial banks.

Analysis of financing of advertizing of the state sports programs of the city of Moscow (formation of the budget). Malsagov M.I. page 38

One of the main objectives during the work on implementation of state programs — to achieve maximum efficiency of an expense of budgetary funds at minimization of labor costs. The purposes of the state program "Sport of Moscow" regarded in this article declared increase in number of the residents of Moscow playing physical culture and sport and also achievement of the highest sports results by the Moscow athletes. Now the scheme of work on the advertizing campaign of the state program looks as follows: the approval of the budget of the state program, the statement of a share of the advertizing budget, statement of the purposes and problems of advertizing campaign according to the general strategy of the state program, the announcement and carrying out the tender, the choice of the performer of a campaign according to the approved procedure. Then the work course which is controlled at each stage by means of acts of an acceptance of works follows directly.

In article the author considers the principles of financing of the state sports programs on the example of the city of Moscow and also offers a unique method of optimization of expenses on advertizing and PR within their realization. It is supposed that the maximum efficiency of PR support of sports programs can achieve, having refused the system of tenders and having created own structure (state) advertizing and the PR specialists focused not on the tactical, and strategic solution of objectives.

Keywords: State program of the city of Moscow, advertizing, public relations, sport, economic efficiency.

Risk management system of the company. Tretyakova Yu.D. of page 41

Article is devoted to questions of definition and identification of risks of the company, for further management by them. Specialized standards on risk management are analyzed. Questions of a teoretiko-methodological basis of formation of system on risk management are considered. Stages and elements of a risk management system are investigated, it is analyzed ways of minimization of risks. The comparative analysis of the opened and closed risk management systems is carried out. Features of introduction of a risk management system are considered. Results of a research can be used by economic entities for creation of a risk management system in the company, for their identification, localization and prevention.

Keywords: risks, risk management system, standard of risk management, risk management, economic security, limitation, insurance, hedging, diversification.

Theoretical justifications of influence of factors of uncertainty of the stock market on investment activity of the companies. Ushakova E.S. of page 44

This work is devoted to theoretical justification of influence of factors of uncertainty of the stock market on investment activity of the companies. The purpose of this work consists in definition of factors of uncertainty of the stock market by means of studying of the existing theoretical theses in this subject domain. The concept of a factor of uncertainty, his concept, types and methods of measurement is given. The following methods are considered: calculation of volatility of profitability by means of GARCH model; standard deviation of dokhodnost of financial instruments; calculation of a ratio between internal and external uncertainty through a risk measure indicator by means of the CAPM model; the concatenated ranks of volatility of day dokhodnost of financial instruments. Mechanisms of influence of factors of uncertainty of the stock market on investment activity of the companies through the theory of real options are considered; rejection of risk by firm; existence of financial restrictions. The interrelation of factors of uncertainty of the stock market and investment activity of the companies as is defined by negative influence of risk on investment activity of the company, and positive influence of risk on investment activity of the company on a number of representative works. Also researches in which the dependence between variables and nonlinear (U-shaped) interrelation of factors of uncertainty and investments of firm was not revealed unambiguous (positive or negative) are considered.

Keywords: stock market; uncertainty; investment activity.

Theoretical and empirical researches of strategy momentum. Alikuliyeva I.F. page 51

In this research the momentum is carried out theoretical and empirical researches of strategy. A number of questions concerning feature of construction a strategy momentum is considered: as the momentum effect is estimated; as the choice of a temporary window influences a momentum effect; as parameters of creation of a portfolio influence profitability of strategy a momentum. The main question consists in that, how exactly we can measure "a momentum effect"? Three types of "Momentum" which are allocated in the stock market depending on the considered period of the analyzed yield on stocks today are considered: short-term momentum; medium-term momentum; long-term momentum. The short description of theoretical bases of creation of strategy a momentum is presented in this article and the most significant factors influencing an indicator of abnormal profitability are listed. Also in article key empirical researches in the field of studying a momentum of effect are considered and pricing models by means of which in most cases make attempts to explain this anomaly of the stock market are presented.

Keywords: pricing models; momentum effect; strategy momentum.

History of competitive purchases of goods, works and services in Russia at the expense of budgetary funds. Agafonov A.A., Vasilyeva I.S. of page 58

The first rules of the public auction appeared at Peter I. Announcements of competitions were hung out on all city gate. In them it was reported about privileges to contractors and suppliers that it is very important for stimulation of works and deliveries. The persons which are already working by state orders, information on their performance who, on what contracted, on what price were listed.

With growth of number of purchases the number of the abuses connected with expenditure and use of state means sharply increased. In large quantities separate contracts were not executed, conspiracies as among themselves, and with members of the commissions were organized. Bribery scale increased.

Purchases at the expense of budgetary funds are one of bases of economic development of the country. In order that the system of state procurements in Russia developed, and purchase of goods, works and services for the state and municipal needs was realized qualitatively, it is necessary to remember history of its development. Unfortunately, history is forgotten, and the current legislation in contract system is constructed on experience of foreign countries. And, maybe, it is worth remembering centuries-old experience and history of state procurements of Russia?

Keywords: state procurements; history of competitive purchases; legislation; power.

About some moments of evolution of process of production from the point of view of a modern sotsiogenetika. Sergienko L. V. of page 61

Subject. Ordinary the economy is defined how the science studying socially - the economic relations arising in the sphere of production. However, this relationship is formed and develop in the course of the joint practical knowledge which is the cornerstone of the production which is carried out by the interacting subjects which, in turn, belong to this or that socially – to an economic genotype, created and functioning within this public organization and certain requirements directed to satisfaction. At the same time, existence of genotypes is result of action of the regularities inherent in human thinking and behavior per se.

The purpose of this work is specifications of the subject of economy.

Concrete content of each socially important requirement is of interest to us so far as defines and limits process of managing and which, in turn, is result of action socially – economic genotipichesky human nature. Therefore no natural properties of goods (any types of practical knowledge) directed to satisfaction of requirements can prevent them to take quite certain commodity form within acting socially – the economic genotipichesky

environment of functioning. And implementation of work on their production becomes a "natural" necessity for any acting subject and for any human community in general, the possibility of own life support and reproduction providing to them.

Results. The received results can form a basis of drawing up forecasts of the direction and dynamics socially – economic life of this or that economic community at this or that stage of its functioning.

Conclusions. Bases of formation and development of production – are result of action of the regularities inherent in human thinking and behavior per se.

Keywords: a sotsiogenetika, new practical knowledge, socially – economic variability

Fictitious capital as product of the financial capital and independent phenomenon of modern capitalism. Dinets D. Ampere-second. 65

The relevance of a subject is defined by need of systematization of key characteristics of the fictitious capital as source of global financial instability and set of financial crises. The fictitious capital became the cause and collapses of a set of financial bubbles in various markets and in various geographical segments. The scale and depth of negative consequences of such financial bubbles define impossibility of use of methods of management of the financial capital to regulation of the fictitious capital. In article views of many Russian and foreign scientists of the nature of the fictitious capital are generalized. On the basis of synthesis of basic provisions the system properties distinguishing the fictitious capital from financial are revealed. The cycle and the principles of the address, communication with an interest rate, inflation, the bank animator are distinguished from such properties. Besides, the return relationships of cause and effect between profitability, risk, liquidity and cost of the fictitious capital are shown. As a result a valid conclusion that the fictitious capital, being the generated financial capital, nevertheless, has own characteristic features, opposite to the financial capital. Besides, it is established that the return transition from fictitious to financial is impossible, and funds from investors via the mechanism of market liquidity are removed from the market of the financial capital and cannot be reinvested.

Keywords: financial capital, fictitious capital, capitalization, risks, profitability, liquidity, percent, inflation, bank animator

Modern problems of development of the theory of the international competition. Karsanova E.E. page 71

Now change of borders of the markets is carried out more and more in high gear, it becomes more difficult to define specific goals of the competition in this connection the leading position of the companies becomes temporary and demands full-time work on transformation of activity of the enterprises. Thus, the strategy based on reducing costs and increase in labor productivity give only short-term effect and have to be combined with the strategy directed to creation of innovative products, the new control systems allowing the companies to fall into a unique state among competitors.

Keywords: international competition, multinational corporation, development strategy, costs, labor productivity

Development of the Free trade zone of EEU – Vietnam and factor of China. Yakovlev A.A., Glinkina S.P., Turayeva M.O. of page 78

Article is devoted to the analysis of the first stages of functioning of the Free trade zone of EEU – Vietnam, still only similar practice formed in 2015 and being for the Eurasian Economic Union. Conclusion of agreement about the EEU Free trade zone – Vietnam has to promote an exit of the economic relations of the countries to essentially new level that will allow Russia and to other member countries of the Eurasian Economic Union to diversify the communications in the Asian region and to strengthen contacts with the influential quickly developing ASEAN group. In article dynamics of trade between member countries of the Eurasian Economic Union and the Socialist Republic of Vietnam is analyzed, changes which happened in structure of commodity turnover after signing of the Agreement on the Free trade zone are considered. In work risks of the Free trade zone of EEU - Vietnam, connected by the key economic player of the region – People's Republic of China and a possibility of re-export of production of the People's Republic of China through Vietnam to the countries of the Eurasian Economic Union are also considered.

Keywords: Free trade zone, Eurasian Economic Union, Vietnam, Chinese factor.

Export of the higher education as potential factor of development of world economy. Kosevich A.V. of page 83

At the current stage of development of world economy, in the conditions of economy of knowledge the crucial importance is allocated for education, and first of all the higher education. Development of export of the higher education comes under the spotlight of the governments of the increasing number of the countries.

In article on the basis of statistical data relevant today the analysis of structure of the world market of educational services in the sphere of the higher education is carried out and the role of export of the higher education in world economy is revealed. The author draws a conclusion that it is possible to consider a role of export of the higher education in development of world economy at least in two aspects, apart from direct financial income from training of foreign students. First, seeking to strengthen the positions in the world market of educational services, the export countries increase quality of national education, its appeal to foreign students and consequently, prestige of the country on the world scene. Secondly, carrying out training of professional staff for the countries – importers of the higher education, they promote increase in competitiveness of these countries more widely – to formation of the productive international economic environment.

Keywords: world economy, the higher education, education export, world market of educational services.

Outbound tourism from China. Qi Weichaos. 87

Today actively the tourist branch in the world develops. Together with it the Chinese tourist traffic actively grows. It is caused by economic policy of the People's Republic of China, traditions and features of the Chinese people.

The richest history, culture and the nature of our country – a basis of growth of popularity of tours from the People's Republic of China across the territory of the Russian Federation.

In article importance of development of branch of tourism for national economy is emphasized.

Results of a research of tendencies of development of outbound tourism from the People's Republic of China are presented in article. The analysis of dynamics of number of the Chinese tourists in 2006-2016 is carried out and its forecast till 2020 is submitted. Average expenditure of the Chinese tourists for the person in the different countries and regions of the world in 2016 are analysed. The gradation of tourist priorities of the Chinese tourists is.

The problems of outbound tourism from the People's Republic of China taking place at the moment of time are revealed the planned actions for their decision are outlined. Prospects in development of tourist cooperation between Russia and China are considered.

Keywords: tourism, outbound tourism, tourist flow, People's Republic of China, visa regime, tourist market, thematic tourism.

State regulation and support of renewable power in India: features, advantages, shortcomings. Karpov A. Ampere-second. 91

In article the main trends of development of renewable power industry of India at the present stage with allocation of a role of state regulation are considered. Prerequisites to development of renewable power in India, namely, physiographic and climatic conditions, economic, infrastructure and social features of the country are analysed. The current state of renewable power industry of India, its role in a country energy balance is considered.

Evolution of system of state regulation of branch since the beginning of the 2000th years and is shown so far. Activities of special public authorities of India for support and regulation of renewable power are considered. The main mechanisms of the state support of branch as non-market (subsidizing, preferential tariffs), and market character are in detail analysed. It is noted that market mechanisms of state regulation (REC system), have the advanced character and differ in high efficiency and high potential for further development.

Keywords: India, state regulation, renewable power, preimushchetsva

The principle of professionalism as a basis of prevention of risks at implementation of purchases of Gladilin I. P., Tyusina Hp of page 96

The principle of professionalism is rather reasonable assumption of high-quality performance of certain actions in science and practice. High professional level allows to avoid to the expert in the sphere of purchases of many mistakes, including by prevention of risks. Certainly, implementation of purchases is accompanied by big risks. Ability to define zones of risks, to systematize constant risks and to prevent them - an obligatory structural component of professionalism of customers. The analysis of the international experience of carrying out purchasing activity gives understanding that continuous development of the purchasing sphere and increase in level of efficiency in the sphere of management of purchases are closely connected about risk management as one of the most important parts of management.

Keywords: risk – the focused management, purchases, professionalism, prevention of risks.

Work with VIP clients of bank. Yudenkov Yu.N., Pashkov R.V. of page 98

Many Russian banks reached such level conforming to the international standards of service and also do not concede to foreign banks in efficiency of the solution of problems of the VIP client.

During the post-crisis period and also in communication by the proceeding tendency of revocation of licenses of the Russian banks, the few VIP clients are ready to invest in one asset or in one bank more than 1 million US dollars. VIP clients prefer to expand a portfolio and to invest means at the same time in several banks, including foreign, unlike the pre-crisis period when VIP clients gave for management to one bank or made investments in one bank from 10 million US dollars.

Bonus service is based on trust of the client to bank, as a rule, clients "come" to service according to the recommendation of people of "the" circle, in this segment of banking business a key role is played by "the person" which is a Personal manager solving all financial and non-financial problems and the VIP client's questions 24 hours a day.

Now VIP clients have full information on products, services, specifics of work of different banks, perfectly are guided in offers in the financial market, use difficult mechanisms of diversification of risks, project financing, securitization of assets, dictate the terms to bank and pay for high-quality service and an opportunity to realize own plans and projects.

Keywords: VIP clients, Private Banking, banks

Demand for skills in the Russian labor market. Semyonova D. Ampere-second. 108

Labor market in Russia – the subject which is widely discussed by experts and society, including the mass of aspects. Annually the share of the working people with tertiary education grows. According to Rosstat, in 2000 the share of such workers made 20% whereas in 2014 the share made 33%. That is formally qualification occupied at the enterprises grows in Russia. Then there is a question why the Russian enterprises declare the shortage of skills of workers? According to results of the international research "Characteristic of the Business Environment", a manpower does not meet to the right degree requirements to skills. In the Russian labor market sharp increase in demand for education is traced that says that receiving the higher education became a public norm. However the enterprises do not manage to adapt under the proposal of highly skilled labor. In the investigation of it there is a disagreement of supply and demand of skills. This article represents the analysis of data of inspection of Interaction of internal and external labor markets (BBBPT) for 2014 during which 2003 Russian enterprises and also descriptive statistics were interviewed.

Keywords: labor market; demand; skills.

Development of a program complex for carrying out the financial analysis of the enterprise. Alekberov E.M. of page 115

Thanks to the financial analysis economic subjects can carry out activity assessment as in the current period, and expected. Also financial analysis to be carried out for assessment of own enterprise with other economic subject – the competitor, that is the benchmarking is carried out.

The set of software products which allow to carry out is developed for the analysis of a financial condition of the economic subject automated process of the organization and carrying out financial estimates. Therefore in article the research of the most popular programs to which "Audit Expert" and "the Viola Finance" belongs is conducted, and comparison with the Fin assessment software product developed by the author which is planned to be registered in Rospatent is carried out.

The Fin assessment software product allows to carry out the analysis of the enterprises with different forms of ownership and the systems of the taxation including in the simplified forms of the balance sheet and report on financial results.

The financial coefficients received in the program are formed for different books of accounts (Russian, GAAP/IAS, etc.) and on several economic subjects. Financial indicators are formed in any cuts of analytics that allows to carry out the detailed analysis of information for management accounting.

In article on the basis of calculation of economic effect, advantage of the product developed by the author with the main, presented at the Russian market of information technologies, products is revealed.

Keywords: information technologies, software products of the financial analysis, financial analysis, software, assessment of efficiency of activity of the economic subject

Calculation of risk of introduction of the automated system of training in labor protection and industrial safety. Bashirova Yu.G. of page 119

In work the modern systems of the organization of educational process – traditional, modular, credit and modular are analysed. The list of tasks which the automated program complex on labor protection and industrial safety for increase in their efficiency has to solve is shown. Rapid and constant growth of volume and complexity of the studied material, need of its fast updating lead to search of new more effective methods of training. International experience shows that one of ways of increase in efficiency of process of training - use of computer technologies. The purpose of work is the analysis of modern systems of training which are used for training of listeners concerning labor protection, and conclusions about what problems the automated training system for maximizing learning efficiency has to solve. At introduction of automated control systems for training (ASUP) the management of higher education institution faces a set of problems. For example, very often teachers of educational institution and also heads of departments, in every possible way sabotage introduction of ASUP as the management of higher education institution has a tool of assessment of personal overall performance of this or that teacher, or the student. Sometimes happens that qualification of the teacher does not allow them to work with ASUP competently. Or just natural resistance to any changes takes place. Low reliability and insufficient power of IT infrastructure of the company can also become a serious problem at introduction of ASUP.

Keywords: educational process, traditional, modular, credit and modular systems, the automated program complex on labor protection and industrial safety.

The control systems of parameters used on the main gas pipelines. Kazankov Ya. Ampere-second. 124

The relevance of article is caused by the fact that control of process of transportation is the main direction of researches of transportation of gas. The main specifics of service conditions of control systems consist in their territorial dispersion in the extensive territory along routes of the main gas pipelines. Objects of telemechanics settle down, as a rule, in remote areas with undeveloped infrastructure, on considerable removal from control centers. From the systems of linear telemechanics control of large volume of parameters, information exchange with the local systems of automation under various protocols, preliminary information processing directly in controllers on difficult algorithms are required. Creation of model which allows to solve step by step a problem of the organization of monitoring of system of regional gas supply in the conditions of a mnogokriterialnost is given in article. It allows to structure process of the organization and to make decisions in the conditions of illegibility of basic data. In article the choice of measuring instruments on the example of 3 points of control is considered.

Keywords: Systems of telemechanics, control system, gas pressure, gas transportation, gas pipeline

Technique of assessment of efficiency of use of resource potential of the library and information environment of the university. Peschannikova E.N. of page 130

In article definition of the library and information environment of the university is entered, and its classification is offered. Within this classification it is offered to consider as separate components the internal library and information environment of the university and external. It allowed to formalize the concept "efficiency of the internal library and information environment". As a result of formalization the measurable indicator of efficiency and a technique of its definition is offered. Calculation of indicators of information potential and information productivity is the basis for a technique. The author it is offered to consider these indicators in the relation to the opportunity of mastering the trained corresponding competences given by the university which are established by Federal state educational standards and, respectively, the realized main educational programs of the university. Besides, in article the concept of resource potential of the library and information environment is formalized. Proceeding from the accepted calculation method both intra-university and external library and information environment are a vector indicator therefore, generally for assessment of the general resource potential it is offered to carry out convolution of indicators. Within the real work multiplicative convolution of the corresponding vectors is used. In the formulated concept of efficiency of use of the university library and information environment for ensuring quality of educational services, the measurable indicator of efficiency and a technique of its definition is offered.

Keywords: library information support, library and information resource, library and information environment, technique, potential, resource potential, efficiency, entropy approach, information potential, information productivity.

Development of recommendatory system for the loan officer of the bank organization. Rukhtin I.A., Filippov S. Ampere-second. 134

Article represents the description of development of recommendatory system for the bank organization "Vegabank". In article justification of need of use of recommendatory systems by the bank organizations for the activity is given. Justification for development of own recommendatory system in the concrete bank organization, instead of use of ready developments is given. The developed estimated model for use in a kernel of recommendatory system is described. Top level modeling of all business process of granting the credits to legal entities in the concrete bank organization and more detailed modeling of the automated macrostep is carried out. The description of the developed recommendatory system with the main realized functions and elements of the user interface is given.

On the basis of collected statistics of pilot operation the conclusion about improvement of efficiency of business process of crediting of legal entities from introduction of the developed recommendatory system is drawn.

Keywords: recommendatory system, bank organization, credit, borrower, assessment, scoring, estimated model, software, development, business simulation.

Research of the software products used in the analysis of a financial condition of the enterprise. Fokina A.O., Guryanova A.Yu. of page 138

The financial analysis allows to estimate financial and economic activity of the enterprise in the last, current and expected periods. The analysis allows to make calculation of key parameters which form objective and exact assessment of a financial position of the economic subject, its income and expenses, changes in structure of property, a share of own and borrowed funds, settlements with various contractors. Therefore various modern computer programs and technologies are developed for carrying out the financial analysis and obtaining exact results for their further effective use.

The purposes and problems which are solved by software products of the financial analysis allow to define key indicators of financial and economic activity of the enterprise: to define profit and losses of activity, indicators of profitability, solvency, liquidity, financial stability, the analysis of cost of net assets, production efficiency and product sales, a research of structure of prime cost, definition of bankruptcy and a point of profitable activity of the economic subject.

At the heart of automation of the financial analysis rules of reading financial statements and mathematical formalization of a subject of the analysis are put.

Final tables – financial (accounting) statements of the enterprise contain the most important information on activity of the economic subject.

In article the research of the main software products which are used in the financial analysis of the enterprise is conducted. In work advantages and shortcomings of programs, their features of application are defined.

Keywords: software products of the financial analysis, financial analysis, software, assessment of efficiency of activity of the economic subject, classification of programs of the financial analysis.

Factors of consumer behavior in the market of medical goods and services online. Kotkova E.D. of page 144

Object of this research is the market of rendering medical services on the Internet. Various individual characteristics which are responsible for features of consumption in the corresponding market act as a subject. In this work various econometric models, including Hekman's method allowing to solve a problem of nonrandom selection are used. Within the conducted research the unique data concerning features of consumption of medical services on the Internet in the Russian market were collected and analysed. By results of the analysis a number of characteristics of consumers of services the Internet of pharmaceuticals was revealed: significant communication and lack of connection with education and income was found with age. In number of the important factors influencing familiarizing of the individual with number of buyers of drugs on the Internet the place of its accommodation is carried. Also, positive influence on probability of purchase of drugs on the Internet in the presence of minor children and relatives who need to buy drugs was revealed. The constructed model showed that existence of problems with health and difficulties with receiving the Internet of the order negatively affect volumes of consumption by the individual of services the Internet of druggists. At the same time positive communication with trust to the Internet and complexity of search of drugs within the residence was found. Significant communication between consumption in the corresponding markets did not manage to find. So, for example, the share of buyers of drugs on the Internet is identical, irrespective of belonging to number of users of medical applications. Approximate equality of shares is observed also when comparing these two markets about online by consultations of doctors.

Keywords: consumer demand; medical goods and services; service online.

Assessment of the centralized system of planning of government procurement in the city of Moscow. Menshikov A.M. of page 151

Centralization of purchases acts as one of important factors of development of regional economy, both in short-term, and in the long-term period. The centralized system of planning of government procurement in the city of Moscow is the tool which allows to master effectively budgetary funds and to

create optimum conditions for anti-corruption and also serve as the powerful instrument of respect for the principles of the Law on contract system. The centralization of purchases introduced at the legislative level is a step to integration of procurement procedures that in turn, will affect economy of budgetary funds. It will lead to the compelled training and retraining of qualified specialists in the sphere of purchases and also will exclude corruption components in the sphere of government procurement and will simplify control of expenditure of budgetary funds.

Keywords: government procurement, the Federal law No. 44-FZ, centralization, Moscow, the centralized system

Modeling and visualization of organizational and economic processes of the enterprises of the space-rocket industry. Kuznetsova E.A., Murakayev I.M., Tsybulevsky S. E. page 155

In article the current state of the question characterizing economy of space activity in the context of the forward development of the space-rocket industry based on effective use of the results of scientific and technical activity received (received) as a result of rekuperatsionny investment of the acquired scientific and technical potential into economic turnover of the hi-tech enterprises of space branch and creation of conditions for transition of the developed economy of space activity to post-industrial way of economic relationship between its participants taking into account new trends in development of the Russian economy is considered.

In work the questions of a research of macroeconomic impacts on microeconomic indicators of activity of the economic entities and their proportions which developed today in the Russian economy on the example of consideration of the intra-branch interrelations existing in the space-rocket industry are raised.

Major factors of industrial production of the reproduced economic benefits in the knowledge-intensive branches of hi-tech production on the example of the space-rocket industry as one of the high-tech industries of manufacturing industry predetermining gradual change of economic way with transition to economy of post-industrial type where a fundamental factor will be scientific knowledge and opening of opportunities for their industrial use are analysed.

Keywords: Economy of space activity, enterprise of the space-rocket industry, industrial economy, mechanical engineering, competitiveness, economy of knowledge, high-tech industries of production, rekuperatsionny investment of results of scientific and technical activity.

Technologies of monitoring of government procurement in Central Federal District. Pankova L.N. of page 161

Government procurement - the effective mechanism of ensuring sustainable global development. A great influence in modern Russia rendered the Federal law of 05.04.2013 on effective functioning of system of the government and municipal procurement N 44-FZ (an edition of 07.06.2017) "About contract system in the sphere of purchases of goods, works, services for ensuring the state and municipal needs" and Resolutions of the Government of the Russian Federation. The system of monitoring of the government and municipal procurement in the CFD is also improved. Thus, the funding mechanism operating in the real conditions considers the got earlier practical experience of realization of the government and municipal procurement and also the international practice, including basic provisions of recommendations of the Commission of the UN in rules of international trade (UNCITRAL). It has to promote improvement of quality of ensuring the state needs taking into account system approach to process of formation, the conclusion and performance of government contracts. Undoubtedly, it is a considerable step on the way of formation of modern purchasing system in Russia.

Keywords: Sustainable development, government and municipal procurement, contract system, steady system, public purchases, CFD of the Russian Federation, monitoring.

The organization of purchases in the Moscow region. Trofimovskaya A.V., Pronin D.S., Markina N.V. of page 165

The federal law of 05.04.2013 No. 44-FZ "In the sphere of purchases of goods, works, services for ensuring the state and municipal needs" (further – the Law No. 44) was adopted about contract system for the purpose of increase in efficiency of expenditure of budgetary funds. One of instruments of achievement of the goal of efficient use of budgetary funds is centralization of purchases. Centralization of all purchasing cycle begins with creation of authorized body, authorized institution. In article the question of the organization of the government and municipal procurement in the Moscow region is considered. The role of the centralized purchases at the level of the territorial subject of the Russian Federation and a role of the automated management process directed to strengthening of interrelation of the budgetary process and procedures of planning of purchases and the organization of process of definition of suppliers (performers, contractors) is reflected.

Keywords: government and municipal procurement, authorized body, centralization of purchases.

Formation of system of the indicators characterizing economic, social and budgetary efficiency of realization of tourist capacity of the region. Fedorchukova S. G., Fedorchukova D.V. of page 167

Very important for identification of reserves of development of tourist branch to construct such system of indicators which would allow to estimate the tourist capacity of regions, to reveal the problems which are slowing down its growth, reducing investment attractiveness and competitiveness of the territories which are profiled on the tourist sphere. Especially this assessment is necessary for territories which bigger specific weight in a gross regional product is occupied by tourist branch, and the level of their social and economic development on a straight line depends on a condition of this services sector. In the research conducted in article the major factors influencing realization of tourist capacity of the region, namely its economic, social and budgetary efficiency are defined and grouped. Also for each group of the factors influencing a state and the prospects of development of tourist capacity of the territory the three-level system of indicators including relative, rated and integrated criteria is constructed.

Keywords: System of indicators, economic, social, budgetary efficiency, rationing of indicators, integrated assessment.

Properties of the Absolute Personality and person in article I.P. Chetverikov. Sizintsev P.V. of page 170

Article is devoted to philosophical judgment of a concept of the Absolute Personality. The will of the person, vital values of contemplation, freedom, love and illusions of the person are analysed. Religious views are removed by the author in close logical connection with meaning of life and values of strong-willed and ethical character as a condition of all-round development of the personality.

Article purpose – to investigate philosophical prerequisites of moral aspect of the doctrine about the personal Absolute and to analyse the categorial device and methodology of the analysis of the religious philosopher I.P. Chetverikov. A subject of article – the description of various systems of a philosophical and religious world view reflected in concepts of a monism, pantheism, theories of criticism and a neokantianstvo in categories of unity, personal attributes. Article subject – to give an idea of concepts of the personality, will, consciousness, the truth as harmonious unity of freedom and reason. The originality of a research has the maximum degree as detailed analytical researches of theological and philosophical heritage of I.P. Chetverikov in the world and Russian scientific environment were practically not conducted so far.

Keywords: Internal work of spirit, contemplation illusion, freedom, activity, love, prayer, lichnostnost.

//Innovations and investments. 2017. No. 7.

Technology of design of strategic decisions for intensive economic development. Ignatyev S.V. of page 2

It is possible to refer stimulation and maintenance of rates of economic growth to the most important long-term goals of economic policy of any state at optimum and steady level that can be provided due to formation of effective strategy. The states seek to use effectively the resources to get advantages in the competition and steadily to function for many years. On the way of achievement of the purposes stated above there are various problems as a result of influence of external and internal factors. Public administration defines strategic decisions for intensive economic development according to branch structure and the competitive environment, applying the analysis and methods which help to eliminate these obstacles. However, intensive alternatives of growth in itself are so numerous therefore very important process is making decisions on growth and the choice of the correct strategy. In article the new technology of design of strategic decisions for intensive economic development on the basis of complex diagnostics of probabilistic character of external and internal factors is proved. The mechanism of structuring information on economic development of regions is offered that allows to receive the integrated estimates of the choice of strategic decisions in various situations.

Keywords: intensive growth, strategy, monitoring, structuring information, alternative, factors, diagnostics

Factors of influence on innovative activity of the enterprises in Russia. Denisova O.N. of page 8

In article the condition of innovative activity of the enterprises in Russia is analyzed. The factors influencing innovative activity of the Russian enterprises are revealed. Factors the constraining innovative activities and factors promoting innovative activity at the enterprise are in detail considered. The negative impact of the external slowing-down factors of innovative development of the enterprises of Russia plunged to considerable delay of growth of industrial output. It should be noted that the state no doubt plays an active and direct role in creation and support of innovations at the enterprises of Russia. The innovative activity will not have positive result without participation of the state. Creating favorable conditions for development and increase in efficiency of scientific and innovative activity is a priority problem of the state innovative policy in Russia [2]. First of all the state has to provide more extensive financial support of innovative activity at the enterprises.

Keywords: state, activity, innovative activity, development, factors, economy.

Merges and absorption in the context of innovative development of the international companies. Krylov D.M. of page 12

In article the analysis of use of the mechanism of merges and absorption by the international corporation Schlumberger is carried out. Within the research of twelve largest transactions of merges and absorption the main motives of their commission were revealed. The author emphasizes that exactly thanks to so high activity the Schlumberger company takes the world leading positions in the field of delivery of technology solutions for the oil and gas industry in the sphere of cross-border transactions of merges and absorption. Moreover, within the research it is revealed that the activity of the company in the sphere of merges and absorption has high statistical interrelation with its turn. The conducted research allows to draw a conclusion that transactions of merger of the technological companies can promote emergence of the essential advantages affecting competitiveness of the company in the international market. Divestments, in turn, allow to improve long-term financial stability of the organization and also stimulate development of non-core assets, at their sale to the specialized company.

Keywords: Cross-border merges and absorption, motives HOARSED, technological development, innovative development, competitiveness, the international development of business

Instruments of management of interaction of innovative infrastructure in the region. Samkov M.A., Belyakova G. Ya. page 17

In article problems of formation and management of network interaction of innovative infrastructure are considered. In the conditions of globalization and innovative modernization of economy partnership and cooperation of all subjects of innovative process (business, the power and science, including interaction of large and small business), is a key factor of development of innovative economy. Interaction of subjects of innovative activity will be organized by the network principle on the basis of which the continuity of stages of technological development, a conclusion to the market and venture investment of stages of innovative process is provided.

Innovative infrastructure as the integration mechanism, creates interrelations between elements of innovative activity, providing its functioning: connecting science, education and production, it is designed to provide effective transfer to production of scientific and technical achievements in the form of knowledge, technologies, the equipment and ways of the organization of productions.

At the same time this approach is poorly widespread in regions. The inconsistency of activity of subjects of innovative infrastructure, weak interaction at implementation of innovative projects *is the reason of it*.

Keywords: innovative infrastructure, network interaction of innovative infrastructure, instruments of management of interaction of innovative infrastructure of regional economy.

Specifics of participation of the private capital in implementation of the state innovative and investment projects. Kostenko A.T. page 22

The major positive and negative factors of interaction of private investors with the state innovative and investment projects are considered. Into the forefront problems of long payback, profitability and imperfection of the legislative base are put. Plus are strategic advantages of development of business, reputation of the company, image. Forms of participation of the private capital in GIIP and options of financing of such projects are analysed.

Keywords: innovations, investments, private capital, business, PPP, innovative and investment projects.

Contracts of life cycle as a condition of development of business activity in Russia. Zharekhin A. Ampere-second. 25

In the strategy of development for the country development of business activity is declared to one of the main directions. The business activity provides modernization of the sphere of management on the basis of an innovative way of evolving that means introductions of a number of measures which main objective is increase in level of publicity in the state, continuous and high-quality interaction with the private organizations, society in general. The sphere of purchases represents the wide field for development and introduction of innovations. Contracts of life cycle can be considered not only as new administrative approach to formation of domestic purchasing system, but also as the relevant direction of development of business activity.

Keywords: business activity, development strategy, purchases, contracts of life cycle

Intellectual property items in banking business. Mironov N.S. of page 29

Now in the conditions of globalization and innovative development the increasing value acquires management of intellectual resources, in this regard carrying out economic transformation becomes a priority of strategic development of the state?, directed to creation competitive? economies knowledge?, which key element is use of high technologies and the intellectual capital.

The ability to multiply the capital is the cornerstone of modern banking business and it is correct to dispose of it, but the ability is correct to dispose of intangible assets to which the rights for intellectual property items of bank belong, has huge value.

Modern banking business is connected with need of strict control of emergence and use of results of intellectual activity of personnel of bank, behind acquisition and maintenance of the rights for intellectual property items.

Keywords: banking business, banks, intellectual property, reputation of bank, control, trademarks, bank secrecy.

Interests of participants of the financial market and stimulation of credit activity. Ushanov A.E. page 32

Along with the positive changes in the Russian economy and in its financial sector which took place in 2016 the negative tendencies creating risk of falling in system crisis take place. One of the reasons, in our opinion, - unbalance of interests of the Bank of Russia, commercial banks and borrowers. It, in particular, interferes with an exit of process of crediting by banks of the enterprises of the real sector to a trajectory of necessary growth.

As implementation of measures, widely discussed at the different levels (change of a vector of monetary policy of the Bank of Russia, elimination of the prudential restrictions containing growth of volumes of crediting, etc.) demands time, it is necessary to offer banks the mechanism allowing to reduce significantly credit risks and by that to increase their interest in expansion of financing of economy already now. The new concept of credit process considered in article can become such mechanism.

Keywords: Bank of Russia, commercial banks, new concept of crediting, stages of credit process

Innovative design crediting in schemes of management credit and reputation bank risks. Rusanov Yu.Yu., Natocheeva N.N., Belyanchikova T.V., Bektenova G.S. of page 38

Debatable positions of various interpretations of the concepts "finance and credit", "project financing" and "design crediting" are given in article and the argument of that circumstance that in practice realization of project financing is exclusive and episodic is given, and in reality all cash security of projects is carried out according to schemes of crediting. Innovative schemes of design crediting are formulated and provided in the form of government by bank management by the cash flows of the project including various variations of ways of management with different extent of connection of staff of bank to implementation of the project at various stages. It is shown how innovative design crediting in the form of government cash flows of the project reduces credit risk stronger, than traditional orientation to adequate returnable cash flows. Influence of innovative design crediting for decrease in a reputational risk is revealed.

Keywords: project financing, design crediting, innovations, innovative design crediting, cash flows of the project, credit bank risk, reputational bank risk.

The concept of a cash flow, external growth and redistribution of a rent in the transactional sector. Dinets D. Ampere-second. 42

An attempt to prove that the modern concept of a cash flow creates opportunities for mass redistribution of benefits from the address of liquidity in a financial bubble is made. On the basis of the analysis of numerical data it is shown that all financial crises lead to increase in requirements of FRS to banks in view of instability of their liabilities. Dependences between dynamics of liabilities of FRS, market capitalization, the IPO and M&A – activity are investigated. Data demonstrate that after collapse of a financial bubble of 2001 proportions of the financial sector of the USA radically changed. Since this time any financial bubble led to repeated increase in bank reserves, and since 2008 dynamics of these reserves advances dynamics of the addressing money supply. On the basis of the carried-out calculations the conclusion is drawn that at collapse of a bubble an enormous part of liquidity remains on balance of FRS.

Keywords: capitalization, FRS, IPO, merges and absorption, fictitious capital, profit, cash flow

Conceptual approach to assessment of competitiveness of multinational corporation in global economy. Nechayev S. Yu. page 47

The etymology of economic category "competitiveness of multinational corporation" is opened. The main problems of treatment and formation are reflected in the main economic schools of competitiveness to create complete idea of conceptual model of assessment and strategic management of competitiveness of multinational corporation as social and economic systems in the conditions of total globalization at which the value of cross-border economic relations prevails over intra country.

Justification of author's approach to the solution of this problem is based on the system and comparative analysis, methods of observation and the graphic representation of data, methods of systematization of information. It allowed to create idea of competitiveness of the companies in the global market.

As a result of a research competitive advantages are marked out in the isolated category with functions of the target orientation and indicators of quantitative and high-quality changes in development of the companies allowing to estimate a condition of shifts in competitiveness. Results of a research are brought to provisions of the concept that creates possibilities of its application for development of a technique of assessment of competitiveness of the companies in strategic aspect.

Keywords: competitiveness of multinational corporation, competitive advantages, strategy of competitiveness, integrated approach to competitiveness assessment, matrix of formation of strategy of competitiveness of multinational corporation.

Activization of research activity of students as basis of formation of personnel capacity of the university. Kuznetsov A.V., Goryacheva V.R. of page 52

Article is devoted to problems of management of human resources, taking into account modern requirements to the systems of quality management of the organizations. The involvement of students into scientific activity at a training stage in higher education institution can be a factor of their future involvement in activity of the organization. It will contribute to the high-quality development of its activity and increase in competitiveness due to human development of the organization. Article is result of researches of research and scientific and organizational activity of students of FGBOU WAUGH "Plekhanov Russian Academy of Economics". The research treats constructs "involvement of the worker" and "enthusiasm for work" in connection with manifestations of external influence (incentive) and internal predisposition (motive). The research of these aspects, allows to solve the problems interfaced to increase in economic efficiency. Undoubtedly, the best result can achieve in case the employee shares the general ideas and values with people around, is ready to make something for general welfare, and not just for himself. That is his personal interests do not contradict collective, are on one scale in hierarchy of values. And it is necessary to begin involvement of employees at a training stage.

Keywords: management of human resources, personnel potential, efficiency, involvement of the worker, enthusiasm for work, motive, incentive.

Accounting system and analysis of costs of quality as modern method of achievement of the goals of the company. Reznik E. Ampere-second. 62

In modern economic conditions, practically all private companies face today that the competition in the market grows, the complexity of a product increases, cycles of innovations become shorter. In this regard only those organizations, goods and which services completely meet requirements of the consumer can get a foothold in the market. The quality of the offered goods plays at the same time an important role and is decisive factor

competitiveness. As show results of the analysis, the solution of this problem requires introduction of a quality management system. The quality management system has to promote success in business, influence positively indicators of activity of the company, increase competitiveness. One of ways of assessment of system effectiveness of quality management is the analysis of costs of quality. However in Russia there is no due consideration to introduction and development of systems of quality management. Quite often SMK are entered at the enterprises for the solution of formal tasks. Changes of current situation will promote increase in level of competitiveness of the Russian business.

Keywords: Quality management system, costs of quality, efficiency of systems of quality management, accounting system and analysis of costs of quality, technique of account and analysis of costs of quality, certification on ISO 9000.

Optimization of the mechanism of corporate management in the state holdings on the example of Garnizon holding. Kamayev R.A., Kudryashov V.Yu. page 66

In article features of formation of the holding structures created with the full or prevailing state participation are described. Structures of many state holdings are similar as their creation happened by the same principles. For the existing structures simplification of a corporate control system by redistribution of the equity stakes in holding is possible. In article the mechanism of simplification of a corporate management system in the companies with the prevailing share of the state participation having structure of holding is described. The purpose of article is demonstration of economic effect of transformation of structure of holding in a number of the companies with the prevailing share of the state participation. Economic effect is connected with reduction of time for adoption of corporate decisions, reduction of direct costs on decision-making and increase in mobility in management of holding.

Keywords: holding, subholding, corporate management, shareholder, board of directors, general shareholder meeting, joint-stock company, individual executive body, directive

Family farms in the agrarian sector of the Russian Federation: specifics of functioning, factors of stability and efficiency in modern conditions. Maximova T. P., Bondarenko N.E. page 70

In article the importance of small farms as subjects of development of a business sector in the system of the agrarian relations of national economy is proved; the role of family farms in development of the agrarian relations of national economy is defined, the specifics of their functioning are revealed. Authors allocated the existing contradictions in the analysis of family farms; the main methodological approaches on disclosure of their economic contents and features are considered. The emphasis for a social and economic role of family farms on micro and macrolevels is placed. The value of the state support of small farms for their stability and efficiency of functioning in modern conditions is emphasized. Special attention is paid to a role and importance of development of family livestock farms as special case of family farms.

Keywords: system of the agrarian relations, small farms, peasant farms, personal subsidiary farms, family farm, state support.

State and the prospects of development of tourist branch of Khabarovsk Krai in the context of cooperation with the countries of Northeast Asia. Egorov P. P. of page 75

Article is devoted to the analysis of a condition of tourist branch of Khabarovsk Krai in the context of cooperation with China, the Republic Korea and Japan. Now Cooperation with the countries of the Northeast Asia (NA) in the Far East helps Russia to develop the remote regions. Own resources for development of these regions are not enough. There is not enough financing, infrastructure, and the main thing – the shortage of shots is insufficiently developed. Development of good neighbourhood with the countries of SVA in the long term can give an impulse for rise in national economy and development of east regions of the country. At the same time boundary cooperation of territorial subjects of the Russian Federation, in particular Khabarovsk Krai, becomes one of the most important forms of development of the relations with the countries of SVA.

Keywords: tourism, tourist activity, infrastructure, government, international tourism, outbound tourism, internal tourism, Khabarovsk Krai, Northeast Asia, China, Republic of Korea, Japan

Management of branch of commercial bank. Pashkov R.V., Yudenkov Yu.N. of page 79

Bank activity plays an important role in economy, the level of development of national economy directly depends on existence of the developed bank infrastructure. Banking business, is generally concentrated in the large cities, and the population is interested in receiving modern banking services irrespective of the area of residence therefore development of a branch network is relevant for our country, to bank it allows to capture the big territory and to attract the bigger number of clients that promotes growth of bank. Development of a branch network by bank in the conditions of fierce competition imposes new requirements to quality of corporate management, the organization of risk management systems and internal control, change of methods of traditional customer service in offices of bank or branch. Bank management, including the management of branch, has to use new technologies of strategic management, modern tools of the best world practices for ensuring the balanced management of activity, maintaining financial stability and achievement of profitability of bank and its branches.

Keywords: commercial bank, banking business, branch network, risk management, internal control, bank management

Ekologo-ekonomicheskyy aspects of the analysis of resource-intensive technologies. Fisherman of V. A., Grib A.D. of page 91

In modern conditions in qualitatively new way the problem of ekologo-economic security of the country, sustainable social and economic development and also use of human opportunities in the sphere of rational environmental management is solved.

In article approaches to definition of a phenomenon of "green economy" are considered. Need of transition from a traditional way of production to ekologo-focused *is proved*. Need of development of the tool for assessment of compliance of that, or other technology is shown to the principles of rational environmental management. Coefficients of wastelessness, resource intensity, power consumption and zemleyomkost for comparison among themselves of various productions are developed and approved. By results of the analysis the complex of nature protection measures designed to improve degree of environmental friendliness of the considered productions and technologies is proposed. The information portal for automation of process of collecting, storage, processing and display of subject data, and also for the choice of optimum nature protection actions is described.

Keywords: "green" economy, sustainable development, rational environmental management, environmental protection, assessment of technologies, principles of ecological assessment, nature protection actions, rational environmental management.

The analysis of statistics of revocation of licenses on banking operations of credit institutions for 2015-2016. Rukhtin I.A., Filippov S. Ampere-second. 96

Within the last several years the Central Bank of the Russian Federation (Bank of Russia) is active on revocation of licenses on banking operations.

Revocation of license on banking operations is the last resort of influence rendered by the Bank of Russia in connection with non-execution by credit institution of the federal laws regulating bank activity and also regulations of the Bank of Russia.

Revocation of license is carried out by the Bank of Russia on the basis of article 20 of the Federal law "About Banks and Bank Activity" [3] and also because heads and owners of credit institutions do not undertake effective measures on normalization of activity of the credit institutions.

Keywords: Credit institution, Central bank of the Russian Federation, license for banking operations, revocation of license, credit policy, risks, assets, capital, doubtful operations, bankruptcy

Use of modular buildings in construction. Lukov A.V. of page 100

The construction branch in the direction of construction of modular buildings is a little developed in our country, there is not a lot of offers and not for all segments of the real estate market. Illogicality, irrationality – such is perception by potential customers of such objects from the module containers, as because of climatic conditions, and conservatism of thinking. It in a root is wrong. The module containers are warmed, sound insulation is carried out, costs of construction of the bases and installation are insignificant, to 10 standard sizes on length at different producers with a large number of planning solutions, according to functional purpose of separate modules. The offered article shows a relevant alternative to traditional construction systems.

Keywords: modular system, the module containers, modular buildings, LEGO technology, a constructive skeleton with replaceable panels.

Temperature condition of a wall at whirl of liquid in a vertical pipe. Kelbaliyev R.F., Mamedova D. P. of page 119

Temperature condition of a wall at the lifting movement of toluene in a vertical pipe was investigated to and supercritical pressure. In experiences with toluene before an entrance to an experimental pipe it heated up previously.

The walls given on temperature condition received with heated liquid at to and supercritical pressure differ from each other and confirm existence of the normal, improved and worsened thermolysis modes with various changes of temperature of a wall. At $P < R_{kr}$ phase transition, at certain values of regime parameters, are followed by crisis of boiling and spasmodic increase in temperature of a wall. At $P > R_{kr}$ transition from liquid state to steam is carried out gradually, and at big thermal loadings reliability of the device remains. Therefore to cool expediently high-temperature surfaces of devices with liquid at $P > R_{kr}$.

Keywords: temperature condition, boiling, the worsened thermolysis mode.

Management of the air mode of clean premises of the enterprises of production of microelectronics. Morozov A.A., Belova E.M. of page 123

The main feature of clean rooms is the enormous level of air exchange, in view of extremely high requirements to concentration of dust-like particles in production rooms. It causes existence of recirculation fans, the requirement to an air subtime between adjacent rooms. Also there is a system of supply of external air. In article real receipts of dust-like particles from personnel depending on type of their mobility in working hours are considered. Proceeding from massopostupleniye of particles from personnel, overflowings of air streams between rooms and maximum-permissible concentration of aerosols for the accepted purity class by means of the author's program pay off the recommended values of a consumption of air indoors at various mobility of working personnel. Calculation of daily costs of operation of recirculation fans is made, are compared initial and final expenses.

Keywords: clean rooms, ventilation, recirculation, electronic industry, photolithography, regulation of an expense, dust-like particles, maximum allowable concentration.

The doctrine about the personality in philosophical tradition in I.P. Chetverikov's articles. Sizintsev P.V. of page 127

Article is devoted to philosophical judgment of a social and psychological role of personal factors as ethical regulator of the religious relations arising between people and to value at the same time psychological motives. This awareness of identity by the person, consciousness of experiences and perceptions, personal approach to dialogue and communication in the church environment. The author on the example of psychological works of professor I.P. Chetverikov shows stages of formation of the identity of the person, a role of sacraments and the metaphysical party of rituals in reconsideration of surrounding reality and considers a belief phenomenon. He pays attention to speculative aspect, both state of mind of the person, and social church life.

The originality of a research has the maximum degree as detailed analytical researches of theological and philosophical heritage of I.P. Chetverikov in the world and Russian scientific environment were practically not conducted so far.

Keywords: love, human person, stages of life of the personality, repentance, unification, eschatologichnost, knowledge, truth.

Possibilities of increase in competitiveness of the Russian enterprises in the markets of synthetic rubber of the EU. Smirnova S.M. of page 131

The countries of the European Union traditionally are large producers of synthetic rubber. In this region practically all synthetic rubbers are produced, the exception is made by only isoprene rubbers. The competitiveness of the European synthetic rubbers in the world market is provided with their high quality, economy from production scale, the high level of client service and big investments into research and development. On the majority of synthetic rubbers the European market is balanced now, the exception is represented by butadiene and isoprene rubbers (0,08 and 0,16 million tons per year respectively). The competitiveness in the market of synthetic rubbers in the EU of the Russian companies is significantly limited to low opportunities of expansion of production capacities. So, higher capital expenditure for building of new petrochemical productions in Russia is caused by several factors, among which outdated regulations and norms in construction which respect demands use of bigger amount of materials and long distances between installations than it is accepted in world practice that increases the cost of construction of new capacities by 5-10% and extends construction terms for 3-4 years; low performance level and the standards of work in comparison with world practice that leads to rise in price of construction for 3-5% and more; expensive logistics on delivery of the equipment due to transportation of the equipment for the new plants by the car/railroad.

Keywords: competitiveness, market of the EU, synthetic rubber, national economy, administrative barriers

DSM in IoT: The strengthened consistency model on an exit. Quickly P.V. of page 134

The concept of DSM (from English Distributed shared memory, the distributed general memory) is embodied by model of consistency of data in system, algorithms of interaction of knots and also program realization. At the same time the model of consistency is defining as causes characteristics of all system up to productivity and convenience of the applied interface of the developer. The most known models of consistency are mentioned in article and the new hybrid strengthened consistency model on an exit offered by the author to use in the sphere of the Internet of things (English Internet of things, IoT) is offered. This model expands classical model of consistency on an exit, adding such new properties as existence of rigid communication between the general distributed and system synchronizing variables and division of captures on exclusive and not exclusive. The new

model guarantees coherence of data in various knots of the distributed multiagent system (IAU) and differs from existing what allows to minimize lifetime of unique data in system at the same time providing the high level of resistance to inadvertent mistakes of the applied programmer.

Keywords: Multiagent systems, the distributed systems, the distributed general memory, consistency model, the Internet of things.

//Innovations and investments. 2017. No. 8.

Innovative technologies in the system of social service and their economic potential as one of steps of development of corporate social responsibility. Materikin A.V. of page 2

In article various approaches to the theory of corporate social responsibility are considered, the interrelation of use of innovative technologies in the system of social service as one of stages of development of corporate social responsibility is offered. Studying of theoretical bases of essence of innovations in the system of social service promoted specification of this definition due to expansion of functional orientation not only on receiving profit, but also obtaining the social aspects allowing to provide development of economic potential of the population. The analysis of the statistical information characterizing features of realization of socially important services in the Russian Federation which allowed to reveal dependence of use of information and communication technologies on these processes is carried out. Actions of improvement of innovative activity in the system of social service for development of economic potential and improvement of quality of life of the population are offered.

Keywords: corporate social responsibility, social security, innovations, federal target programs

Formation of the favorable innovative environment as instrument of system support of innovations in territorial subjects of the Russian Federation. Adzhiyev A. Ampere-second. 7

In article works of authors Manuel Castells, A.A. Nesterov, Z.N. Shuklina, A.O. Karpov are analyzed, the factors influencing development of innovative activity in territorial subjects of the Russian Federation are opened conditions for successful course of process of creation of an innovation are called. The concept "innovative competence" is opened, the role of "innovative competence" in the course of business is estimated. And also the problem of commercialization of results of research and insufficient demand for innovative production is considered, measures for the solution of the matter are proposed. One more of priority problems remains imperfection of the legislative base. A large number of the participants acting within NIS and discrepancy of their interests demands development of set of standard acts for creation of the legislation, transparent and fair to all participants. Now in many regions there is no own innovative legislation, there is no uniform law on innovative development of the Russian Federation. The solution with development of the legislation in this sphere is found in hands of the Government and has to rely on the international experience of the developed countries in which process of innovative activity is accurately regulated.

Keywords: innovations, innovative development, innovative activity, favorable innovative environment, innovative competence.

Socially responsible investment in the agenda of sustainable development. Abramovich S. Yu., Strizhov S. Ampere-second. 13

Article is devoted to a problem of the socially responsible investment (SRI) and its role in achievement of the goals of sustainable development. Having analysed dynamics of growth of socially responsible investments in world practice, authors open the imperception reasons the Russian financial and credit market of important international initiatives in the field of SOY. Coordinating a problem of socially responsible investment with the level of development of corporate social responsibility in a business environment and showing interference and interdependence of these technologies, authors formulate offers which implementation will allow to give to the credit and financial market of Russia socially responsible character and to develop his face to problems of sustainable development. Among proposed measures development of the Russian Code of socially responsible investment.

Keywords: socially responsible investment; corporate social responsibility; sustainable development; credit and financial institutes.

Topical issues of development of alternative financing. Dorokhin N.E. page 18

The development of modern financial technologies causing emergence of essentially new models in the sphere of crediting defines relevance of studying of the new market which is not meaning use of traditional financial and credit institutes. Article is devoted to a research of such direction as alternative financing. The author carried out the comparative analysis of the existing models, forms and types of alternative financing. Special attention is paid to the models of traditional P2P of crediting which were widely adopted most both on foreign and in the Russian market of financial innovations in the sphere of crediting. In article author's definition of the term equal crediting is stated, the principle of work of credit platforms is described. The general characteristic of P2P of crediting is given, key features of functioning and the principles of work are formulated. The author designated the prospects of development of alternative financing and the main barriers interfering and constraining development of the considered financial innovation are defined.

Keywords: finance, investments, alternative financing, P2P crediting.

Forecasting of indicators of efficiency of financial and economic activity in subjects of small and medium business. Podobedov N.V. of page 23

In article the matrix of assessment of financial strategy of Zh. Franshon is considered and And. The novel, and an indicator of economic value added in a question of applicability of these models to subjects of small and medium business. The author considers such indicators of a matrix of financial strategy result of economic activity and result of financial activity on the basis of which the matrix of financial strategy is under construction, and counts it for selection of the companies occupied in the sphere of trade in oil products. The author also counts an indicator of economic value added for this group of companies, with the purpose to compare correlation of result of financial and economic activity. The author, defines existence of correlation between the economic profit and an indicator of a matrix, and checks predictive ability of result of financial and economic activity through creation of the artificial neural network built by the principle of a multilayered perceptron on the basis of an algorithm of radial basic function, with logistic function of activation.

Keywords: matrix of financial strategy; economic value added; RFHD; EVA; small business; forecasting; neural networks; Franshon's matrix and to Romana.

Audit of leasing operations. Tsartsayeva A.V. of page 27

In article questions of audit and internal control of leasing operations are considered. The effective instrument of control is audit of leasing operations. Need of audit of leasing and control procedures is also defined by complexity of legal execution of the leasing transaction, conducting accounting and tax accounting. Therefore timely audit of leasing allows to increase reliability of the reporting both the lessor, and lessee, to bring into accord with the

legislation accounting records, to specify registration of legal nuances. The fragment of the program of check of leasing process is also presented to the organizations.

The second direction of control procedures is introduction at the enterprise of system of internal control. Questions of internal control from the point of view of methodology and practitioners are opened in works of many economists. However aspects of system of internal control of leasing operations still need to be investigated and developed. Domestic researches of the principles and stages of internal control of leasing operations agree in opinion that the general strategy of internal control has to be directed to the general control of leasing operations and control of efficiency of leasing transactions.

Keywords: Audit, internal control, leasing operations.

Use of multiagentny systems in business. Nikitin N.S. of page 30

In the conditions of the developing market economy and growth of scientific and technical progress, each company seeks not only to hold the positions in the market, but also to become the leader in the segment. Information technologies allow to reach transparency of economic activity and to increase productivity of the managing units. Multiagentny systems are rather new technology from the point of view of its application for the solution of economic tasks, however feedback from business and results of researches allow to say that multiagentny systems allow to simplify considerably the solution of volume tasks in the field of logistics, productions and e-commerce.

In article features of use of multiagentny systems in business are considered, the readiness of this class of systems is reflected, examples of possible use of systems of such class for the solution of real tasks are presented. The essence of multiagentny systems is described. Key advantages of use of multiagentny systems in business are designated.

Keywords: agent, system, business, multiagentny approach, efficiency, business process

Banking sector of France as fundamentals of new economy. Tyurina O. Ampere-second. 33

The author of article considers the banking sector of France, in particular attention is paid to reports of the International Monetary Fund and ways of priming of economy on means of this sector. Separate components of the banking sector and also saving of households are analyzed. The world statistics of a financial system on the example of statistics on the countries of OECD is given. Influence of the banking sector on the GDP loudspeaker of France is shown.

Keywords: France, Financial system, Banking sector, insurance, savings, GDP, households, Basel I, Basel II.

Activity of the Islamic Development Banks. Pashkov R.V. of page 38

In this article the author analysed what role in the Islamic countries is played by financial institutions of development and also how legal regulation of activity of the Islamic Development Banks taking into account feature of an Islamic financial system is carried out. Islamic banks have both moral, and material motivations, and the most part of such banks is very susceptible to the questions concerning social responsibility that answers the purpose of creation of similar financial institutions. Islamic financial institutions not only see the purpose in receiving the maximum profit, but also take moral social aspects into account. Recently Islamic financing has more and more followers in world economy. But, despite it to draw a conclusion that institutes of development of the Islamic states are exclusively Islamic banks, after all it is impossible. Development banks take active part in international traffic, at the same time they use in the activity not only Islamic instruments of financing, but also traditional

Keywords: Islamic Development Bank, Islamic financing, regional development bank, international financial institution, Bank of industrial development of Sudan, Development bank of Malaysia, Development bank of Turkey

The system of social protection in the Bolivarian Republic of Venezuela at the present stage. Zolotova E.V., Byasharova A.R. of page 44

Social protection of the population is the integral element of state policy of the Bolivarian Republic of Venezuela at the present stage. The high public expenditures on financing of social programs, even in a condition of a deep political and economic crisis in the country are characteristic of Venezuela. In this article features of development of the sector of the social help and social insurance in Venezuela at the present stage are considered. Special attention is paid to consideration of such components of system of social protection in Venezuela as pension insurance, insurance at disability and on a case of loss of the supporter, medical insurance; payments for receiving a production trauma and also dole. Conclusions in which authors noted positive results of the social policy pursued within a political policy in the Bolivarian Republic of Venezuela are of special interest. Changes in social development of the population of the country which happened owing to introduction of social missions are noted, - among them authors will manufacture the life expectancy growth, growth of population, provision of housing and also decrease in death rate and, in particular, child mortality.

Keywords: Venezuela, social insurance, social help, system of social protection, grant, Bolivarian missions.

Requirements about providing the intercountry reporting according to the recommendations of OECD within the project on prevention of washing out of tax base and leaving from the taxation (Base Erosion and Profit Shifting – BEPS). Practice of implementation in the countries of the Eurasian Economic Union. Roybu A.V. of page 49

Rapid internationalization of world economy and the international mobility of the capital led to the fact that the principles of the international taxation developed by the League of Nations in the 1920th years do not correspond to modern realities therefore there are a creation of interstate mechanisms of tax administration and further improvement of the national legislation [2].

In article the measures proposed by OECD concerning counteraction to washing out of tax base and leaving from the taxation of economic subjects namely - requirements about providing the intercountry reporting according to the recommendations of OECD within the project on prevention of washing out of tax base and leaving from the taxation are studied (Base Erosion and Profit Shifting - BEPS). Also actions of a number of the countries entering into the Eurasian Economic Union which are connected with implementation of measures for counteraction of washing out of tax base and a conclusion of profit from under the taxation are considered. In article the countries where introduction of these requirements is carried already out are specified.

Keywords: internationalization, the taxation, tax administration, the intercountry reporting, reduction of tax base, prevention of a conclusion of profit from under the taxation.

Problems and the prospects of the Euroasian economic integration in the sphere of banking services. Habekirov M. Ampere-second. 53

The subject of economic integration in the sphere of banking services is especially relevant for the countries of the Eurasian Economic Union (EEU) in connection with the crisis phenomena in economy. In the submitted article the current situation, problems of bank integration and the prospect of the Euroasian economic integration in the sphere of banking services is considered. On the one hand, progress of the Euroasian economic integration in the sphere of banking services was slowed down after initial rapid growth. On the other hand, it is better for EEU to consider not as an exception of the general rules of regional economic integration, and it is rather as the functioning economic union with its own problems and prospects, with the developed areas of economic integration. The effect of this integration will be maximum due to implementation of the existing plans of area of bank cooperation and realization of some more specialized initiatives.

Keywords: Eurasian Economic Union, economic integration, bank sphere, integration of the banking markets.

Classification of the principles of system of effective management of energy consumption of the industrial enterprise. Koksharov V. A. page 57

The research of methodical and methodological aspects of management of economic processes allowed the author to define the basic principles of management of energy consumption at the enterprise and to group them in groups. Author's classification of the principles of system of effective management of energy consumption of the industrial enterprise is given in the submitted article, the analysis of the considered principles on this perspective is given that allowed to unite them in the following groups: organizational and economic, financial, ekologo-technological, methodological. The author offers, formulates and proves two new specific principles of management of energy consumption in the conditions of market economy: principle of observance of economic interests and principle of elimination of negative processes. Conclusions concerning the offered classification of the principles according to which all principles have identical importance and the importance in management of energy consumption are drawn and have to be implemented and be investigated at the same time.

Keywords: principle, analysis, energy consumption, energy efficiency, management, system

Main reasons for an ofshorization of economy of Russia. Kolosova E.E. page 63

In article dynamics of the capital which is taken out from Russia is investigated; the main reasons for an ofshorization of national economy are studied and vectors of the solution of problems of flight of means are defined. The schedules showing quality standard of usefulness of market conditions of the country are provided. In article the key reasons of withdrawal of funds abroad by domestic respondents, in particular, are considered that it is caused by low level of usefulness of market conditions of Russia to which such lines as are peculiar: essential monopolization of the market, low enterprise ethics, close connection of business with government. The author believes that the program of deoffshorization of national economy has to be aimed, first of all, at stabilization of an internal financial and economic state of the state, increase in level of protection of the rights of investors, decrease in level of corruption, political stabilization, decrease of the inflation rate.

Keywords: offshore zones; flight of the capital; complex indicator; investment climate.

The main aspects of implementation of projects of public-private partnership in Russia. Lokshin N.V. of page 68

This article is devoted to key stages at implementation of projects of PPP in the Russian Federation. In article the questions causing complications at understanding of an essence of transactions of public-private partnership are raised. The technique of assessment of efficiency of projects of PPP and also the revealed its main problems is considered. It is defined that a number of indicators to this technique has subjective character. The legislation about state-private partnership and concession agreements is analysed. On the basis of the analysis of the legislation the main advantages of this method of financing of projects both to the public party, and to the private partner are revealed. The essence of the main ways of financing of these projects from the state partner, the private investor and other interested parties is opened.

Keywords: Public-private partnership, concession, economic efficiency, funding mechanisms, risks, comparative advantage

Motivation as a way of increase in effective management of personnel in the enterprises of branch of power. Simikyan N. Ampere-second. 72

The most important element of increase in effective management of personnel the motivation seems. Today it is possible to allocate a variety of reasons of relevance of questions of improvement of motivational aspects as way of increase in effective management of personnel in the enterprises of branch of power from which it is possible to distinguish the following: sputtered out old administrative methods of management of personnel, and it induces many heads to look for all new methods and methods of human resource management; the market economy demands today from the enterprises of search of new reserves therefore the enterprises should pay attention to effective use not only material, but also "human" resources; in the country there is a formation of modern labor market that caused the need for selection and search of qualified personnel; significantly the methodical and scientific base of work with personnel increased, the set of scientific works by means of which it is possible to increase effective management of personnel is published today, having lifted it to new modern level. In article various theories of motivation, the system of motivation as a way of increase in efficiency of functioning of the organization of branch of power are considered by personnel.

Keywords: Motivation, efficiency of personnel, human resource management, Maslou's theory, Alderfer's theory; Makklelland's theory; Gertsberg's theory.

Control system of subsidiaries in the state holdings. Kamayev R.A., Kudryashov V.Yu. page 78

Achievement of the objects set for holding perhaps in case of effective management of subsidiaries. The features arising in the state large industrial holding companies cause the necessity to correct a control system. In article the basic principles of creation of a control system in the companies with the prevailing share of the state participation having structure of holding are described. The system of business planning in holdings is described and the mechanism of the simplified coordination of large deals at their preliminary reflection is shown in business plans of affiliated economic societies of holding. Transactions, thus, are subdivided on planned and certain and individual depending on what the scheme of coordination of such transactions is built. The purpose of article is acquaintance with the main approaches to creation of a control system and also with its features in the considered type of the companies.

Keywords: holding, shareholder, board of directors, general shareholder meeting, joint-stock company, individual executive body, directive

Directions of regulation of legal status of agricultural cooperatives. Inshakov A. Ampere-second. 81

This article is devoted to the analysis of the legislation affecting agricultural cooperation. The research is aimed at identification of contradictory precedents in the sphere of the cooperative legislation and the offer of actions for their elimination. Need of entering of mentions of cooperatives into the Civil Code of the Russian Federation is specified. Questions of commercial nature of activity of cooperatives, definitions of cooperative property, inclusion in number of members of cooperative of legal entities, simplifications of the laws duplicating each other are considered. A number of problems in the Concept and the Program of development of cooperation in the village is allocated. These normative legal acts do not offer creation of uniform complete system of rural cooperation, target indicators of the Program of development of cooperation do not allow to estimate fully the real situation of cooperative business in agriculture. Actions for elimination of internal contradictions of the current normative legal acts and addition with their new provisions are considered.

Keywords: cooperation, agriculture, legislation, cooperative property, producer.

The current problems arising at the initial stage of formation of small and medium business in Russia.

Artyomova M.M. of page 85

Formation and development of business in Russia is difficult process. Unlike the countries of the West the Russian business still needs powerful support from the state and implementation of effective comprehensive programs on business development.

Regulation of this kind of activity has essential defects and difficulties. This sphere needs stimulation and revision of the available relevant legislation. In the real work the most current problems are revealed: competitiveness, correctly chosen system of the taxation, not productive opportunities of crediting. The practical importance of this article is that it is a peculiar grant for the beginning businessmen when opening the companies.

Keywords: problems of small and medium business, competitiveness, system of the taxation, possibility of crediting.

Influence of key predictors of cross-border environmental management in the Azovo-Chernomorsky pool: scenario forecast. Dhoni D.S. of page 88

In article the ekologo-economic condition of cross-border environmental management in the Azovo-Chernomorsky pool is considered. On the basis of results content of the analysis expert the express of poll of competent respondents is carried out the analysis of the current state of cross-border environmental management in the Azovo-Chernomorsky pool and the scenario forecast of development of the situation in the sphere of cross-border environmental management in the Azovo-Chernomorsky pool under the influence of relevant factors is carried out. Three possible scenarios of development of the situation are selected: basic, optimistic and pessimistic. Possible consequences of acceptance or rejection of various economic, political and other solutions of national and supranational levels are given.

Keywords: economy, ecology, environmental management, scenario forecast, sustainable development, Azovo-Chernomorsky pool.

Analysis of schemes of movement to the territory of the Russian Federation of sanctions goods. Matveeva N.V. of page 95

One of priority activities of customs authorities is prevention and suppression of import to the territory of the Russian Federation of goods which fall under food embargo. The constant analysis of possible schemes of movement of sanctions production of domestic market of the country and also development and deployment of the appropriate measures on prevention of its import is for this purpose carried out. In article schemes of movement to the territory of the Russian Federation of the forbidden goods are considered and also measures for prevention of hit on the Russian market of sanctions production are given.

Keywords: customs, goods, sanctions, embargo.

Formation of cost of an educational part of a basic asset of a household through loan sources. Gartsuyeva E.V. of page 98

Economic an asset with a basis of financial potential the asset of the individual is his basic asset which represents set of knowledge, skills, an asset of ability, personal abilities to that or an asset of other activity. Certainly, an asset all society as in an asset conditions of scientific and technical progress it an asset makes the main asset a development reserve is interested in formation an asset of such asset an asset. Increase an asset of level of knowledge, abilities an asset of skills of the specific individual is obligatory usloviyemt of maximizing financial potential of a household.

Article is devoted to a research of a problem of assessment of increase in cost of a basic asset of a household via the mechanism of capitalization loan istochnikow an educational part of a basic asset. In article the essence of the educational credit, foreign practice of conditions of the educational credits is considered and also one of ways of assessment of benefits for a household in value terms from an educational part of a basic asset of the household created at the expense of credit sources is considered.

Keywords: educational credit, basic asset of a household, household, the higher education.

Commercial banks with the state participation and specifics of their active operations. Tsyrenova D.Ts. page 102

In this article the problem of need of strengthening of a role of banks with the state participation in development of the Russian economy is considered. The maintenance of the concept "bank with the state participation" is investigated, the structure of shareholders of the Russian commercial banks is analyzed and the banks which are under control of the state are allocated. The share of credit institutions decides on the state participation in total assets of the Russian banking system. As a result of the carried-out analysis the author comes to a conclusion that concentration of assets for the last ten years in the largest banks with the state participation gradually increases. As a debatable problem of the last years the problem of privatization of banks with the state participation is allocated and ways of its solution on the basis of the analysis of efficiency of their activity are proposed. In article the maintenance of the concept "active operations" is also investigated and the specifics of active operations of commercial banks at which capitals there are public funds are distinguished.

Keywords: Bank with the state participation, a banking system, active operations, crediting of economy

Influence of restructuring of territorial health care systems on mortality of working-age population in regions of Russia. Belovo E. P.S. 108

Within the research the author carries out assessment of influence of social and economic characteristics of development of the region on mortality of working-age population within restructuring of territorial health care systems. As a method of assessment of efficiency of territorial health care systems the DEA BCC method was chosen. As indicators of "entrance" social and economic characteristics of the region were defined. Predictors which have significant effect on the studied indicator were defined by the regression analysis from the chosen "entrance" parameters. The carried-out analysis showed that restructuring of territorial health care systems favorably affected mortality of working-age population. At the same time, it was succeeded to reveal the directions of changes of social and economic characteristics of regions for those subjects in which the level of efficiency was not recognized as optimum

Keywords: assessment of system effectiveness of health care; restructuring of territorial health care systems; social and economic characteristics of development of the region; regression analysis; method of DEA; mortality of working-age population.

Research of approaches to definition of a tax burden on economy of the Russian Federation. Katkova V.S. of page 113

The author considers approaches to definition of a tax burden as key indicator of increase in efficiency of tax system and also internal factor of economic growth of economy. The tax burden in a section of types of economic activity on the example of techniques of Federal Tax Service and the Russian Union of Industrialists and Entrepreneurs, in a section of oil and gas and not oil and gas income is analysed and also the comparative analysis of size of an indicator of a tax burden of Russia and member countries of OECD is carried out. The author carried out the retrospective analysis of a tax burden by types of economic activity. Measures of the government regarding decrease in encumbrance of business by obligatory payments and

formations of the uniform list (register) of non-tax payments are considered. The directions of improvement of tax policy regarding formation of a uniform methodological basis of a tax burden are offered.

Keywords: tax burden, tax burden, tax income, non-tax payments.

Registration and analytical information on income and expenses in the construction organization. Yankovskaya D.G., Karimova D.T. page 118

In the present article the author carries out scientific consideration of registration and analytical information on income and expenses in the construction organization and also carrying out the complex analysis of this information, registration and analytical activity is considered from the point of view of process. The basic concepts and terms necessary for studying and scientific researches in the field understand. The author analysed the problems studied and arising when conducting registration and analytical activity of information on income and expenses of the organizations in the sphere of construction. The main directions at which scientific research concerning studying and practical application of information on income and expenses of construction company can be aimed are opened. The author offered the technique allowing to analyze a condition of the organization in a complex, considering several factors at once, and, besides, there is an opportunity to use a technique the isolated stages. A subject in this research was the Monarkh group of companies, the being one of the leading organizations of the Moscow construction complex specializing in individual inhabited housing construction. Thus, the author draws the conclusion on the analyzed company and also practical recommendations about use to the presented estimated technique and also necessary data for obtaining reliable and informative results.

Keywords: construction organization, registration and analytical information, analysis of the enterprise, income and expenses of the enterprise, construction.

O to a centrod of expansions Shouting. Mushrub V.A., Ivankova G. V., Mochalina E.P., Sobolev V.N. of page 123

In this article all rings are associative and contain unit. The main results of the real work are theorems 2 and 3. In the proof of these statements the concept of a ring private, the developed Utumi and the Face is significantly used. Let R – a ring, $C^r(R)$ – the center of its maximum right ring private and $R[x; F]$ – the Ope expansion by means of an injective endomorphism. The purpose of this article is receiving the description of the expansion expanded a centrod R Shouting $[x; F]$. In the case under consideration we meet some difficulties. So, for example, there is no reasonable way to continue F endomorphism on the maximum ring private rings of R and there is no ring of slanting polynomials of Laurent of $R[x, x^{-1}, F]$. To overcome these difficulties, in article the design of the minimum A containing R rings is used (R, F) on which the endomorphism of F proceeds as automorphism. In that case when the ring of R is F -primary and meets a F -stability condition for the left annihilators, it is proved (see the theorem 3) that expanded R ring centrod $[x; F]$ is isomorphic to either the field CF or the field (CF_y) where CF – a subring specially a look in $C^r(R)$. It generalizes the result received earlier for expansions the Shouting with automorphisms. Let's note that in the conditions of the theorem the 3rd expansion the Shouting appears primary ring.

Keywords: associative rings; rings of private; primary rings.

Physical and chemical research of nepheline syenites of Kyrgyzstan (on the example of the Sandyksky field). Sadyraliyeva U.Zh., Nogayeva K.A., Orozova G.T. page 130

In this work researches on studying of nepheline syenites on the example of the Sandyksky field are conducted. The complex of physical and chemical methods of researches including the following types of the analysis was carried out: chemical, kristallooptichesky, X-ray phase. The chemical analysis of initial average test showed the following structure, %: Elements - scandium, indy, germany - are not found.

The Kristallooptichesky analysis of test of nepheline ore showed the following mineralogical structure: the main component of test - $\text{KNa}_3[\text{AlSiO}_4]$ 4 nepheline - colourless, monoaxial negative A_u with the index of refraction of $N \sim 1,540$. Besides, test contains a microwedge of $\text{K}[\text{AlSi}_3\text{O}_8]$ – mineral of group of field spars, index of refraction of $N \sim 1,523$; shamoziit ($\text{Fe}^{2+}, \text{Fe}^{3+}, \text{Mg}$) $_{2\text{Al}(\text{Si}_3\text{Al})}$ $\text{O}_{10}(\text{OH}, \text{O})_8$ – mineral of group of chlorites, anisotropic, green color, lamellar, pleochroism in flavovirent tones. Mineral biaxial negative $2V(-)$, the index of refraction of $N \sim 1,670$; $\text{KAl}_2[\text{AlSi}_3\text{O}_{10}]$ white mica $(\text{OH})_2$ – in the form of small plates, the index of refraction of $N \sim 1,542 \dots 1,560$. Sanidin ($\text{NaAlSi}_3\text{O}_8$) is colourless, water is transparent, the index of refraction of $N \sim 1,509$. According to the thermal analysis initial tests, carried out with use of the DERIVATOGRAPHQ-1500 device it is revealed that the basis of test is by nepheline which termoinerten up to 900°C , at 910°C perekristalizutsya in high-temperature nepheline. At 1260°C the exothermic effect which can be referred to transformation of high-temperature nepheline into a polymorphic kind of the α -karnegit is recorded. Endothermic effects with extrema at 1285 and 1345°C are referred to manifestation of stage-by-stage fusion of test. Besides, impurity minerals are found: gibbsit ($\text{Al}_2\text{O}_3 \cdot 3\text{H}_2\text{O}$), getit ($\text{Fe}_2\text{O}_3 \cdot 3\text{H}_2\text{O}$), lepidokrokite $\gamma\text{-FeOOH}$ which at 335°C is dehydrated, and at 465°C formed $\gamma\text{-Fe}_2\text{O}_3$ passes in $\alpha\text{-Fe}_2\text{O}_3$.

Keywords: nepheline, microwedge, white mica, alumina, kristallooptichesky analysis, sanidin, feldspar.

About a shaping method in architecture and design based on multinuclear proyektivograficheskyy systems. Ivashchenko A.V., Kondratyeva T. M. of page 132

The possibilities of use of the proyektivograficheskyy device in problems of shaping in architecture and design at a research of multinuclear (multicomponent) structures in application to Johnson's polyhedrons are considered. On the example of Johnson's bodies it is shown how, considering the polyhedrons which do not have rich symmetry due to use of complexity, it is possible to achieve good results. For the proyektivograficheskyy analysis of bodies of Johnson the algorithms and programs developed for similar tasks, allowing to form as well the multicomponent systems of polyhedrons are used. The basic principles of classification of multinuclear proyektivograficheskyy systems, the kernels made from asymmetrical or poor in symmetry are considered. Use of these programs in the annex to multicomponent structures on the basis of various bodies of Johnson gives the chance to receive interesting new various many-sided forms in the geometrical and esthetic relation in the proyektivograficheskyy way.

Keywords: shaping of many-sided structures, Johnson's bodies, proyektivograficheskyy method, multicomponent (multinuclear) structures, options of configuration of kernels.

Low construction: current trends of the market and assessment of investment attractiveness. Levin Yu. Ampere-second. 137

Article is devoted to tendencies of development of the market of low construction. References to international experience of low housing construction are given. It is shown that low construction allows to combine availability of housing and comfort of accommodation due to bigger environmental friendliness, smaller density of density of population of the territory, esthetics of low objects. Social and typological signs of the Russian market of low housing construction are investigated. On the basis of the analysis of current trends in world and Russian housing construction the conclusion is drawn that the share of low building is capable to increase significantly under the corresponding conditions in the nearest future. Various forms of low housing construction are analyzed and the opinion is proved that prospect the multiformat model of low-density building in the form of complexes of low houses of room type and also the townhouses and autonomous sections forming the closed contour has. It is shown that evolution of structure of technologies in housing construction, existence of the corresponding engineering infrastructure, providing new territorial platforms with necessary communications, objects of social infrastructure becomes major factors of development of the market of low housing. An assessment is given to investment preferences when determining appeal of the market of low construction.

Keywords. Low housing construction, availability of housing, multiformat model, social infrastructure, communications, structure of technologies, investment attractiveness, demand, investment expectations.

Fiziko - chemical and mathematical model of kinetics of shchelochesilic reaction in concrete. Gusev B.V., Fayvusovich A. S. page 141

Feature of the developed model of shchelochesilic reaction at the microlevel is almost full accounting of all stages of process: dissolution of dioxide of silicon, formation of silicon acid, sodium silicate gel with a polymeric framework which can be carried to highly elastic mesh polymers. For the description of process of swelling of gel the theory of Florey-Hagginsa according to which in this case swelling is carried out under the influence of osmotic and elastic forces is used.

In model existence of mobile borders of phase transitions on which conditions of balance of substances are met is considered.

Simplification of model is reached at the expense of a condition of quasistationarity, the choice of spherical shape of a particle of filler.

Close the system of the equations characterizing the physical and chemical transformations, dependences defining the intense deformed condition of concrete around a particle of filler and a condition of formation of cracks.

On the basis of the made analysis good qualitative compliance of the received dependences with results of the published pilot studies is established.

Keywords: shchelochesilic reaction, gel, swelling, osmotic and elastic forces, the intense deformed state.

Features of structure of a cement stone and concrete. Korolev E.V. of page 150

The durability of concrete and concrete goods and designs depends substantially on their structure which is formed in the course of curing. The structure of a cement stone and concrete is defined by a ratio of firm and liquid phases in the cement test and concrete mix (In / Ts-otnosheniyem), quality and particle size distribution of fillers, a subtlety of a grinding and a type of cement, character of a contact zone. It is directed forming this or that structure, it is possible to change over a wide range properties of concrete and to increase their durability. The main feature of structure of cement concrete consists highly its heterogeneity. Various quantitative maintenance of components of concrete with various chemical, physical and chemical and physicomachanical properties, existence of a time and microcracks are the main reason for heterogeneity of structure.

Keywords: cement stone, concrete, concrete goods, concrete designs, durability

Reasons of atmospheric corrosion of a metalwork and methods of protection. Sokolova Yu. Ampere-second. 157

In article is considered one most widespread types of corrosion – atmospheric and methods of fight against it. In use metal designs moistening and pollution of their surface is inevitable that is the prime cause of emergence and development of atmospheric corrosion. Formation of film moisture on a metal construction depends on the following factors: relative humidity of air, temperature of a surface of metal, atmospheric precipitation, existence in the atmosphere of hygroscopic products, condition of a surface and porosity of material (metal, concrete, conversion covering).

Keywords: atmospheric corrosion, moisture, protection methods, metal designs, humidity of air

Reliability of gas-distributing systems in city construction. Vein of VA., Gusarova E.A., Gulyukin M.D. of page 161

Construction and operation of new gas networks it is impossible without predesign of reliability of all system for a certain period. The indicator of reliability calculates taking into account probabilistic and time characteristics and parameters of a stream of refusals. The reasons of accidents on gas pipelines are presented in this article and data which are based on annual statistics of accidents on gas networks are provided. On the example of the girdled network of gas distribution, the recommended and evident schemes of placement of the locking regulating fittings for ensuring necessary value of a complex indicator of reliability are provided, and advantages and shortcomings of the increased value of reliability are specified. On the basis of the received values a number of schedules, razrabotka of the recommendation about reliability of system of gas supply taking into account an economic benefit is constructed and methods of increase in reliability of all system are considered, the dependence of parameter of reliability on distances between consumers of gas is defined.

Keywords: Reliability indicator, parameter of a stream of refusals, economic benefit, reasons of accidents, intracity gas pipeline, system of gas distribution, construction of gas pipelines.

Directions of improvement of financing of infrastructure projects with use of the state securities of territorial subjects of the Russian Federation. Nevsky O.V. of page 166

Object of research is the mechanism of issue of the state securities of territorial subjects of the Russian Federation for financing of infrastructure projects. The relevance of a subject of a research is caused by need of studying of interrelations of processes of issue of the specified securities and implementation of infrastructure projects as the existing regulatory base does not allow to raise borrowed funds by issue of subfederal bonds with the indication of their concrete target direction.

The stages of issue of the state securities of territorial subjects of the Russian Federation allocated with the author and implementation of infrastructure projects are grouped in five stages, characteristic of both processes (a preparatory stage, a decision-making stage, a stage of execution of decisions, a stage of preparation, consideration and approval of the reporting, a control stage). On the basis of the received scientific results the model of financing of infrastructure projects with use of subfederal bonds is developed.

Keywords: infrastructure project, subfederal bonds, state securities, investments, state loans, public debt, budgetary process

Influence of management of financial resources on results of educational activity of school. Murzayeva O.V. of page 173

In article management of financial resources as the instrument of realization of strategic objectives and improvement of quality of the main resources of the educational organization for the purpose of achievement of high educational results of students is considered. As an example of realization of the purpose of achievement of high rates of training the concept of "effective school" is submitted and the main directions of distribution of financial resources are allocated, considering this concept. On the basis of experience of the analysis of distribution of financial resources in schools of the city of Moscow, based on the principles of creation of a control system on indicators, concepts of "effective school" and in view of the directions of development of an education system in Russia, are offered the main directions of distribution of financial resources at school for the purpose of achievement of high educational results.

Keywords: management of financial resources, efficiency of activity of school, the main and providing to activity of the educational organization, educational result.

Modeling of process of pricing of the Russian corporate eurobonds. Bagrey I.Yu. page 176

Subject. For the last twenty years the accelerated development of the Russian market of corporate eurobonds is observed. Considerably the number of issuers and volumes of their loans grew up. But accurate forecasting of its further development, especially in the conditions of introduction of the international financial sanctions, requires the deep analysis and the characteristic of process of pricing of the Russian corporate eurobonds.

Tasks. The analysis and systematization of the existing models of pricing of eurobonds, the theoretical review and classification of factors of pricing of eurobonds, creation of expected model of pricing of the Russian corporate eurobonds.

Methodology. Work leans on general scientific and on special (statistical) methods and also on the principles of systemacity and objectivity.

Results. The research showed that all variety of factors of pricing of eurobonds can be reduced to the simple classification uniting all parameters in 8 groups (issue, factors of credit quality, internal market, monetary, the general macroeconomic, external market, indirect). The same way it is possible to construct classification of models of pricing of eurobonds on the basis of a major factor on which all estimated model is under construction. A

number of the factors influencing the price of the Russian corporate eurobonds was selected, the general significance value of each of them is measured, the most essential are allocated 4 and on their basis the expected model is constructed. Low level of statistical interrelation between the prices of Brent crude oil, interest rates of treasury bonds of the USA and dokhodnost of the Russian eurobonds was revealed. The received model has the high level of the practical importance for private and institutional investors.

Keywords. Market of the Russian corporate eurobonds, models of pricing of eurobonds, issuers of eurobonds.