

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

**ALGORITHM FOR FORMING A UNIVERSAL METHOD FOR  
DETERMINING THE INITIAL COST OF THE RIGHT TO DEVELOP A  
BUILT-UP TERRITORY**

The article presents an algorithm for the formation of a universal methodology for determining the initial cost of the right to develop a built-up area, which can be applied in any region of the Russian Federation. Highlighted and described the characteristic features for the lease of a land plot for capital construction and an agreement for the development of a built-up area. The factors that influence the development of the built-up area are indicated. The classical methods of assessing land plots are considered and their shortcomings are noted.

*Key words: built-up areas, algorithm, universal technique, land assessment.*

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**Kazantseva S.G.**

**CHARITY AS A FORM OF SOCIALLY RESPONSIBLE BUSINESS OF  
SAMARA ENTREPRENEURS AT THE END OF THE XIX - EARLY XX  
CENTURY**

The article examines the phenomenon of Russian charity. The main motives of the charitable activities of Samara merchants are determined, as well as the priorities of financial investments of entrepreneurs.

*Key words: charitable activities, merchants, help, Samara Exchange Committee.*

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**Kopteva K.V.**

**QUALITY OF LIFE OF THE POPULATION AS A MEASURE OF SOCIAL  
SECURITY OF THE COUNTRY**

The article is devoted to the problem of ensuring the social security of the country's population. Analyzed the main indicators that are used to assess the level and quality of life of the population.

*Key words: social security, quality of life, standard of living, human capital development index.*

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**Prokopenko O.V., School V.Yu., Shcherbachenko V.A.**

### **SCIENTIFIC APPROACHES TO FORECASTING MIGRATION PROCESSES**

The article clarifies the essence of migration processes, studies the factors influencing them in Ukraine and abroad. Theoretical and methodological approaches to macroeconomic forecasting of migration flows, a methodological approach to assessing the degree of influence of economic, socio-demographic and political groups of factors on migration processes have been improved.

*Key words: migration, migration flows, political factors, forecasting, adaptive model.*

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**Stakhanova E.Yu.**

### **ON THE QUESTION OF STATE REGULATION OF INTERCULTURAL INTERACTION IN THE BACKGROUND OF MIGRATION PROCESSES IN RUSSIA**

The article examines the state regulation of intercultural interaction in the Russian Federation in the context of world migration processes.

*Key words: intercultural interaction between migrants and the indigenous population, interethnic conflicts, migration processes.*

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**Turusin S.V.**

### **METHODOLOGICAL BASIS FOR ANALYSIS OF THE FEDERALISM PHENOMENON**

The subject of analysis in the article is federalism as a form of government. The author systematizes domestic and Western studies on this issue. As a result of the analysis, a generalized typology of ideas about the studied phenomenon is proposed.

*Key words: federalism, power, political organization of society.*

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**Umyarova L.N., Shevchenko V.D.**

### **LINGUOCULTURAL FEATURES OF ANTHEMS OF ENGLISH- SPEAKING AND FRENCH-SPEAKING COUNTRIES**

The article presents the results of a comparative analysis of the linguocultural characteristics of the hymns of the English-speaking and French-speaking countries. The purpose of the study was to study how the peculiarities of the national character, mentality, history, culture of the people are reflected in hymns related to the ritual type of discourse.

*Key words: texts of hymns, ritual discourse, cultural linguistics.*

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### **MANAGEMENT**

**Bannova S.E.**

### **INDICATORS OF ASSESSMENT OF ACTIVITIES OF ORGANIZATIONS INCLUDED IN THE CONSTRUCTION CONSORTIUM**

The article discusses traditional approaches to determining the effectiveness of corporate integration. Indicators are proposed that assess the activities of organizations at the pre-project stage of creating a construction consortium

*Key words: construction consortium, performance indicators of construction organizations.*

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**Vereskun M.V.**

### **MECHANISM OF INTANGIBLE ASSETS MANAGEMENT FOR THE DEVELOPMENT OF THE COMPETITIVENESS OF CORPORATE ENTERPRISES**

The article examines the process of integration in 1999-2004. mining and metallurgical enterprises of Ukraine into the structures of large private transnational financial and industrial groups in order to adapt to market conditions and the emergence in this regard of business associations called holdings. It is shown that in the long term one of the most important ways to increase the efficiency of national metallurgical enterprises and their competitiveness in the world market is active participation in global consolidation processes, their future directly depends on the speed of formation and restructuring of large corporations, including changes in corporate governance mechanisms.

*Key words: metallurgical holding, competitiveness, intangible assets, corporate governance mechanisms.*

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**Ermolina L.V.**

### **COMPANY VALUE MANAGEMENT AND STRATEGIC EFFICIENCY**

The article describes the management of the company's value through the achievement of strategic goals. The factors for assessing the strategic efficiency of the company and their role in managing the company's value are shown.

*Key words: company value, strategic goals, efficiency, efficiency factors, value management.*

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**Katkov E.V.**

### **THEORETICAL AND METHODOLOGICAL BASIS OF INNOVATIVE DEVELOPMENT OF ECONOMIC AND PRODUCTION STRUCTURES**

The article examines the theoretical foundations of the innovative development of economic and industrial structures and its impact on the creation of industrial relations, as well as the forms, methods and types of development of these structures and approaches to their use in the process of innovative development.

*Key words: innovative development, economic and production structures, strategy, enterprise.*

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**Logua R.A., Stefanoea N.A.**

### **ASSESSMENT OF THE POSSIBILITIES OF APPLICATION OF VIRAL MARKETING TECHNOLOGIES ON THE REGIONAL HIGHER EDUCATION MARKET**

The article examines higher educational institutions as full-fledged participants in market relations; it is shown that in order to create competitive advantages, they need to use modern tools to attract customers via the Internet, including viral marketing technologies.

*Key words: university, higher education, viral marketing, social network.*

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Stefanova Natalia Alexandrovna

**Matyas A.A.**

### **INFLATION TARGETING AND PROBLEMS OF TRANSITION TO THIS MODE OF MONETARY POLICY IN THE REPUBLIC OF BELARUS**

The article examines the features of inflation targeting and the problems of transition to this monetary policy regime in the Republic of Belarus.

*Key words: monetary policy, inflation targeting, exchange rate, monetary aggregates, transition problems.*

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**Mokina L.S.**

### **DIRECTION OF INDUSTRY INTEGRATION IN SAMARA REGION**

The article presents the integration transformations taking place on the territory of the Samara region in the leading industries. The promising directions of integration for business entities are shown.

*Key words: integrated structures, industry, cluster, priority areas, competitiveness, dynamics.*

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**Silyutin V.I., Sorochaikin V.N.**

### **ESSENCE OF ORGANIZATIONAL CHANGES AND THEIR ROLE IN THE DYNAMICS OF THE ENTERPRISE DEVELOPMENT**

The article examines the essence of organizational change and development. The relationship between the concepts of "change" and "development" is determined. The role of the studied concepts in the formation of the dynamics of enterprise development is also considered.

*Key words: organizational changes, development, formation, dynamics of development, organizational efficiency.*

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**Teplova O.V.**

### **BACKGROUND AND DYNAMICS OF THE SUSTAINABLE DEVELOPMENT STRATEGY OF THE INDUSTRY**

The article examines the preconditions for the emergence of a strategy for sustainable development of industrial enterprises. The chronology of events on this issue is given. The essence of the concept of "sustainable development strategy" is determined.

*Key words: sustainable development, company growth, ecology, priorities, corporation, management, planning.*

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## ***ECONOMY***

**Tyukavkin I.N.**

### **THEORETICAL BASIS OF INFORMATION SYSTEMS**

The article contains an analysis of information as a process of development of society. The analysis of signs and characteristics of the concept of "information" is carried out, the author's definition is given. The main economic characteristics of information are revealed.

*Key words: information, entropy, information economy, factors, indivisibility.*

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## ***PERSONNEL MANAGEMENT***

**Kogdin A.A.**

### **MOTIVATION AND INCENTIVES OF EMPLOYMENT IN HR MANAGEMENT**

The article examines such categories in personnel management as "motivation" and "stimulation of labor activity". Concepts, basic concepts are given, the purpose of activity on motivation and stimulation, mechanisms of formation of motivation, types of workers, the role of a leader in managing motivation and stimulation are substantiated.

*Key words: motivation, incentives, incentive methods, economic efficiency.*

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***PHILOSOPHY OF ECONOMY***

**Isaev R.O.**

**SEMIOTIC MASS CONSCIOUSNESS ORGANIZATION (ON THE  
EXAMPLE OF GERMANY ON THE EVE OF THE SECOND WORLD  
WAR)**

The article puts forward a hypothesis about the reasons for the implementation of the Aryan myth in the mass consciousness of Germany as a specific form of compensation for the defeat of this country in the First World War. Specific material of historical documents and legislative acts reveals the speculative content of signs and symbols in the aspect of the formation of mythological consciousness.

*Key words: semiotics, sign, symbol, mythological consciousness.*

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**Semenova S.A.**

**ORGANIZATION AND GOVERNANCE AS ANTHROPOLOGICAL AND  
SOCIO-PHILOSOPHICAL PROBLEM**

The subject of the article is organization and management as an anthropological and socio-philosophical phenomenon. Particular attention is paid to the relationship between management and culture.

*Key words: organization, management, anthropology of management, economic culture.*

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**Sorochaikin A.N.**

**PHILOSOPHICAL AND ANTHROPOLOGICAL FOUNDATIONS OF  
LIBERAL IDEOLOGY**



The article focuses on the philosophical and anthropological foundations of liberal ideology, based on the analysis of the scientific theories of D. Locke, J. Hume, F. Hayek, A. Smith and B. Mondeville.

*Key words: anthropological model, theory, philosophy of capitalism, philosophy of economics.*

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## ***RIGHT***

**Mikhailova E.V.**

### **SOME PROCEDURAL PROBLEMS RELATED TO THE RIGHT OF THE PARTIES TO CONCLUDE A THIRD AGREEMENT**

The article is devoted to problematic issues related to the procedural consequences of the conclusion by the parties of a legal conflict of an arbitration agreement.

*Key words: arbitration agreement, leaving the application without consideration, termination of the proceedings.*

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**Shestakova L.A.**

### **CRIMINAL PROCEEDINGS AGAINST MINORS: PROBLEMS OF LAW ENFORCEMENT**

The article is devoted to the analysis of the enforcement of Chapter 50 of the Criminal Procedure Code of the Russian Federation. The analysis of law enforcement activity is based on archival materials of criminal cases studied in the courts of the Samara region, as well as on a questionnaire survey of investigators.

*Key words: juvenile proceedings, teacher, psychologist, minor.*

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