

## Scientific and Information Journal

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**ECONOMICS AND POLITICS**

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**ESSENCE AND THE SOURCES OF THE DESTRUCTIVE TENDENCIES  
IN THE ECONOMIC SYSTEM OF RUSSIA**

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The article discusses the origins of the destructive tendencies and suggestions with their classification.

*Key words:* sustainability, destructiveness, the economic system, the investment and the state.

**REGIONAL INVESTMENT POLICY: PROBLEM AND PROSPECT  
(BASED ON THE EXAMPLE OF THE CHECHEN REPUBLIC)**

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Are analyzed problems and prospects for the investment policy of Russia and its separately undertaken region, in particular the Chechen republic. Under the contemporary conditions before modernisation the economy and in order it to modernize, including regional economy, it is necessary to reexamine the working economic model. Otherwise some regions will build capitalism with the Russian specific character, others with the Caucasian, and the third with the Yakut.

*Key words:* the regional economy, the North-Caucasian Federal district (the North-West Federal district), financial markets and investment unattractiveness, subsidization, the Russian banking, North-Caucasian banking sector, "Islamic banking".

**MODELS AND FORMS OF INTERACTION BETWEEN REGIONAL  
AUTHORITIES, BUSINESS AND CIVIL SOCIETY**

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The article describes the basic model of interaction of civil society and business structures, are an author's model of interaction of authorities and business structures, are the most promising form of triangular cooperation.

*Key words:* engagement, regional authorities, business, model, forms of interaction.

**PUBLIC PRIVATE PARTNERSHIP AS A FACTOR OF MARKET  
RELATIONS STABILITY**

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The article considers the substance of public private partnership through the lens of private and public interests concept. The role of partnership in achieving market relations

stability is emphasized. The article makes a conclusion that public private partnership promotes both private and public interests and should contribute to the soundness of market economy.

*Key words:* public private partnership, stability, interaction, cooperation.

### **THE SMALL SCIENTIFIC AND PRODUCTION ENTERPRISES - THE ENGINE OF THE RUSSIAN ECONOMY**

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The involvement of the small scientific and production enterprises into economic process is the necessary regularity which has developed in the course of technological and production evolution that is characteristic for the countries with the developed system of market managing and is one of strategic problems of the Russian economic policy.

*Key words:* small knowledge-intensive enterprises, large production companies, integration, new technologies, economic policy.

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## **ECONOMIC THEORY**

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### **THE TRANSNATIONAL CORPORATION'S TACTICS DECISION IN PHARMACEUTICAL MARKET IN RUSSIA**

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The strategic activities of transnational corporations in Russian pharmaceutical market are observing in this article. Main methods of transnational corporations entering the Russian market are systemized, variant of choices at the beginning & later are analyzing in the article.

*Key words:* pharmaceutical market, transnational corporations, strategy.

### **IMPROVEMENT OF THE INSTITUTIONAL ENVIRONMENT OF ECOLOGICAL AND ECONOMIC SYSTEMS**

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The mission of ecological and economic system of the region - to keep life of people on Earth on the basis of global and national, regional and local systems of the sustainable development which realization will allow to provide economic growth, social development and ecological equilibrium. That growing dumb, the analysis of a modern situation shows that achievement of the above mission on given a stage doesn't happen, moreover, the opposite tendency is observed. For example, an economic subsystem of EES which still is

in crisis. It proves the analysis of a number of indicators which characterize efficiency of its functioning.

*Key words:* ekologo-economic system, institutes, institutional environment, economy.

### **CURRENT STATUS OF QUALITY MANAGEMENT IN THE SERVICE SECTOR**

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This article analyzes the process of quality management in the service sector. The models of quality management and investigated the desired and appropriate methodology for assessing the quality of a problem. Proposed general perspective directions of improving governance in the Russian market.

*Key words:* quality control, service, quality assurance, quality indicators, simulation optimization-kvalimetriceskoj.

## **ECONOMY AND MANAGEMENT**

### **SYSTEMATIZATION OF INFORMATION RESOURCES IN THE MANAGEMENT OF INDUSTRIAL ENTERPRISES**

© 2013 Rodina Larisa

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Formation of the information activities of industrial enterprises are encouraged to implement on the basis of in-house business as a condition of forming and organizing tool internal array of management information due to the fact that this form implies a target management on the basis of information.

*Key words:* in-house business, information technology management activities, industries.

### **MODERN METHODS OF DEVELOPMENT OF PERFORMANCE MANAGEMENT SYSTEMS**

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This article illustrates the overview of the historical development of Performance Management as a science. It contains a description of change of methodology of performance management caused by the changes in the global market. The article mentions main principles of performance management theory based on which international corporations developed their Performance Management Systems.

*Key words:* performance management theory, key performance indicators of the company, business valuation, personnel, Performance Management System.

**THE ECONOMIC AND LEGAL ASPECT OF THE INNOVATION ACTIVITY  
REGULATION IN THE Khabarovskij Krai**

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The article reveals possibilities concerning with enhancement legal regulation of the normative legal regulation of the innovative economy of Khabarovskij krai. This will result in enhancement the innovative activity of enterprises and organization due to support which is provided by government for realization of innovative and cluster projects on the territory of Khabarovskij krai.

*Key words:* innovative activity, subjects of the innovative activity, government support of the innovative activity, innovative project, cluster project

**APPROACHES TO OPTIMIZE THE FINANCING STRUCTURE INNOVATION  
OF INDUSTRIAL ENTERPRISES**

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In this paper, a method of optimizing the structure of financing of innovation and investment cycle industrial enterprise. The economic-mathematical score average returns on capital projects identified as the basis and criteria for comparing investment scenarios.

*Key words:* investment, innovation, industry.

**MODEL COMPETITIVENESS OF THE TRANSPORT INFRASTRUCTURE**

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In this paper, a model of evaluation of the competitiveness of enterprises of transport infrastructure, identified factors influencing the competitiveness of enterprises, defined ideal values of these indices, defined method of calculating the indices. Finally, the applicability of this model is indicated for the evaluation of transport services.

*Key words:* transportation, service, competitiveness, the model parameters.

**ORGANIZATIONAL MECHANISMS OF THE INVESTMENT RISKS  
MANAGEMENT IN BUILDING AND CONSTRUCTION SECTOR**

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The research article examines the problem of risk management of investment construction projects, analyzes the risk factors highlighted components of the system of risk management in today's business environment, methods and techniques of risk management.

*Key words:* risk management, the investment project, the construction organization, risk factor, risk management techniques, risk management process.

**ASSESSMENT OF TAX SYSTEM OF THE REPUBLIC OF TATARSTAN**

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In article the methodology of an assessment of efficiency of realization of a tax policy of the region is offered and the state-of-the-art review of development of tax system of the Republic of Tatarstan is carried out.

*Key words:* tax policy, tax system, budget, taxpayer, tax and non-tax income, tax loading, tax capacity of the region.

**THE EFFICIENCY OF PRE-SOWING LAZER PROCESSING OF THE SEEDS OF THE WHEAT**

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The experimental data on the effects on pre-sowing lazer processing on the seeds of the wheat "Iren" is presented. The results confirm the positive influence on the crop capacity to improve the yield of spring and may be recommended to use cultivation wheat technic. The data has scientific and practical aspects.

*Key words:* pre-sowing processing of the seeds of the wheat, lazer, wheat, crop capacity.

**THE PARADIGM SHIFT IN MARKETING: THE EMERGENCE OF IMC**

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Considered is the problem of transformation of traditional marketing communications in the end of XX century. Against the background of the transition from mass marketing to the individual is the formation of the integrated marketing communications. Are analyzed and described the historical aspects and the reasons for the origin of the integrated marketing communications.

*Key words:* evolution, marketing communications, integrated marketing communications (IMC).

**MECHANISMS FOR COORDINATING THE INTERESTS OF THE PARTIES IN OUTSOURCING HR-FUNCTIONS**

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Outsourcing as a modern form of division of labor has a number of advantages and limitations. Traditionally, the problem is viewed through the prism of the theory of risk and economic feasibility. The article proposes to take into account the contradictions between the interests of stakeholders, actors and outsourcing relationships.

*Key words:* human resource management, outsourcing, interests and subjects of management and contradictions.

**METHODOLOGICAL MANAGEMENT PROBLEMS IN VERTICALLY  
INTEGRATED OIL AND GAS COMPANIES**

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Despite the increasing popularity of project approach to the company management, there are serious obstacles to a rapid and smooth transition to it in the large industrial enterprises of oil and gas sector. This article is devoted to studying the causes of difficulties, arising by the transition to the project approach, and the ways how to eliminate them.

*Key words:* management theory, company management, management problems, project approach.

**SPECIFICS OF COMPETITIVENESS OF TRANSPORT INFRASTRUCTURE**

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The article considers the competitiveness of enterprises of transport infrastructure, and describes their characteristics, the methods competitiveness, examined the cases in which requires assessment and analysis of competitiveness, conclusions are made.

*Key words:* transportation services, transportation, competitiveness, methods, infrastructure, competition.

**METHODS OF EVALUATING THE ECONOMIC EFFICIENCY  
OF NEW TELECOMMUNICATIONS SERVICES**

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The questions of the modern television in Russia, which in recent years, concentrating in themselves significant changes brought about by economic processes, the development of information and communication technologies, social transformations. Understanding the patterns and dynamics of the Russian TV in recent years, it is not possible without correlation with the development of the global situation in the industry.

*Key words:* economics of modern television signal, the type of program policy.

**INVESTMENT PROJECT MANAGEMENT IN THE COURSE OF ENERGY  
SYSTEM MODERNIZATION WITHIN THE REGIONAL ORGANIZATIONS**

© 2013 Ramzaev Vladimir

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The article is devoted to competitive recovery of organizations. It presents the mathematical model for event rating estimation, based on the economic, technical and organizational parameters, as well as model for the entity competitiveness development in view of energy system modernization via outside investment. Integral parameter lists have been formed for coordinated interaction of the factors studied.

*Key words:* energy efficiency, energy savings, competitive strength, economy, mathematical models, coordinated interaction.

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**DEVELOPMENT OF PROCESSES OF SOCIAL INVESTMENT WITHIN  
DEVELOPMENT OF SOCIAL RESPONSIBILITY OF BUSINESS**

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Need of achievement of high level of competitiveness the Russian companies in the conditions of the globalization and integration processes occurring in the world, transition to innovative economy with the active social component, which center is the person and the human capital, demands development of processes of social investment within development of social responsibility of business. In article need of distribution of practice of implementation of investments into the social sphere by the Russian corporations and the main problems which the business community thus can face is considered, the place of social investments in a corporate management system is defined, recommendations about improvement of the mechanism of realization of social investment are formulated.

*Key words:* social investments, state, society, business, corporation, social responsibility, corporate governance, efficiency, charity, social programs.

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**FINANCE, MONETARY CIRCULATION AND CREDIT**

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**PRINCIPLES OF EFFECTIVE AND COMPETITIVE STATE BUDGET POLICY  
FORMATION**

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In the conditions of globalization the problem of effective and competitive budget policy formation in the state has become acute. In the article there are determined and revealed basic tenets of budget policy which intensify theoretical grounds for budget policy as an organizational and financial category.

The author makes a conclusion that the observance of the considered principles and interstate budget policy coordination gives a possibility to reach maximum effect in the process of budget resource formation and utilization on all levels of state budget system.

*Key words:* budget, budget policy, budget system, globalization, budget strategy, budget tactics, budget funds, budget expenditures, effective budget policy, budget policy principles, objectiveness, succession, liability, openness, coordination.

**THE OBJECTIVE NECESSITY OF INCREASING THE ROLE OF CREDIT  
SYSTEM IN TERMS OF MODERNIZATION OF THE RUSSIAN ECONOMY**

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This paper explores the possibility of a credit system as the core of the defining sources of investment funds modernization of the economy and its innovative development, which are key elements of the strategy for socio-economic development of Russia in the long term. Analyzed: the state of the Russian credit system, the reasons for the low share of the

banking sector to the real economy. Proposes measures to strengthen the role of the credit system in the innovative development of the economy.

*Key words:* financial and economic policies, structural changes, the credit system, domestic investment, corporate lending, self-financing, the loan portfolio, liquidity, loan portfolio, stock exchanges, the financial system.

#### **MAIN DIRECTIONS OF IMPROVEMENT OF PRELIMINARY AND CURRENT CONTROL OF PERFORMANCE OF BUDGET**

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The paper analyzes the current state of institutional control in the Federal Treasury, the key areas of improvement prior and current control system of the Federal Treasury.

*Key words:* the Treasury, exposure control, current control, improvement, implementation of the budget.

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### **BOOK KEEPING, STATISTICS**

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#### **COST ACCOUNTING AND COST CALCULATION FOR TRANSPORT COMPANIES**

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The article describes the concept of cost and cost calculation, methods of cost accounting and cost calculation for transport companies.

*Keywords:* costs, cost calculation, management accounting.

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### **MATHEMATICAL AND INSTRUMENT METHODS OF THE ECONOMY**

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#### **ON FUZZY CASH FLOW VALUATION**

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A model of capital budgeting with fuzzy cash flow is considered. Using a probability distribution we construct fuzzy indifference relation of fuzzy quantities. We combine families of t-norms and families of distributions in order to get transitive fuzzy indifference relation. The same combinations of t-norms and distributions provide us with the addition of fuzzy numbers which does not lead to increase in fuzziness.

*Key words:* cash flow, fuzzy quantity, triangular norm.

**THE CONCEPT OF MODELLING OF STRATEGY OF FINANCIAL SECURITY  
OF INNOVATIVE ACTIVITY IN THE REGION**

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In the given activity the methods of stochastic optimization in social and economic systems are studied. The writer has offered stochastic model of optimum output. The practical guidelines on optimization in productive systems are designed.

*Key words:* methods of stochastic optimization, social and economic systems, mathematical model, linear programming, population mean.

**DETERMINATION OF COST INDICATORS OF CONSTRUCTION MATERIALS  
WITH THE USE OF MATRIX FORMULA KARGOLOVA**

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The paper justified by the use of a matrix formula, of Professor MD Kargopolova in the calculation of the costs of building materials, the analysis of the modern approach to determining the construction costs.

*Key words:* matrix formula of Professor MD Kargopolova, the cost of construction products, construction price regulations, norms prices of constructive solutions.

**DYNAMIC PRODUCTION PLANNING DURING BREAKING-IN PERIOD**

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The dynamic planning problem during breaking in period is defined and solved. The problem is considered as an optimal discrete system management problem. The numerical solution is found using the Bellman's optimality principle of dynamic programming. The influence of learning curve parameters on optimal production target volume research is executed.

*Key words:* new product manufacturing, learning curve, optimal production volume, Bellman's dynamic programming, influence of learning curve parameters.

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**USE OF METHODS OF MULTICRITERIONAL DECISION MAKING  
IN THE CONDITIONS OF THE MIXED STRATEGIES FOR PURPOSES  
OF THE MACROECONOMIC ANALYSIS**

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Decision making in macroeconomics is a group of semi-structured tasks with strong external factor dependency, a limited number of management tools and expert groups' subjectivity. The proposed method takes into account these features and allows using of decision making theory in the application of macroeconomic analysis problems.

*Key words:* decision-making, mixed strategies, multicriteriality, semi-structured problems, cognitive modeling, method of finding generality, macroeconomic analysis.

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**ECONOMIC AND THE INTERNATIONAL  
ECONOMIC ATTITUDES**

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**INTERNATIONAL EXPERIENCE OF PUBLIC-PRIVATE PARTNERSHIP**

© 2013 Klimovets Olga

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Currently, a significant number of problems faced by the state authorities and local self-government in Russia cannot be solved only through the budgets of different levels. From this we can conclude that the particular relevance in the present time, has the interaction of public and private sector in solving socio-economic problems of the region or municipality.

*Key words:* public-private partnership, the private partner, the public partner, strategic investments, international experience, socio-economic.

**CLUSTERING AS THE INSTRUMENT OF REALIZATION OF COMPETITIVE  
ADVANTAGES OF THE COUNTRIES IN THE WORLD MARKET**

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The analysis of a role of clusters (including technological) is carried out in a context of increase of competitiveness of the countries and developments of the innovative sphere. The special attention is paid to specifics of a choice of the cluster directions, features of realization of cluster policy in foreign countries and to opportunities of use of this experience in Russia within national economy modernization.

*Key words:* cluster, competitiveness, cluster policy, innovations, Russia.

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**ECONOMIC SCIENCE AND EDUCATION**

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**ENHANCEMENT OF THE UNIVERSITY AND RESEARCH INSTITUTIONS  
TO ESTABLISH HIGH-TECH ENTERPRISES**

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This paper discusses problems of the commercialization of scientific and technological development through the creation of small innovative enterprises at the universities and scientific organizations. The necessary measures have been proposed for the development of entrepreneurial capacity of universities and research institutions in the field of development and commercialization of high technology.

*Key words:* universities, scientific organizations, small innovative enterprises, commercialization of research and development, knowledge.

**PROFESSIONAL ORIENTATION OF MILITARY ACADEMY'S CADETS:  
SIMULATION AND COMMAND**

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Today a professional orientation of young people plays an important role in professional formation. Professional orientation has a special place in the sphere of military labor. The article examines the problems of simulation professional orientation of cadets in military academy. This example uses the author's model of professional orientation of cadets of the Military Sociology Department.

*Key words:* professional orientation, simulation, military labor, cadets, military academy.