

**Arslanova S.K.**

**SOCIAL POTENTIAL OF THE REGION:  
ENVIRONMENTAL ASPECTS  
(ON THE MATERIALS OF THE REPUBLIC OF TATARSTAN)**

The article draws attention to the ecological environment as an important factor in the social potential of the region. Based on research materials on the Republic of Tatarstan, the author examines the activity of the region's population in preserving the environment. In this context, the results of the author's research carried out in July – September 2009 are shown.

*Key words: social potential of the region, management of social potential, activity of the population of the territory.*

Arslanova Svetlana Kirillovna (ars-sk@mail.ru)

**Slatov D.G.**

**ORIGINS, PROBLEMS AND PROSPECTS  
ENERGY GEOPOLITICS OF RUSSIA.  
REGIONAL ASPECT**

The article is devoted to the origins, problems, tendencies and prospects of the energy geopolitics of Russia at the present stage. The historical, geopolitical, technological and economic factors influencing the Russian policy in the sphere of hydrocarbon export are analyzed. Russia's energy policy is viewed from a regional perspective.

*Key words: energy, geopolitics, pipeline, oil, gas, influence.*

Dmitry Slatov (egmu205@mail.ru)

**Solodova E.P.**

## **INTERACTION OF THE STATE AND SUBJECTS SMALL BUSINESSES**

The article examines the model of interaction between the state and business structures, highlights the features of this interaction at various levels of government. The system of state support for small businesses in the Samara region is considered.

*Key words: model of interaction between the state and business structures, small business entities.*

Elena Petrovna Solodova (se-11.83@mail.ru)

**Khafiyatullina E.R.**

## **SPECIFICITY OF THE SUBJECT OF INTERETHNIC RELATIONS**

The article analyzes the theoretical foundations of the basic methodological constructions of modern ethnology - primordialist and socio-constructivist. The advantages and disadvantages inherent in these doctrines are revealed. Particular attention is paid to the Russian context of the issue under consideration.

*Key words: ethnos, social constructivism, ethnic conflicts, national relations.*

Khafiyatullina Elmira Rafailievna (dek.fispos2009@yandex.ru)

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

**Evstratov R.M.**

**METHODOLOGICAL FEATURES OF THE COMPANY'S FINANCIAL  
RISKS MANAGEMENT**

The article discusses the methodological features of financial risk management as an integral part of business. Business risks in market conditions are a kind of payment for freedom of entrepreneurship, and any organization, regardless of the type and scale of economic activity, is forced to manage them in order to create value.

*Key words: risks, risk management, financial management, minimization of financial losses.*

Evstratov Roman Mikhailovich (evstratov.rm@yandex.ru)

***MANAGEMENT***

**Anpilov S.M.**

**TERRITORIAL LEVEL ANALYSIS DEVELOPMENT OF THE  
CONSTRUCTION INDUSTRY IN THE REGIONS OF THE RUSSIAN  
FEDERATION**

The article presents an analysis of the development of the construction industry in the Russian Federation from 2008 to the current year. The conclusions indicated in

this work are confirmed by a significant amount of statistical data on various factors in the development of the construction industry in the Russian Federation.

*Key words: development indicator, construction industry, efficiency, housing commissioning.*

Anpilov Sergey Mikhailovich (anpilovsm@gmail.com)

**Ermolina L.V.**

**DIRECTIONS FOR IMPROVEMENT  
ORGANIZATIONAL STRUCTURE  
INDUSTRIAL ENTERPRISES**

The article discusses the directions of improving the organizational structure of Russian industrial enterprises. Mechanisms for achieving the assigned tasks are presented for each of the directions. Conclusions on maximizing the income of industrial enterprises through improving the organizational structure are offered.

*Key words: maximization of income, production cost, organizational structure, income.*

Ermolina Lilia Valerievna (ermolina@inbox.ru)

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

**PROBLEMS OF INNOVATION IN THE ACTIVITIES OF SMALL AND  
MEDIUM CONSTRUCTION ENTERPRISES**

The article reveals the main problems hindering the development of small and medium-sized innovative entrepreneurship in construction; ways of solving the problems of developing innovations in the sector; measures to enhance the introduction of innovations in small and medium-sized enterprises in construction.

*Key words: innovation, small and medium-sized construction business, solutions to problems.*

Ivanenko Larisa Viktorovna (ivanenko\_lv@mail.ru)

Petrov Sergei Mikhailovich

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

**THEORETICAL ASPECTS OF MANAGEMENT  
DEVELOPMENT OF BUILT-UP TERRITORIES  
IN THE REGION AND MUNICIPAL EDUCATIONS**

The presented study provides an overview of the conceptual apparatus used in the implementation of the transformation of the city's residential development. The content of the studied terms is revealed. The author reveals the peculiarities of the interpretation of certain concepts as synonyms of the concept "management of the development of built-up areas", the author's vision of the interpretation of this term is proposed. A diagram of the dependence of the implementation of national projects on the effective development of built-up areas is presented.

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

Ivanenko Larisa Viktorovna (ivanenko\_lv@mail.ru)

Fayzrakhmanova Yana Iskandarovna

**Kurlov A.B.**

## **INFORMATION AND KNOWLEDGE TECHNOLOGIES AS AN ATTRIBUTE OF A MODERN SOCIO-ECONOMIC ENVIRONMENT**

The problems of informational technologization of the modern socio-economic environment are considered. The resource potential of social information and instrumental knowledge is updated in the process of modern economic activity. Arguments are made that social information has become a mass product, giving rise to a market for information services, provoking a shift in aggregate demand towards meeting the corresponding needs. It is proved that economic growth and all the factors that determine it are the cultural identity of only a part of humanity, which is one of the largest social problems.

*Key words: information technology, instrumental knowledge, economic growth.*

Kurlov Alexey Borisovich (kurlov\_@mail.ru)

**Okunev S.V.**

## **METHODOLOGY OF CHOOSING DIRECTIONS FOR INCREASING THE COMPARATIVE COMPETITIVENESS OF PRODUCTS**

The article examines the assessment of the level of influence of factors that determine the competitiveness of products, as basic internal factors that determine the level of competitiveness of an enterprise. Implementation of the program of innovative development of an enterprise focused on increasing the competitiveness of products leads to changes in its price and / or quality. Marketability depends on the relative competitiveness of the product, which is determined by the ratio of indicators of comparative quality to comparative price. The sectors identified on the plane of the presented matrix for assessing the comparative competitiveness of an enterprise's products can be used to select an option for increasing the competitiveness of products.

*Key words: product competitiveness, enterprise competitiveness, comparative quality.*

Okunev Sergey Valerievich (kafedra\_pm@mail.ru)

**Filatova A.V.**

**ANALYSIS OF THE STRATEGIC LEVEL  
INFORMATION AND KNOWLEDGE RESOURCES**

The article provides an analysis of the strategic level of information and knowledge resources of an enterprise in the course of economic activity. The advantages of developing a strategy for using information and knowledge resources of the enterprise are given and methods for their analysis are shown.

*Key words: analysis, information activity, information and knowledge resources.*

Filatova Anastasia Viktorovna (egmu205@mail.ru)

***ECONOMY***

**Domnina S.V.**

**PROBLEMS OF FACILITIES MANAGEMENT  
INTELLECTUAL PROPERTY  
IN THE LIGHT OF RUSSIA'S ACCESSION TO WTO**

The article shows the role of accounting, legal protection, assessment and management of intellectual property objects in the light of Russia's accession to the WTO. The problems associated with the assessment of intellectual property rights are indicated. The analysis of the dynamics of the intellectual component of the well-being of the population of the Samara region is carried out.

*Key words: legal protection, objects of intellectual property, assessment, management.*

Domnina Svetlana Valentinovna ([swdomnina@mail.ru](mailto:swdomnina@mail.ru))

**Zevaykina A.N.**

## **CONCEPT AND STRUCTURE OF ENERGY**

### **COMMODITY MARKET IN THE RUSSIAN FEDERATION**

The article examines the concept of the energy commodity market as the most important component of the Russian commodity market, provides a classification of energy markets on various grounds, formulates the concepts of “energy production”, “energy products” as objects of circulation in energy markets, investigates the structure of the commodity market as a system of contractual relations between producers, intermediaries and consumers (wholesale and retail) of energy products, energy products, the mechanism of legal regulation of relations between the subjects of energy markets has been determined.

*Key words: commodity market, energy market, commodity market structure, legal regulation mechanism.*

Zevaykina Anna Nikolaevna ([zevaikina@mail.ru](mailto:zevaikina@mail.ru))

**Tslaf V.M.**



## **BUSINESS OF THE XXI CENTURY: FORECASTED TRENDS**

The article examines trends in changes in the main characteristics of business in the 21st century, generated by the acceleration of scientific and technological progress, the peculiarities of communication in the postindustrial era, saturation of markets, a new vision of the world, changes in the pace of multiplicative processes in the economy, an increase in the role of transaction costs, an increase in the purchasing power of the population, new vision of competitive advantages, activation of innovative processes.

*Key words: XXI century, business, trends of changes, basic characteristics.*

Tslaf Viktor Mikhailovich (sbs@samaramail.ru)

### ***PERSONNEL MANAGEMENT***

**Bondareva D.A., Sorochaikin I.A.**

## **WORLD LABOR MARKET**

The paper presents the concept of the world labor market, the influence of the components of the world labor market on the global economy and specific countries, depending on certain factors - migration, emigration, etc.

*Key words: labor market, international migration, emigration, reproduction of labor resources.*

Bondareva Daria Andreevna

Sorochaikin Ivan Andreevich (egmu205@mail.ru)

**Vlasenko N.F.**

**QUALITY MONITORING PARTICIPANTS  
PROFESSIONAL TRAINING OF STUDENTS  
IN A MULTI-LEVEL EDUCATIONAL INSTITUTION**

The paper presents the concept of the world labor market, the influence of the components of the world labor market on the global economy and specific countries, depending on certain factors - migration, emigration, etc.

*Key words: quality of education, quality of professional training, monitoring.*

Vlasenko Natalia Fyodorovna (vlasenkonatalya@mail.ru)

**Kogdin A.A., Taseev V.B.**

**FORMATION OF PERSONNEL POTENTIAL IN THE SPHERE OF  
ORGANIZATION OF HOUSING AND UTILITIES**

The article deals with the problem of the formation of human resources at modern enterprises of housing and communal services. The formed personnel potential of the organization is presented as a highly effective team. The problem is presented through the prism of two main factors - training specialists in the field and creating the right motivation for employees.

*Key words: personnel management, personnel potential, training of specialists, crisis of labor motivation.*

Kogdin Artyom Andreevich

Taseev Victor Borisovich (egmu205@mail.ru)

## *PHILOSOPHY OF ECONOMY*

**Borisova T.V., Gerasimov O.V., Stepanova O.S.**

### **LIFE WORLD PROGRAM AS THE BASIS OF INNOVATIVE ACTIVITIES OF THE ENTREPRENEUR**

This article examines aspects of the interaction of the life world with innovation. The analysis of the mechanisms of incorporating innovative practices of an entrepreneur into his structure of the life world is carried out.

*Key words: innovation, life world, entrepreneurial activity.*

Borisova Tatiana Vadimovna (BorisovaTVa@yandex.ru)

Gerasimov Oleg Viktorovich

Stepanova Olga Sergeevna

**Zubakov V.M.**

### **STATE OF FRUSTRATION IN THE SYSTEM CONTEMPORARY MARKET RELATIONS**

The article is devoted to the problem of the lack of an adequate assessment of the ongoing processes both in the world economy and in national markets. The main reason for this economic frustration, according to the author, is the inability of the main financial regulators to take into account all the risks in the global economy, which in our time are more determined by informal “externalities” of the market (trust in governments, publicity of business, citizens' initiative), rather than

“failures” in the level of the usual formal control mechanisms (liquidity sufficiency, tax collection, social optimum).

*Key words: market model, lonely economy, average consumption, happiness index, systemic shock.*

Zubakov Vyacheslav Mikhailovich ([njassa@yandex.ru](mailto:njassa@yandex.ru))

**Semenova S.A.**

## **ECONOMIC RATIONALITY: ESSENCE AND COMPONENTS**

The subject of this article is the phenomenon of "economic rationality". Particular attention is paid to the main elements of this theoretical model and the definition of the boundaries of its applicability in economic research.

*Key words: theoretical model, economic rationality, economic behavior.*

Semenova Svetlana Alexandrovna ([semenova-lana@inbox.ru](mailto:semenova-lana@inbox.ru))

**Sorochaikin A.N.**

## **METHODOLOGICAL ASPECTS OF "HOMO ECONOMICUS" AS ANTHROPOLOGICAL MODEL: IDEALIZATION, CONSTRUCTION, SYMBOLOGY**

The article is devoted to understanding the methodological aspects of the philosophy of economics. The focus is on the implicit anthropological premises of

economic theories, as well as the epistemological assumptions about the character and nature of human rationality that underlie them.

*Key words: anthropological model, philosophy of economics, methodological aspect, economic person.*

Sorochaikin Andrey Nikonovich (san\_27@ibbox.ru)

***RIGHT***

**Tatarinova S.S.**

**COMPARATIVE CHARACTERISTICS  
LEGAL REGULATION OF COMPETITION  
IN THE RUSSIAN FEDERATION AND FOREIGN COUNTRIES**

This article highlights the features of the legal regulation of competition in the commodity markets of foreign countries and the Russian Federation. The main trends in foreign antimonopoly legislation are highlighted. Various approaches to antimonopoly regulation, models and types of antimonopoly legislation adopted abroad, as well as their impact on Russian legislation on unfair competition are considered. It is concluded that the process of developing antimonopoly legislation both in Russia and abroad has not yet been completed, and the experience of foreign countries may become useful for the harmonious development and improvement of Russian antimonopoly legislation.

*Key words: antitrust legislation, competition, commodity market.*

Tatarinova Svetlana Sergeevna (lana-tat@mail.ru)