

## **MANAGEMENT OF SOCIO-ECONOMIC DEVELOPMENT OF SOCIETY**

**Sorochaikin A.N.**

### **ESTIMATE CHARACTERISTICS OF PUBLICATION ACTIVITY OF STATE INSTITUTES OF HIGHER EDUCATION OF THE SAMARA REGION ON THE BASIS OF RSCI DATA BASE**

In this article bibliometric indices of RSCI data base as estimate indicators of publication activity, one of criteria of performance of scientific work of state institutes of higher education of the Samara Region are viewed. It is shown RSCI data base is a multifunctional information system which is at present time reflects the total flow of Russian publications and their citations. The necessity of work of Russian institutes of higher education with domestic bibliometric system is revealed.

*Key words: RSCI, bibliometric indicators, university, higher education, Samara region, indexing, hirsch index, impact factor, SCIENCE INDEX.*

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

### **E-GOVERNMENT IN THE DIGITAL ERA: CONCEPT, PRACTICE AND DEVELOPMENT**

This article explores the deepening of the process of modernization of e-Government and ways of interaction between citizens and business with the government. This article identifies different types of partnerships. Their characteristics are described and on the basis of experience of different countries hypotheses and recommendations on structuring and improving the model relations between the government and citizens and business are made.

*Key words: e-government, public administration, digital era, public services, internal partnership, external partnership, typical models of e-government, "knowledge society".*

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**Eltanskaya E.A.**

### **REPRESENTATION OF SEMANTIC PECULIARITIES OF POWER CONCEPT IN INSTITUTIONAL DISCOURSE**

The article deals with specific linguistic actualization of the power concept in such spheres of institutional discourse as judicial and economic practices. The author considers the interaction of space of power which is thought as a concept and different discourse spheres correlated with various communicative practices.

*Key words: category of power, institutional discourse, semantic analysis.*

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**Kurlov A.B.**

### **WAY OF LIFE OF POPULATION AS CRITERION OF DEVELOPMENT REGIONAL SOCIETY**

The system of objective and subjective determinants of life-sustaining activity of the population of regional society are viewed. Problems of coordination of development of social and cultural and professional potential of modern person become actual. Total of integrated parameters of social space of a region is emphasized. An anthropological component in form-substantial representation of a concept of way of life, expanding his capacity is introduced.

*Key words: regional system, lifestyle, social space, activity resources.*

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**Taseev V.B.**

### **MODERN PROBLEMS OF MONOTOWNS OF THE SAMARA REGION**

In the article the criteria of relating towns to company ones, the role of township-forming enterprise are viewed. Actual problems of company towns of the Samara Region are investigated and ways of their solution are suggested.

*Key words: single-industry town, Samara region, social problems, city-forming enterprise.*

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**Chudasova L.A.**

### **MARGINALITY AS A PECULIARITY OF THE PROCESSES OF MUNICIPAL LIFE**

In the article the influence of marginality of society on social and economic development of society in municipal corporations and on the effectiveness of municipal management is revealed.

*Key words: municipal government, society, marginality, economic factor, resource factor, municipal life.*

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## ***ECONOMY***

**Arapov A.V.**

### **MACROECONOMIC MODEL AD – IA**

In the article the model of «aggregate demand - inflation adjustment (AD-IA)» suggesting investigation of economic processes in short-term, mid-term and long-term outlooks in accordance with «monetary policy» (MPR) and dynamics of basic components of Keynesian equation of GDP: investments, consumption, net export surplus and government purchases is viewed. Notwithstanding coincidence of prognoses of AD-IA model and other models (in particular Spending Allocation Model - SAM), nevertheless this model may be useful for countercheck of economic prognoses in long-term outlook.

*Key words: macroeconomics, economic models, monetary policy, theory of economic cycles.*

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**Osmankin N.N.**

### **DIRECTION OF THE PROCESSES AND CHARACTERISTICS OF SOCIOCULTURAL ENVIRONMENT OF EVOLUTIONARY FORMS OF ECONOMIC DEVELOPMENT**

In this article the concept of evolutionary way of development of economic system is formulated. Key prerequisites of this way can be prepared on the basis of qualitative transformations of sociocultural environment of formation of public consciousness. A variant of particular reconstruction of processes and retrospective assessment of development on the example of West European countries is suggested. A review of factors of improving sociocultural environment and trends of evolutionary transformations in society is made.

*Key words: intellectual, spiritual, competence-based components of the socio-cultural environment, factors of the development of society, characteristics of fatal inevitability, socio-cultural construction, restructuring of social institutions, the basic foundations of development, directions and forms of development.*

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## **MANAGEMENT**

**Gerasimov K.B.**

### **CONTROL TECHNOLOGY BY INDIVIDUAL GOALS OF LEADERS**

In this article procedure for setting individual goals, control of intermediate results, and for assessment of achievement of set purposes of leaders of macro-regional branches of large corporations in leadership positions is presented. The introduction of these methods in the corporate governance practices in the coming years will increase the efficiency of labor management personnel.

*Key words: management by goals, personnel, manager, corporation, technology.*

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**Kozenko Z.N., Goncharova I.A.**

### **INNOVATION MANAGEMENT ON CEREAL RECEIVING POINTS**

In the article the structure of innovative actions that ensure performance of activity of cereal receiving points is investigated on different levels. It is established that automation of the process of storing harvested crops of grains and grain legume crops is the most important task of innovative development of agroindustrial complex of the Russian Federation in modern conditions. On the example of certain enterprises educed causes of asymmetry of technological process and limitations in the functioning of facilities are indicated.

*Key words: innovation management, grain-receiving enterprise, automation of the storage of grain and leguminous crops.*

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**Lisyansky A.B.**

### **PROACTIVE DEVELOPMENT OF FURNITURE COMPANIES**

#### **ASSURES THEIR STEADY STATE**

In the article the issues of sustainable development of furniture companies, proactive management by development strategy consisting in sequential study of environment to achieve sustainable development in the future are presented. Special attention is given to the search of proactive development in relation to the

flow of demand and challenges of competitors on the basis of balance of interests of the parties concerned.

*Key words: sustainable development, proactivity, proactive company, proactive management, development strategy, furniture company.*

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**Miskevich E.V.**

### **FEATURES OF REALIZATION OF MARKETING ON B2B MARKET**

In the article features of implementation of marketing on the B2B market are discussed. The results are of practical importance and can be used by the business community to improve marketing activities for B2B market.

*Key words: B2B market, personal selling, trade shows, direct marketing, public relations, advertising.*

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**Stefanova N.A.**

### **IMPROVEMENT OF THE METHOD OF ESTIMATE OF ATTRACTION OF CONDUCT OF BUSINESS IN THE REGION**

In the article the most important nowadays method of estimate of attractiveness of regional business with the help of «Doing Business» rating, aimed at accumulation of adequate information on market and its features are investigated; the criteria of estimate are viewed. The drawbacks of this method and recommendations on its improvement are given.

*Key words: "doing business", business, business in the region, assessment of the attractiveness of doing business.*

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## ***PERSONNEL MANAGEMENT***

**Goncharova I.A.**

### **MODERNIZATION OF THE SYSTEM OF HUMAN RESOURCES MANAGEMENT IN AGRICULTURAL ENTERPRISES**

In the article the application of modern proactive system of human resources management in agricultural formations, including the development of leadership is

viewed. The problems of modernization of this system are investigated, and a number of measures that promote overcoming of pathology of acceptance and realization of management decisions and preserving of available positive in the company and thus realization of internal factors of competitive positions is suggested.

*Key words: modernization of the management system, leadership among specialists in agricultural production.*

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**Polynsky R.V.**

### **IDENTIFICATION OF QUALITATIVE CHARACTERISTICS OF LABOUR POWER**

The system of identification of qualitative characteristics of labour power on the basis of analysis of scientific literature is described in the article; the development of qualitative characteristics of labour power that is objective need of modern industrial process is described in the work.

*Key words: labor force, labor resources, personnel management, employee, efficiency, labor force quality, human factor, management.*

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**Shabanova D.E.**

### **RISK MANAGEMENT AND PREVENTIVE MEASURES IN REGARD TO WORK IN NEW CONDITIONS: INTERNATIONAL LEGAL EXPERIENCE AND ITS RELEVANCE TO RUSSIA**

In the article the analysis of factors that promote formation of occupational risks, as well as new methods of preventive measures in regard to work in the context of international legal experience is carried out.

*Key words: occupational risk, risk management, risk assessment, industrial accident, safety precautions, health protection, prevention at work.*

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**Shishkina E.S.**

## **RECOMMENDATIONS ON FORMATION OF ASSISTANCE TO JOB PLACEMENT OF YOUTH AND ITS ADAPTATION ON THE LABOUR MARKET OF THE SAMARA REGION**

The article is devoted to the problems of job placement of youth and its adaptation on the labour market of the Samara Region, recommendations on formation of the complex of measures on assistance to the youth in the point in question are presented.

*Key words: labor market, Samara region, employment, youth labor market, labor resources, personnel management.*

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### ***RIGHT***

**Ruzanov I.V.**

## **TO THE QUESTION ON POTENTIAL OF RUSSIAN MODEL OF ECONOMIC RIGHTS OF PERSONALITY IN CONDITIONS OF FORMATION OF INNOVATIVE ECONOMICS**

In the article on the basis of comparative and legal method, the model of strengthening of economic rights of personality in the Constitution of the Russian Federation is revealed. It was shown that this rights are opposed not only to the possible public abuse of power (as, for example, in the Constitution of the USA), but also against private interference. This conclusion is extremely important in the context of formation innovative economy.

*Key words: innovative economy, economic rights, transnational corporations, economic system.*

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**Shestakova L.A.**

## **REFORMATION OF JUVENILE JUSTICE IN RUSSIA IN THE XXI CENTURY**

In the article the stages of formation of juvenile justice in the Russian Federation at the beginning of the XXI century are viewed. The author concludes that the promising direction of juvenile justice reform is to simplify the procedural form of criminal proceedings against minors through the use of compromise and restorative technologies.

*Key words: juvenile justice, restorative justice, criminal proceedings, mediation.*

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## ***PHILOSOPHY OF ECONOMY***

**Ilyin V.V., Ramazanov S.O., Timofeev A.V.**

### **"IDEAL" IN CREATION OF HISTORICAL REALITY**

The article is devoted to the role of notion «ideal» in creation historical reality on different stages of evolutionary development of man and society.

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

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

**Nikishov V.N.**

### **PREMIUMS AND RESERVES ON LIFE ASSURANCE TAKING INTO CONSIDERATION INFLATION AND VARIABLE INTEREST RATES WITH REALIZATION IN VBA EXCEL MEDIUM**

Mathematical expressions and implementation of premium statement and mathematical reserves on insurance in contemplation of death and survival adjusted for inflation and application of variable interest rates and for generalization of premium statement and reserves taking into consideration lending money are suggested.

*Key words: life insurance, pensions, mathematical reserves, premiums, inflation, variable rate of return, software implementation.*

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