

**Arslanova S.K.**

**INNOVATIVE ACTIVITY AS A FACTOR  
SOCIO-ECONOMIC DEVELOPMENT OF THE CITY**

The article discusses the improvement of innovation potential at all levels (from an organization to a large territorial entity), the creation of conditions for the development of innovation and creativity in organizations and enterprises as an important aspect of the development of socio-economic systems. In this context, the results of a study conducted by the author in November 2011 are presented.

*Key words: knowledge management, innovation, innovation potential of the population.*

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**Bezzubko L.V.**

**INVESTMENT POTENTIAL OF A MODERN CITY**

The article describes the factors affecting the investment potential of cities. The features of the formation of investment potential in Ukrainian cities are considered.

*Key words: investment potential, investment activity, city, factor.*

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**Bugazov A.Kh.**

## **THE CRISIS OF POWER AND ECONOMY IN KYRGYZSTAN: CAUSES OF DEFORMATION**

The article examines some aspects of the relationship between the power system and the economic crisis in Kyrgyzstan. The tradition of society, clannishness and nepotism in the institutions of government allowed government officials to transform political power into a means of personal enrichment, thus creating the phenomenon of "power - property": the higher a person is in the power hierarchy, the greater the amount of property that he can possess.

*Key words: power, society, economy, property, Kyrgyzstan.*

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**Ilyin V.V., Bilalova A.G., Ramazanov S.O.**

## **STATUS METAMORPHOSIS RUSSIAN REALITY**

The article is devoted to the assessment of the dynamics of domestic socio-political realities caused by the transformation of national statehood at the present time.

*Key words: etatism, people's democracy, transformation of institutions.*

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**Knyazev A.A.**

## INNOVATION AS A SOCIAL VALUE

The subject of the article is social innovations - new and significant forms of social practice and social relations. Special attention is paid to the disclosure of the multiplier effect of the functioning of social innovations.

*Key words: innovation, creativity, social value, innovative culture.*

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**Kopteva K.V.**

## SUSTAINABLE AND EFFECTIVE DEVELOPMENT

### AGRICULTURE - THE BASIS

#### FOOD SECURITY

The article shows the degree of importance of agricultural production in ensuring food security of the region and the country as a whole, defines the parameters of sustainable and effective functioning of agricultural enterprises in the Kursk region, determines the impact of material costs on the final results of activities.

*Key words: food security, investment efficiency, agro-industrial complex stability.*

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**Sumskaya T.V.**

## LEGAL ASPECTS OF THE FINANCIAL BASIS

### LOCAL BUDGETS

The changes provided by the Federal Law "On General Principles of Organization of Local Self-Government in the Russian Federation" No. 131-FZ are characterized. Highlighted the positive and negative aspects arising in connection with the entry into force of this law. It is noted that the law continues to ignore many pressing problems of local self-government in Russia. Analyzed other federal laws that have a significant impact on local government. The problems arising in the process of implementing the reform of local self-government have been identified.

*Key words: financial base of local self-government, legislation in the field of local self-government, reform of local self-government.*

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**Khafiyatullina E.R.**

## **NATIONALISM AS A WORLD VIEW AND IDEOLOGICAL CONSTRUCTION**

The problem of nationalism as a multidimensional socio-cultural phenomenon is considered in the context of new trends in the methodology of social cognition. Guided by the ideas of social constructivism, the author shows the genesis of various types of nationalism. Particular attention is paid to the typological understanding of the idea of ethno-nationalism.

*Key words: nationalism, ideological production, social constructivism.*

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***FINANCE, CASH CIRCULATION AND CREDIT***

**Ivanov A.V.**

## **BANKING INTERNET MARKETING ON SOCIAL NETWORKS AND BLOGS**

The article deals with banking Internet marketing as a process, as a technology, as a control element that must be actively used in the system of market relations for the rational solution of various problems.

*Keywords: banking internet marketing, viral marketing, wiki reference.*

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**Lukashevich V.A.**

## **SUSTAINABILITY OF THE CREDIT COOPERATION SYSTEM THROUGH THE PRISM OF TRUST OF THE PAYERS**

The article examines the negative dynamics of the level of public confidence in the institutions of the financial and credit system, including credit cooperatives, according to a number of indicators in 2011. The analysis of the development of the system of consumer credit cooperatives of citizens (credit unions) based on the factual materials of the World Council of Credit Unions is presented. (WOCCU). The application of adequate strategic and tactical measures to improve the situation is proposed.

*Key words: credit cooperation, credit union, credit cooperative.*

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**Kuznetsova S.A.**

## **INVESTMENT POSITION AND ACCOUNTING INFORMATION: GLOBAL CHANGES AND LOCAL DECISIONS**

The article formulates the fundamental features that characterize the modern evolution of economic systems and determine the investment position of the state; a methodological toolkit for increasing the investment attractiveness of a company by ensuring its informatization at all levels of management is proposed.

*Key words: investment position, accounting information, management reporting, informatization of society.*

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### **MANAGEMENT**

**Anpilov S.M.**

## **MODERN APPROACH TO SUSTAINABLE DEVELOPMENT OF THE ENTERPRISE**

The article identifies scientific and methodological problems of the functioning of sustainable development of enterprises in modern conditions and suggests ways of solving them. The factors of ensuring sustainable development of enterprises have been systematized; they were graded according to the level of impact on the enterprise.

*Key words: sustainable development, financial stability, factors of sustainable development.*

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**Bannova S.E.**

## **JUSTIFICATION OF THE NEED FOR CREATION CONSTRUCTION CONSORTIUM IN SAMARA REGION**

The article discusses the types of construction holdings. The rationale for the creation of construction consortia on a temporary basis is presented. The advantages of using consortia in the construction of facilities with budget financing are revealed.

*Key words: construction complex, holding, consortium, vertical and horizontal integration.*

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**Barbarskaya M.N.**

## **COMPETITIVENESS MANAGEMENT CONSTRUCTION ORGANIZATION**

The article examines the factors of competitiveness in construction, the formation of competitive advantages of a construction organization, ensuring the competitiveness of a construction organization at the operational, tactical and strategic levels.

*Key words: competition, competitiveness, competitiveness factors.*

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**Vasilevskaya O.M.**

## **STRUCTURAL COMPRESSION OF BUSINESS PROCESSES OF THE ENTERPRISE - TOOL OF EFFECTIVE MANAGEMENT**

The article discusses the structural compression of business processes as a modern effective management tool that helps to improve the efficiency of the enterprise management system and stimulates its development.

*Key words: management, enterprise, effective management system.*

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**Ivanenko L.V., Petrov S.M.**

## **MAIN PROBLEMS OF SMALL AND MEDIUM ENTREPRENEURSHIP IN CONSTRUCTION AND THE WAYS OF THEIR SOLUTION**

The article reveals the main problems hindering the development of small and medium-sized businesses in construction; ways of solving problems of the sector development; forms of state support for small and medium-sized businesses; measures to enhance the development of small and medium-sized businesses.

*Key words: sector development problems, small and medium-sized construction business.*

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**Ivanenko L.V., Fayzrakhmanova Ya.I.**

**FOREIGN AND DOMESTIC EXPERIENCE  
BUILD-UP TERRITORIES DEVELOPMENT MANAGEMENT**

This article examines foreign and domestic experience in managing the development of built-up areas. The characteristic features for the countries of Europe, the USA, Russia, etc. are highlighted and described. The disadvantages of the process control in our country are revealed when compared with the experience of foreign countries. The aim of the study is to study the experience of foreign countries in order to identify their inherent features of managing the development of built-up areas and to identify shortcomings in the existing management structure in Russia.

*Key words: management of built-up areas, renovation, renovation.*

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**Kuznetsov A.A.**

**PARAMETRIZATION OF CORPORATE CULTURE  
IN THE CORPORATE GOVERNANCE SYSTEM**

The directions of parametrization of corporate culture in public companies are determined. The specifics of using the Supervisory Board as a customer and controller of the implementation of the corporate culture management strategy of the company have been formed.

*Key words: corporate culture, enterprise management, corporate governance.*

**Khasanshin I.A.**

**IMPLEMENTATION OF THE BIZDIAGNOSTICS ORGANIZATIONAL  
DIAGNOSTICS SYSTEM INTO THE MANAGEMENT DECISION  
SUPPORT SYSTEM "GOVERNOR'S ARM"**

To achieve the goals set in the process of making managerial decisions based on the "Governor's AWP" subsystem, as well as to ensure the required flexibility in solving regional problems, it is planned to introduce the modernized system of organizational diagnostics BIZDIAGNOSTICS into the information and reference system for supporting managerial decisions.

*Key words: decision support system, organizational diagnostics, quality of organizational interaction.*

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***ECONOMY***

**Afanasyeva L.A.**

**FORMATION OF CLUSTER POLICY  
AS THE MOST IMPORTANT DIRECTION OF SUPPLY  
SOCIO-ECONOMIC DEVELOPMENT OF AGRICULTURAL REGION**

The article analyzes the issues of forming a cluster policy aimed at increasing the competitiveness of economic sectors and developing the innovative and technological potential of the region.

*Key words: agro-industrial complex, cluster policy, innovative development.*

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**A.Kh. Evstafieva, S.V. Kapustinskaya**

**INNOVATIVE INFRASTRUCTURE  
REGION IN THE DEVELOPMENT OF CLUSTER SYSTEMS  
(ON THE EXAMPLE OF THE REPUBLIC OF TATARSTAN)**

The article discusses the application of the cluster approach in the context of the innovative development of the region. The main features of cluster systems are formulated. The positive influence of this approach on increasing the innovative activity of enterprises in the region is shown.

*Key words: region, innovation cluster, technopolis, special economic zone.*

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**Zubakov V.M.**

**ECONOMY OF DEVELOPMENT OF NEW RUSSIA  
IN THE SYSTEM OF MARKET RELATIONS**

The article is devoted to the problems of the modern Russian economy in the context of overcoming the consequences of the global crisis. A brief description of individual systemic "failures" of the main market entities of the world, including Russia, is given. The well-known Soviet model of "economic expediency" is

presented as a practical example of effective management of social and economic processes. An illustration of the possible systemic compatibility of the Soviet planned and Russian market models is the Business Stability Index, developed at the Department of Economic Theory of the IEF KFU, on the basis of which an assumption is made about the presence of a medium-term two-phase trend in the development of the modern Russian economy.

*Key words: experience, consistency, expediency, fairness.*

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**Kiselitsa E.P., Stroykin A.S.**

## **FORMATION OF A NEW ECONOMY ON THE EXAMPLE OF PATENT ACTIVITY**

The article examines the concept of "new economy", and also analyzes the readiness of the transition of the Russian economy to a new stage of development based on the criterion for assessing the innovative potential of "patent activity".

*Key words: "patent wars", intellectual property, patent activity, innovation.*

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Stroykin, Andrey Sergeevich

**Perepelkin V.A.**

## **OPTIMIZATION OF THE STRUCTURE OF SUBSIDIES PROVIDED IN THE COUNTRIES OF THE EUROPEAN UNION**

The article examines changes in the structure of subsidies in the countries of the European Union, in particular Germany. The analysis of the use of various forms of subsidies has been carried out, as a result of which a conclusion has been made about the progressive tendency of the gradual curtailment of indirect subsidies, while at the same time giving direct subsidies a more targeted and social character.

*Key words: forms of subsidies, indirect subsidies, financial assistance, economic efficiency.*

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**Solodova E.P.**

## **THE EVOLUTION OF ENTREPRENEURSHIP AS A CATEGORY OF A MARKET ECONOMY**

The article discusses the transformation of the concept of entrepreneurship, which makes it possible to trace the formation and change of characteristics of this category, to highlight the main functions inherent in entrepreneurial activity.

*Key words: entrepreneurship, innovation, risk, business.*

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## ***PERSONNEL MANAGEMENT***

**Dyrin S.P.**

## **PERSONNEL MANAGEMENT: FROM A PERSONNEL APPROACH TO A MULTI-ASPECT APPROACH**

In order to expand in practice the functional field of the personnel management service, to increase its efficiency, a broader consideration of the concept of "personnel" is proposed. The traditional personnel approach to personnel management is opposed to a multidimensional approach based on a multi-focus understanding of the term "personnel".

*Key words: personnel, personnel management service, multidimensional approach to personnel management.*

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**Sorochaikin A.N.**

## **INFORMATION SOCIETY AND THEORY OF PERSONNEL MANAGEMENT**

The paper examines the relationship between the organization of knowledge of society and the individual with the system of constructing a general theory of personnel (human resources) management in relation to the development of society.

*Key words: personnel, personnel management, knowledge society, labor resource, training.*

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**Filatova A.V.**

## **ESSENCE AND BASIC THEORIES STAFF EFFICIENCY MOTIVATIONS**

The article discusses the concept of motivation, its essence, the main theories and motivational models that have developed at the moment in modern management theories. Only a well-developed motivation model, taking into account the accumulated knowledge from the field of psychology, management, management theory, etc., will be able to function effectively and motivate both the team and a specific individual to achieve corporate goals.

*Key words: personnel, personnel management, motivation, labor, personnel.*

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### ***PHILOSOPHY OF ECONOMY***

**Zaretsky A.D.**

### **HUMAN VALUES IN MODERN ECONOMIC RELATIONS**

The article examines the economic category "value", which is inherent only in a market economy. The most important category of value is the process of human capital formation in society. Concluding that economic theory should be transformed in accordance with the development of human values.

*Key words: economic science, value, value, utility, human capital.*

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**Ilyin V.V., Bilalova A.G., Ramazanov S.O.**

### **ABOUT THE REASON OF POLITARITY OF THE RUSSIAN SOCIETY**

The article presents the idea of the contradiction between the objective civil situation of the domestic society and the ideas cultivated by the political elite about it as a people's democratic situation.

Key words: civilization, originality, power.

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**Klescheva Yu.S.**

## **ANALYSIS OF THE IMPACT OF QUALITY OF LIFE FOR THE FORMATION OF HUMAN CAPITAL**

The category of quality of life is becoming the most important part of the state policy for the development of society. The impact of life quality indicators on human capital is analyzed on the basis of international statistical data. An analysis of the main indicators of the level and quality of life will reveal the most pressing problems of the life of Russian society and in the future, more fully take into account and use the available human capital to improve the efficiency of the national economy.

*Key words: quality of life, human capital, life expectancy, demographic policy.*

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**Kurlov A.B.**



## METHODOLOGICAL BASIS

### CONTEMPORARY INNOVATION MANAGEMENT

The article discusses the philosophical foundations of managing modern innovative processes. The potential of anthropo-oriented methodology is actualized in the development and implementation of various management strategies. The provisions on the heuristic foundations of modern management and the controllability of the process of innovation are argued, which is due to the possibilities of reconciling the multidirectional interests and goals of people on the basis of a certain system of social values. The role of scientific expertise in the development of methods and techniques of innovation management is determined.

*Key words: innovation, innovation process, social values and goals, scientific expertise.*

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**Puzaneva O.V.**

## PUBLIC CHOICE THEORY.

### LIBERALISM IN THE ECONOMY

Striving for freedom in the process of human life contributes to the realization of his personal potential. Realizing active individual activity, producing and consuming, individuals pursue only their own personal interests. In the modern world, the need to understand the degree of responsibility of a person for his choice is increasingly seen.

*Key words: economic person, freedom of economic activity, social progress.*

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***RIGHT***

**Zevaykina A.N.**

**LEGAL SUPPORT  
INVESTMENT ACTIVITIES  
IN THE FIELD OF ENERGY EFFICIENCY AND ENERGY SAVING**

The article discusses the terms "investment" and "investment activity", the issues of improving the legal regulation of forms of investment activity in the field of energy efficiency and energy saving.

*Key words: investment activity, public-private partnership, investment audit, energy efficiency.*

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**LEGAL ANALYSIS OF THE PRACTICE OF THE EUROPEAN COURT  
ON HUMAN RIGHTS IN CRIMINAL CASES,  
RELATED TO A VIOLATION OF THE PRINCIPLE FAIR TRIAL**

The article is devoted to the evolution of the principle of fair trial in the jurisprudence of the European Court of Human Rights. In particular, it examines the elements of this principle that are absent in the European Convention for the Protection of Rights and Fundamental Freedoms and were formulated by the court itself ("implied elements").

*Key words: fair trial, equality of arms, competition.*

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