

## **MANAGEMENT OF SOCIAL AND ECONOMIC DEVELOPMENT OF SOCIETY**

**Alekseeva A.Yu., Filippova I.A.**

### **NECESSITY AND EXPEDIENCY OF DEVELOPMENT OF INNOVATION ACTIVITY IN THE ULYANOVSK REGION**

In the article innovation processes and necessity of their development in the Ulyanovsk Region are viewed. It is determined that the main way to achieve well-being is the transition of the economy to the innovative model of development. For the purpose, it is necessary on the regional levels to create conditions for innovation development.

*Key words: economy, innovation, innovation model, development.*

Alekseeva Anna Yu.  
Filippova Irina Alexandrovna (ean@ulstu.ru)

**Balyukov A.S., Logua R.A.**

### **BEST PRACTICES OF E-GOVERNMENT IN THE WORLD**

This article explores the deepening of the process of modernization of electronic governments worldwide. Their characteristics and main features are described.

*Keywords: e-government, government, digital revolution, government services, UN / ASPA, web presence, transactional web presence, fully integrated web presence.*

Logua Ramaz Akakievich (logua@mail.ru)  
Balyukov Alexander Sergeevich

**Bezzubko L.V., Bezzubko B.I.**

### **PREREQUISITES AND CONSEQUENCES OF MILITARY CONFLICT IN THE DONBASS**

In the article political, economic and social prerequisites of a rise of military conflict in the region of Donbass (Ukraine) are analyzed. This armed conflict has led to huge losses of human potential (there are a large number of civilians killed, there is a mass migration of population), to the emergence of large-scale economic losses as well for the economy of the region, as for the economy of the whole of Ukraine.

*Key words: military conflict, consequences, migration, economic and social losses.*

Bezzubko Larisa Vladimirovna (bezzubkol@mail.ru)  
Boris Igorevich Bezzubko

**Burmatova O.P.**

## **ECOLOGICAL ASPECTS OF FORMATION OF BIG CITIES**

In the article the main environmental problems in large cities are viewed; factors affecting ecological situation are shown and also possible consequences of their impact on the formation of ecological situation on the territory are also shown. On the example of the city of Novosibirsk its features from the perspective of formation of environmental situation were analyzed. Main elements of an image of future large city are formulated. It is shown with what requirements and conditions the main challenges in the field of formation of a favorable ecological situation are connected in modern conditions of economic development. An adequate response to the appropriate challenges requires, in the opinion of the author, the strengthening of state regulation in the sphere of environmental protection. In accordance with this fact recommendations on improvement of the mechanism of management in the ecosystem are stated.

*Key words: big city, environment, ecological image of the future, challenges in the formation of a favorable ecological situation.*

Burmatova Olga Petrovna (burmatova@ngs.ru)

**Il'in V.V., Krasovsky S.P., Timofeev A.V.**

## **NATURE OF MODERN "WORLD ORDER"**

In the article unipolar international system that replaced bipolarity and that formed after the breakdown of the world order, constituted by Yalta and Potsdam agreements is viewed. The conclusion is made that the result of a true strategy, inspired by the intensive stream of disturbing facts was consolidation: restraint of disturbing reality not in feverish sectorization and regionalization of the white world (expansion of NATO), but in achieving fundamental alliance of its constituents.

*Key words: world order, world system, bipolarity, multipolarity, unipolarity.*

Ilyin Viktor Vasilievich (vvilin@yandex.ru)  
Krasovsky Sergey Petrovich  
Timofeev Alexander Vladimirovich

**Isaev R.O.**

### **SYSTEM OF INTERNATIONAL RELATIONS: SITUATIONS AND ACTORS OF MANAGEMENT BY WORLD ORDER**

In the article the task is set to examine world order as managed system of international relations is stated. In the article the definition of the concept of «world order» is given, its basic features are revealed, and the possibility of control capability of contemporary world order is viewed.

*Key words: management, international relations, world order.*

Ilyin Roman Olegovich (romanceisaev@gmail.com)

**Rozhkova E.V.**

### **COMPONENTS OF INNOVATION-DRIVEN SOCIAL AND ECONOMIC DEVELOPMENT OF HEALTHCARE**

In the article the basic components of innovation-driven social and economic mechanism of health care development in modern conditions: innovative, economic, social, institutional and medical components are revealed.

*Key words: healthcare, mechanism of innovative development, component.*

Rozhkova Ekaterina Vladimirovna (erozhkova@mail.ru)

**Sumskaya T.V.**

### **PROBLEMS OF SUBFEDERAL BUDGETARY POLICY IN THE NOVOSIBIRSK REGION**

In the article the conditions of formation of financial base of local self-government are determined; the methodology for the analysis of structure, stability of budgets and efficiency of sub-federal budget policy, calculations on which are carried out on the materials of the Novosibirsk Region for the period of 2006-2012 years is suggested. The analysis of structure of local budgets of the Novosibirsk

Region is carried out, the calculation of characteristics of heterogeneity of budget indicators before and after the transfer of funds from the regional budget is carried out. The dependence between gratuitous transfers and realized earnings is analyzed; marginal effect of increasing taxes paid to local budgets is calculated.

Key words: local government, local budget, equalization of the differentiation of budgetary provision, subfederal budgetary policy.

Sumskaya Tatiana Vladimirovna (stv@ieie.nsc.ru)

**Tarelkin A.A., Tyukavkin I.N.**

### **MANAGEMENT BY GOVERNMENT INVESTMENTS OF THE SECOND FIVE-YEAR PLAN OF INDUSTRIAL PRODUCTION**

In the article basic measures of the nation's leadership according to the results of fulfillment of second five-year plan on development of industrial complex. Measures on achievement of obtained results and also tasks that stood before state governing bodies are analyzed.

Key words: industry, management, decree, reorganization, development, quality, credit, finance.

Alexey Tarelkin (tarelkin.alexey@list.ru)  
Tyukavkin Nikolay Mikhailovich

**Khabibrakhmanova R.R.**

### **IMPLEMENTATION OF PROJECTS OF PUBLIC AND PRIVATE PARTNERSHIP IN SOCIAL SPHERE (ON THE EXAMPLE OF THE REPUBLIC OF TATARSTAN)**

In the article contradictions and problems of application of projects of public and private partnership in the social sphere, such as in the form of concession are revealed. The results of directive interview with power officials of the Republic of Tatarstan, in the zone of responsibility of which development and realization of projects of public and private partnership in the region are given. Measures on overcoming revealed problems are formulated.

*Key words: public-private partnership, projects, social sphere, concession.*

Khabibrakhmanova Reseda Rinatovna (rezedarinatovna@gmail.ru)

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

**Davydova N.L.**

### **ANALYSIS OF INVESTMENT CREDITWORTHINESS IN THE CONDITIONS OF PRIORITY OF INNOVATIONS**

In the article author's approach to the analysis of creditworthiness of enterprises, planning realization of investment projects with the involvement of bank credits is presented.

*Key words: investment, innovation, bank credit, creditworthiness.*

Davydova Natalia Leontievna (davydova\_nl@mail.ru)

**Evstafieva A.Kh.**

### **FORMATION OF TAX POLICY OF AN ORGANIZATION IN MODERN CONDITIONS OF DEVELOPMENT**

In the article tax policy as an integral part of financial policy that ensures harmonious fastening of results of activity of an organization with the solution of federal issues by means of absolute tax compliance is viewed.

*Key words: tax policy, accounting policy of the organization, taxes, tax burden, tax planning, factors, risks.*

Evstafieva Alsu Khusainovna (evalsu@yandax.ru)

**Kuznetsova S.A.**

### **LIQUIDITY OF DEBTS OF COMPANIES: NEW TOOL SET OF FINANCIAL ANALYSIS**

New direction of financial analysis - analysis of liquidity of debts of companies is suggested. Nature of the terms «liquidity of debt», «liquidity of current debt», «liquidity of long-term debt» is defined. Coefficients of liquidity of debt, liquidity of current debt, liquidity of long-term debt, indicators of absolute savings of accounts receivable, long-term and current debts are offered for use.

*Key words: accounts receivable, current liabilities, liquidity, solvency, financial analysis, liquidity analysis.*

Kuznetsova Svetlana Anatolyevna (fc@duep.edu)

## ***ECONOMY***

**Zaretsky A.D., Ivanova T.E.**

### **ANALYSIS OF SOME METHODOLOGICAL ASPECTS OF FUNCTIONING OF REGIONAL ECONOMY IN RUSSIA**

In the article it is established that economic relations of territorial and spatial character not always coincide with administrative boundaries of constituent entities of the federation. This fact is impossible to ignore at the development of theoretical and methodological bases of regional economy: apart from the administrative boundaries of constituent entities of the federation in the country exists dense system of district interregional relations that have an influence on the development of regional economic relations. Authors make an attempt of defining of possible ways of further development of theoretical and methodological bases of regional economy in Russia, that should take into consideration peculiarities of established economic culture in the society, formation of interregional confidence between the constituent entities of the federation.

*Key words: ontology, regional economy, economic culture, district system.*

Zaretsky Alexander Dmitrievich (zad94@mail.ru)  
Ivanova Tatiana Evgenievna

**Trubnikova E.I.**

### **PHILOSOPHY OF RUSSIAN ECONOMY: SIMULATIONS AND REALIAS**

In the article the analysis of features of Russian economy is carried out, real and declared state of affairs is investigated. Conditions of razdatok-type of economy determine the specificity of behavior of economic agents. In the text of the article simulation activity in the sectors of Russian economy is analyzed.

*Key words: imitations, distribution economy, market mechanism, rent.*

Trubnikova Ekaterina Ivanovna (ei.trubnikova@gmail.ru)

## ***MANAGEMENT***

**Gerasimov K.B.**

## **MODEL OF DIAGNOSIS OF THE SYSTEM OF MANAGEMENT BY THE PROCESSES OF AN ORGANIZATION**

In the article theoretical assumptions of the model of diagnosis of the system of management by the processes of an organization are viewed. The stages of the model are described and forms for filling in the organization are suggested. The diagnosis is made on the level of sub-processes of an organization, as well as on the level of management tasks that have positive impact on the entire system of management in general.

*Key words: control system, diagnostics, process, task, model.*

Gerasimov Kirill Borisovich (270580@bk.ru)

**Ermolina L.V.**

## **REENGINEERING OF BUSINESS PROCESSES ON THE EXAMPLE OF AN INDUSTRIAL ENTERPRISE**

The variant of realization of reengineering on the example of an industrial enterprise using appropriate methods is viewed. Some measures for carrying out re-engineering of business processes either on the level of existing structural units, or on the level of the system of management overall.

*Key words: business process, reengineering, process approach, analysis, enterprise management system, enterprise efficiency.*

Ermolina Lilia Valerievna (ermolinalv@inbox.ru)

**Zubakov V.M., Zubakova I.V.**

## **PLACE OF AN INSTITUTE OF INSURANCE IN THE SYSTEM OF INDUSTRIAL RELATIONS**

In the article the place and role of state policy of social insurance in the system of social productive relations is defined. Institute of insurance directly depend on the level of revenues in the society - and the revenues, in turn, are dependent from the readiness of economics to the expenses. Under conditions of lowering of temps and quality of economic development the presence of effective system of a compulsory social insurance of population may become the unique decision of the problem of social vulnerability of the bulk of population of Russia.

*Key words: welfare policy, insurance system, development economics, human capital, social security.*

Zubakov Vyacheslav Mikhailovich (njassa@yandex.ru)  
Zubakova Ivan Vyacheslavovna

**Kuznetsov A.A.**

### **CORPORATE OR ORGANIZATIONAL CULTURE AS AN OBJECT OF MANAGEMENT?**

In the article comparative analysis was performed on definition and usage of terms «corporate culture» and «organizational culture». Author's approach to the treatment of corporate culture as an object of modern management, which is based on corporatism is substantiated.

*Key words: corporate culture, organizational culture, corporatism, management.*

Andrey An. Kuznetsov (kuznet@meta.ua)

**Pukhal'skaya A.P.**

### **APPROACHES TO STRATEGIC MANAGEMENT BY INTELLECTUAL PROPERTY OF INDUSTRIAL ENTERPRISES**

In the article approaches to strategic management by intellectual property of industrial enterprises, components of potential of an industrial enterprise, factors of formation of management strategies of intellectual property items are revealed. Principles of formation of the strategy of management by intellectual property items for the ensuring of innovative development of industrial enterprises were designated. For the development of specific recommendations on strategic management by intellectual property items, legal analysis of contracts and documents related to the intellectual property items industry of the Zaporozhye region was performed.

*Key words: intellectual property, strategic management, potential, human capital, information support.*

Pukhalskaya Anastasia Pavlovna

**Tarelkin A.A.**

### **MANAGEMENT BY STRATEGIES OF INVESTMENT ATTRACTIVENESS OF SUBJECTS OF ECONOMY**

In the article the strategies of activity of large, medium and small companies in the sphere of investment policy are presented and their analysis is carried out. The



differences of the companies as participants of the market of investments according to the volume of gross revenues are given. The notion of strategic effectiveness is defined; advantages and disadvantages of strategies of investment development of enterprises and organizations on modern stage of market relations in Russia are revealed.

*Key words: investments, strategy, subjects of the economy, market, company, analysis, demand, supply, revenue, organization.*

Alexey Tarelkin (tarelkin.alexey@list.ru)

**Shamarova G.M.**

### **DEVELOPMENT OF ORGANIZATIONAL CULTURE IN THE SPHERE OF BUSINESS AND POWER**

In the article the current state of organizational culture is viewed, methods of maintaining and strengthening of organizational culture in the sphere of business, on national and municipal services are presented.

*Key words: state and municipal employees, companies, development, assessment, organizational culture.*

Shamarova Gulmira Mukhtarovna (svet1208963@yandex.ru)

### ***PERSONNEL MANAGEMENT***

**Afanasieva L.A.**

### **ABOUT THE NEED TO DEVELOP RECOMMENDATIONS ON THE FORMATION OF OPTIMUM ADMINISTRATIVE MECHANISM TO ENSURE REALIZATION OF STRATEGIC OBJECTIVES OF AN ORGANIZATION**

In the article modern approaches to enterprise management in order to develop recommendations on formation of an optimal mechanism that ensures implementation of strategic objectives of an organization, taking into consideration human resources are viewed. As a current instrument of enhancement of coherence of interests of subjects of interaction on the labor market such direction of management activity as marketing of personnel is viewed.

*Key words: strategic management, personnel marketing, human resources, activity monitoring, management mechanism, marketing controlling.*

Afanasyeva Lyudmila Alexandrovna (ala1909@yandex.ru)

**Barbarskaya M.N.**

### **ESSENCE OF THE PROCESS OF PERSONNEL MANAGEMENT OF AN ORGANIZATION ON MODERN STAGE**

This article presents a comparative analysis of the essence of human resource management in different periods of time, peculiarities in personnel management and human resources of organization are defined. The problems of methodology of human resource management, in particular the system of management by human resources of an organization are viewed/

*Key words: organization personnel, human resources, human resource management system, principles of human resource management, methods of human resource management.*

Barbarskaya Marina Nikolaevna (mnb\_82@inbox.ru)

**Kolos E.A.**

### **TENDENCIES AND WAYS OF DEVELOPMENT OF HUMAN CAPITAL AND INTELLECTUAL POTENTIAL OF KAZAKHSTAN SOCIETY**

In this article the main tendencies of development of such main components of human capital and development of intellectual potential of Kazakhstan society, as education, science, labor market, income of population and health care on the example of the Republic of Kazakhstan are revealed and analyzed.

*Key words: labor market, incomes of the population, health care, human capital, intellectual potential, education.*

Kolos Elena Anatolyevna (eakolos@mail.ru)

**Kopteva K.V.**

### **POSSIBILITY OF USING KPI SYSTEM FOR MOTIVATION OF PERSONNEL**

In the article an overview of basic concepts and stages of implementation of key performance indicators of the company for improving the system of personnel motivation is presented. The place of KPI system in the structure of business processes is shown. Correlation of needs of employees and technologies of motivation, among them taking into consideration the application of KPI system is viewed.

*Key words: labor motivation, personnel needs, key performance indicators system, project, project management functions.*

Kopteva Ksenia Valerievna (kseniya-kopteva@yandex.ru)

## ***RIGHT***

**Pletenev D.A., Stakhanova E.Yu.**

### **CONSTITUTIONAL BASIS OF ADMINISTRATIVE AND LEGAL PROTECTION OF MATERIAL OBJECTS AND INTANGIBLE MANIFESTATIONS OF HUMAN CREATIVITY, WHICH MAY BE GRANTED THE STATUS OF HISTORICAL AND CULTURAL HERITAGE (ON THE MATERIALS OF THE REPUBLIC OF BELARUS)**

This article contains research of questions of administrative and legal protection of material objects and intangible manifestations of human creativity, which may be granted the status of historical and cultural heritage. The general concept of cultural heritage, content and forms of their administrative and legal protection is analyzed.

*Key words: historical and cultural value, material object, spiritual heritage.*

Pletnev Denis Alekseevich (pletenev@bsu.ru)  
Stakhanova Ekaterina Yurievna (stakatya@rambler.ru)

**Volkov V.E.**

### **ADVANCE VOTING ("PRIMARIES") AS A TECHNOLOGY OF ELECTION CAMPAIGNING**

In the article the practice of election campaigning in the context of an organization and carrying out of advance voting («primaries») during the elections of 2014.

*Key words: constitutional law, electoral law, elections, informational support of elections, pre-election campaigning, preliminary voting, abuse of rights.*

Volkov Vladislav Eduardovich (volkov@ikafedra.com)

## ***PHILOSOPHY OF ECONOMY***

**Il'in V.V., Ramazanov S.O., Timofeev A.V.**

## **SOCIAL OBJECTIVIZATION OF AN "IDEAL"**

In the article social objectivization of an «ideal» in modern social and economic conditions of development of society and science is investigated.

*Key words: ideal, historical reality, man, philosophy of economics, individual, mind.*

Ilyin Viktor Vasilievich (vvilin@yandex.ru)  
Ramazanov Sirazhdin Omarovich (ramazanov @ yandex.ru)  
Timofeev Alexander Vadimovich

## **MATHEMATICAL AND INSTRUMENTAL METHODS OF ECONOMY**

**Trusova A.Yu., Trusov A.I.,  
Dyuzheva A.V., Il'ina A.I.**

## **METHOD OF ASSESSMENT OF BUSINESS VALUE**

In the article optimal conditions of application of classical methods of estimate of business value and realization of one of them for the estimate of business of OJSC «LUKOIL» are presented.

*Key words: appraisal, appraisal methods, business value, Lukoil.*

Trusova Alla Yurievna (a\_yu\_ssu@mail.ru)  
Trusov Evgeniy Igorevich, Dyuzheva Alexandra Vladimirovna,  
Ilyina Alla Ivanovna (iai.62@mail.ru)

## **LOCAL STUDIES**

**Sorochaikin A.N.**

## **TO THE QUESTION OF AN ORIGIN OF A CHUVASH FAMILY NAME SOROCHAIKIN**

In the article the history of an origin of Chuvash family name Sorochaikin on the territory of Samara trans-Volga region in the XVIII-XIX century.

*Key words: Chuvash, Chuvash surname, traditional name, local history, Nizhne-Averkino, Sorochaikin, Sarachay, history.*

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