

MANAGEMENT OF SOCIAL AND ECONOMIC DEVELOPMENT OF SOCIETY

Kazantseva S.G.

FORMING OF SAMARA LIKE A PROVINCE TOWN AT THE END OF XIX - BEGINNING OF XX CENTURY

In the article the forming of Samara like a province town is viewed. Social and cultural characteristics of urban settlements: scientific, educational and cultural institutions are taken as the basis. History of their establishment at the turn of XIX-XX centuries in our city is shown.

Key words: city, public museum, theater, society of Samara doctors, nobility, merchants.

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IMPROVEMENT OF LEGAL MECHANICS OF STATE REGULATION OF ADVERTISEMENTS

In the article the advertising activity in the system of state regulation and management in current social and economic realities of development of society and state is viewed.

Key words: advertising, advertising activities, government regulation, control, advertising services market, improvement.

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CHARACTERISTICS OF MANAGEMENT BY OBJECTIVES OF TOURISM ON THE EXAMPLE OF URBAN DISTRICT OF SAMARA

In the article management by objectives of tourist and recreation industry on the example of municipal unit of Samara as a sector of economics that shows stimulating action on the development of basic branches that is estimated by multiplicative effect that serves as a accelerator of economic and social development of regions and municipal units, increasing of the quality of life of a population is viewed.

Key words: tourism, program-targeted management, efficiency, Samara, tourist and recreational industry.

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DIRECTIONS OF DEVELOPMENT OF CLUSTER POLICY IN CONDITIONS OF INNOVATIVE DEVELOPMENT OF REGIONS

In the article the reasons of high popularity of cluster policy in modern conditions of globalized economy are viewed. On the basis of generalization of foreign experience measures on improving the efficiency of cluster policy in the Russian regions are suggested.

Key words: cluster, region, foreign experience, cluster policy, innovation.

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FINANCE, CASH CIRCULATION AND CREDIT

Grodskiy V.S.

MODELS OF MONEY, CREDIT, BALANCE OF PAYMENTS AND GOVERNMENT BUDGET FOR EFFECTIVE FINANCIAL MANAGEMENT IN MODERN CONDITIONS OF ECONOMIC MANAGEMENT (PART 2)

In the article the role of financial management in achievement of effective economy management in modern social and economic realias of development of society and state.

Key words: economic theory, money, money, finance, credit, balance of payments, budget, financial management.

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MANAGEMENT

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CONCEPTION OF THE STRATEGY OF MANAGEMENT BY SUSTAINABLE DEVELOPMENT OF INDUSTRIAL ENTERPRISES

In the article the content of conception of the strategy of management by industrial enterprises with the aim of presentation of the mechanism of getting positive economic result at different economic strategies is investigated.

Key words: industrial enterprise, strategic management, efficiency, sustainable development.

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MARKETING PLANNING AT THE ENTERPRISE AND WAYS OF ITS IMPROVING (ON THE MATERIALS OF OJSC "GAMMA VKUSA")

In the article results of research of level of planning and marketing organization at the enterprise are discussed. The obtained results have practical importance, and the considered algorithm of calculation of efficiency of suggested publicity measures can be used in practical activities of an enterprise.

Key words: food industry, marketing planning, marketing management, marketing strategy, promotion policy, economic efficiency.

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TECHNOLOGICAL EQUIPMENT OF MANAGEMENT ACTIVITY

We consider the problem as the most common structural unit of organization's management system, the realization of which is developed in the course of business technology. Analyzes the technological equipment of management, the effectiveness of which is determined by the choice of methods for implementing the most important procedures of the problem.

Key words: management, structure, organization, tasks, technologies.

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**POSSIBILITY OF USING TECHNOLOGY PARKS AT DEVELOPMENT
AND PROMOTION OF INNOVATIVE ECOLOGICAL PROJECTS**

In the article the difficulties of practical realization of innovations in ecological projects that predetermines leading role of technoparks in the organization of innovative processes are viewed. Ways of organization of work of technoparks aimed at effective realization of innovative ecological projects are suggested.

Key words: innovative environmental projects, technopark, promotion of environmental innovation projects, business incubator.

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**IMPROVEMENT OF A PUBLIC PRIVATE PARTNERSHIP MECHANISM
IN THE INNOVATION SECTOR**

Timeliness of applying public private partnership (PPP) mechanism in the sphere of innovation is clearly shown in the present article; main problems of implementation of public private partnership in the high technology sector are revealed, and measures on improving this instrument for the realization of scientific and research work are presented.

Key words: public-private partnership, innovation, intellectual property, property rights, patent, contract, licenses.

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PERSONNEL MANAGEMENT

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**METHODOLOGICAL AND METHODIC ASPECTS OF APPLICATION
OF OCAI AS AN INSTRUMENT OF DIAGNOSTICS AND CHANGE OF
ORGANIZATIONAL CULTURE**

In the article a comprehensive analysis of experience of using of methodological and methodic resources of an instrument OCAI by K. Cameron and R. Quinn is given. A specification of notions 'current/preferred/average profile of

organizational culture' is suggested. New definition 'complex identification profile of organizational culture' is introduced. An adaptation of graphic, statistic method, method of cluster analysis, focus group methods for the study of organizational culture is presented. A comprehensive interpretation of effectiveness of appliance of such methods for strategy generation of human resources management of an organization is given.

Key words: organizational culture, OCAI profile, Cameron, Quinn, organizational values, statistical methods of processing OCAI results.

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PECULIARITIES OF ETHICS OF PUBLIC OFFICER

In the article the peculiarities of ethical constituent of professional activity of public officers in the Russian Federation in accordance with the current regulation are revealed.

Key words: ethics, civil service, civil servant, personnel management, professional competence.

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MECHANISM OF MANAGEMENT BY CAREER GUIDANCE WORK IN HIGHER EDUCATIONAL INSTITUTIONS OF BUSINESS PROFILE

In the article the investigation of motives of entry into higher educational institutions of business profile of schoolboys is viewed and on the basis of research the mechanism of management by career guidance work in the educational institutions of business profile that includes Institutional Arrangements, scientific work with school leavers, training of school leavers and ways of advertising of higher educational institutions and careers is suggested.

Key words: mechanism, professional orientation, professional education, professional consulting, management, student body.

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COMPETITIVE GRADUATE BY THE EYES OF AN EMPLOYER

In the article the understanding of competitiveness of a graduate by an employer, essence and components of competitiveness of a graduate from a perspective of an employer in current social and economic conditions are presented.

Key words: competitiveness, graduate, employer, personnel management, higher education, university, education system.

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RIGHT

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TENDENCIES AND PERSPECTIVES OF LEGAL REGULATION OF PUBLIC PROSECUTION IN THE RUSSIAN FEDERATION

In the article the basic directions of activity of prosecutor's supervision in the Russian Federation are viewed. Basic normative legal acts about prosecutor's office, and also its influence on development and establishment of legal regulation of prosecution's supervision in Russia are analyzed. Proposals for further development of prosecution authorities are made.

Key words: prosecutor's supervision, prosecutor, legal regulation, law, draft law.

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AIM OF CAUSING OF HARM AS A CHARACTERISTIC OF ABUSE OF EXCLUSIVE RIGHT

In the article the analysis of judicial practice on cases about abuse of exclusive right on trademark is carried out. Peculiarities that can be taken into consideration at formation of juridical policy and law enforcement in the sphere of copyright protection are depicted.

Key words: exclusive right, infliction of harm, sign of abuse, trademark, law enforcement.

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PHILOSOPHY OF ECONOMY

Sorochaikin A.N.

THEORY OF STRATIFICATION OF M. WEBER

The work is devoted to the comprehension of the theory of stratification of W. Weber.

Key words: philosophy of economics, theory of stratification, Max Weber.

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MATHEMATICAL AND INSTRUMENTAL METHODS OF ECONOMY

Saraev A.L.

EQUATIONS OF DYNAMICS OF ECONOMIC DEVELOPMENT OF AN ENTERPRISE THAT UPGRADE PRODUCTION TECHNOLOGY

In the article a mathematical model of logistic dynamics of economic development of an enterprise that is located in conditions of modernization of production technologies is suggested. Changes in time of production factors of an enterprise are described by differential equations of cumulative dynamics that adequately reflect the most important macroeconomic aspects of the process of reproduction. Engineering output of an enterprise is given by multifactor production Cobb - Douglas function. Cases of single production modernization and periodic change of production technology on an enterprise are viewed.

Key words: enterprise, technology, factors of production, production function of logistics dynamics, resources.

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