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ECONOMICS AND POLITICS

IMPROVING THE COMPETITIVENESS OF RUSSIAN OIL INDUSTRY AS A METHOD OF STRATEGIC DEVELOPMENT

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The Russian oil industry plays an important role in the economy of the country. Against the backdrop of today's highly volatile commodity markets and changes in the structure of production and consumption, it faces major challenges: increasing mining difficulties, complexity of production technologies, strengthening the position of foreign competitors. Meanwhile, it still has potential for growth and investment attractiveness. The benefits of the oil sector, inherited from the Soviet Union, do not give the required rate of development. Therefore, being under the competitive environment companies should move their production to a higher quality level in terms of available resources. The State is required, first of all, set a clear strategic direction for assigned tasks. This approach will transform the country's natural resources to the welfare of its citizens for generations to come.

Key words: competitiveness, the oil industry, strategy, taxation, petroleum refining.

Today oil companies have to conduct their business in terms of unstable and uncertain economic environment. The long term development in confidence depends on their ability to forecast and react on changing environment, to gain and maintain new competitive advantages in the fight for the market. The proven reserves of "traditional" Russian oil are worked out for more than 50%. Mining is in a state of stagnation for the last few years, its value ranges about the same. Reserve structure becomes more complex, the oil production increase requires a very particular research and technological justification.

To maintain the strategy of resource expanding companies have to focus on shale oil, which is a consuming way to extract. Taxation of the oil industry in Russia is extremely high. Companies are averse to take up the development of hard-oil industrial scale due to low profitability of such projects. Their strategies should be redirected to increasing of oil recovery and upgrading of oil processing. The government should provide business with an uphold tax system that allows both to develop the industry and fill in budget.

Because of the greater economic advisability of selling oil on the world market compared to its processing in Russia, the volume of exports of crude oil exceeds its processing, despite the introduction of prohibitive export duties. This situation is mainly developed due to obsolescence and run-out of Russian refineries, lack of facilities for the production of monomers and polymers, problems with logistics and the distance between the external markets and refineries. The high dependence on the export of Russian companies makes oil production inefficient. To improve their competitiveness in terms of processing companies should upgrade old and multiply new facilities.

In general, the competitive opportunities of oil companies on strategic period of time are seen in a wide diversification of production towards more technologically advanced petroleum and alternative energy sources that are in a global perspective will be in great demand. These areas should be represented as a long term program for the integrated development of the oil industry, which will consist of the expectations of the government in the area of taxes, employment, subsoil development of related industries and social issues. Basic principles of this program should not be

changed for decades, because that is how much time is required for the development of new technologies and new regions.

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THEORETICAL ASPECTS OF ADMINISTRATIVE ACTIVITY OF THE STATE BODIES INVOLVED IN THE PROVISION OF ECONOMIC SECURITY OF THE RUSSIAN FEDERATION

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In the article theoretical and practical questions of formation of a methodological basis of administrative activity of the government authorities which are taking part in providing economic security, its logical structure and procedural realization are considered.

Key words: security, economic security, the system of economic security, management, the logical structure of management, subject and object of management, forms and methods of management.

The paper considers the theoretical issues of building a methodological basis of the administrative activity of the state bodies involved in the provision of economic security, its logical structure and procedurally-implementation. According to the country constitution, the state guarantees protection of the citizens against any shocks. It concerns also the economic sphere. The active role of the government during this period was required and in Russia. Creation of Stabilization fund (subsequently Reserve fund and FNB), its use during crisis, and also carrying out a complex of actions for maintenance of a banking system, allowed the country leaders not to allow full-scale financial crisis, in due time to pay a salary, pensions, grants, thereby maintaining internal demand a little, to carry out measures for ruble exchange rate maintenance, to counteract inflationary pressure, to pursue the balanced external economic policy.

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REGIONAL ECONOMIC POLICY IN NORTHERN REGIONS OF THE RUSSIAN FEDERATION: ESSENCE, CONTENTS, DEVELOPMENT

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Regional economic policy in northern regions of the Russian Federation: essence, contents, development

In article it is shown that in the Russian Federation concerning northern regions two types of regional economic policy traditionally took place: policy of placement productive and policy of regulation of a market mechanism in spatial aspect. In article it is reasoned that there is a transformation of regional economic politician according to programs of social and economic development of the country. The new type of regional economic policy is formed: regional economic policy of design type (regional policy of state-private partnership).

Key words: Regional economic policy, policy of placement productive, policy of regulation of a market mechanism, regional policy of state-private partnership, northern regions.

The region is part of the population of the country, strongly fixed in the certain territory, being characterized territorial integrity, a community of the geopolitical and administrative device, cultural values. Typical example of the region is the Subject of Federation. The regional policy is a complex of the purposes and problems of the state of placement in regions of the capital, labor, production, welfare, expenses and the budget income.

In the regional policy based on placement of productive forces, the main attention is paid to distribution material and a manpower on territories of regions. In the regional policy of market character much attention is paid to spatial integration of economy: to freedom of movement of work, capital, products. The main tendency of modern economic development this combination of the centralized decision-making at the level of society with enterprise activity of subjects of managing.

Despite the economic growth of northern regions of the Russian Federation, population of these regions decreases that causes damage to economic development of the country and weakens country positions on a global scale. Formation of city agglomerations in northern areas is accompanied by.

Decreasing of a population between the settlements.

The analysis of changes in the regional policy of the Russian Federation for 2010-2013 shows that when forming optimum territorial proportions forms and methods of regional policy are significantly updated. Now they make active the federal relations and state-private partnership.

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**MOTIVATION METHODS TO DEVELOP INDIVIDUAL POTENTIAL
FOR CIVIL SERVANTS**

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An important place in the system of motivation of a civil servant occupies the individual professional development plan. We revealed some weaknesses in its form, working out procedure and in approving procedure. Relationships of the individual professional development plan with other noneconomic methods of motivation are allocated. To enhance the motivation effect we recommend to enter economic encouragement for achievement of the results which are formulated in the individual professional development plan of a civil servant.

Key words: motivation, civil servant, the individual professional development plan, wage fund, the allowance for improving professional development.

The motivation system of civil servants is presented by a complex of economic and noneconomic incentives.

Economic incentives are reflected in the monetary maintenances of civil servants, which includes monthly salaries as a permanent part and monthly and other additional payments as a variable part.

An important place in the system of noneconomic methods of motivation occupies the individual professional development plan of a civil servant.

The main purpose of an individual professional development plan of a civil servant is to understand and assess the condition of their professional knowledge and skills, as well as identify future prospects for their professional development and career growth in public authorities.

The analysis revealed some weaknesses in the form, working out procedure and in approving procedure of the individual professional development plan of a civil servant.

There are relationships of the individual professional development plan with other noneconomic methods of motivation.

To enhance the motivation effect we recommend to enter economic encouragement for achievement of the results which are formulated in the individual professional development plan of a civil servant.

We carried out the analysis of wage fund for civil servants and concluded that there are possibilities of changing in the salary of civil servants.

We offered to enter an allowance for improving professional development of a civil servant. In our opinion, the maximum size allowance should be 20% to the basic salary. There are various variants of an allowance. We consider that the allowance should be changed further with increasing the level of professional development of civil servants.

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ECONOMIC THEORY

FACTORS AND TENDENCIES OF MONOPOLISTIC DEVELOPMENT IN RUSSIA

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In article current trends of monopolistic development in the conditions of information economy are considered, tendencies of development of antimonopoly regulation in Russia are analyzed. The main directions of development of monopolism in Russia are revealed. The history of formation of monopolism in Russia is considered.

Key words: monopoly, monopolism, antimonopoly regulation, market power, goods substitutes, policy of protection of the competition.

Questions of monopolism remain actual in modern information economy. Monopolization of economy has considerable impact on social and economic development of society. Monopolists in the activity pursue the following aims: increase in profit, growth of a market share, strengthening of the economic and political power, business expansion, etc. In article evolution of development of monopolism in Russia is considered. The foreign capital, growth of joint-stock property become catalysts of development of monopolies; the monopolistic merges, increasing role of banks; the newest forms of associations, evolution of forms of capitalist associations. In article characteristic features of modern monopolies are marked out: specialization and localization of monopolies, existence of absolute monopolies. Also in article are allocated tendencies of development of antimonopoly regulation in Russia: flexible norms of antimonopoly regulation, fight against cartels, increases the importance of the measures directed on stimulation of desirable behavior of participants of the market, norms of control of economic concentration are liberalized, is developed and the system of the measures directed on preventive control of anti-competitive actions takes root. In article features of monopolism in information economy are considered. Information technologies allow the companies to get broad access on the markets, to carry out deliveries of new goods and services, to work with a large number of clients irrespective of their location, to do business in an automatic mode. Economists are afraid that the nature of information and knowledge which make the base of new economy, promotes monopolization process. However in information economy there is a threat to “freedom” of the enterprise since threat of monopolization of the market increases. The essence of information pushes now the market to monopolization. In the market of information goods conditions for domination of one firm are created, for example, prevalence of programs does them more demanded in comparison with less known analogs.

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THE QUALITY OF LIFE OF YOUNG PEOPLE: QUESTIONS OF POVERTY

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Examines the concept of quality of life of youth, problems of demography, poverty, health and youth employment, proposes measures to improve the situation related to youth poverty.

Key words: youth, poverty, education, health, demography, employment, housing affordability, skilled labor.

The quality of life of young people in the Russian Federation is the major problems. From the successful solution of tasks on overcoming poverty, depends the future of the country. Poverty youth leads to a closed cycle of problems which cannot be solved without participation of the state. The heterogeneity of youth as a social group leads to differences in the assessment of its provisions. Lack of funds negatively affects the level of education, health and opportunities to get well-paid job. Poverty contributes to negative demographic trends: a declining number of young people entering into a marriage, fertility rates are falling.

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HUMAN CAPITAL IN THE MODERN ECONOMY OF RUSSIA: THE DIALECTICS OF DEVELOPMENT

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In article the review of theoretical interpretations of the category “human capital” is carried out and its role in stable forward development as certain regions of our country and Russia as a whole is shown; the main tendencies of development of the human capital in the Russian Federation are defined; dynamics of an index of human development in our country is analyzed.

Key words: human capital, innovations, competitiveness, human development index.

The most important condition for improving the competitiveness of the Russian economy in the global market is an integrated development of the national innovation system, which should result in conquest Russia leading position in dynamically growing international market of innovative products. In turn, the framework of the national innovation system should be formed on the basis regional innovation systems, the efficiency of which is determined by processes in the field of science and innovation at the regional level. The most important element the innovation system, both national and regional level is its staffing, in other words, human capital. The article provides review of the theoretical interpretations of the category of “human capital” and shows its role in progressive development of a stable, as some regions of our country, and Russia as a whole. Identifies the key trends human capital in the Russian Federation, analyzed the dynamics of the human development index in the country. According to the global Human Development Report 2013, our country over the past year has risen in the ranking by 11 positions UNDP: 66 places to 55. However, with higher levels of education and income per capita, Russia takes a lower position in the rankings due to the backlog in terms of life expectancy on rising longevity in most countries. Regional differentiation of the HDI is almost unchanged: just over 20% of Russia’s population lives in relatively prosperous regions (including 8% in Moscow), about 10% - in outsider regions, and more than 2/3 - in regions with an average level of human development. In our view, index of human capital development necessary to supplement an index of the environment or “environmental index”. This index can be used for further evaluation of policies for sustainable development in the regions of Russia.

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ECONOMY AND MANAGEMENT

ADAPTATION MECHANISM IN THE STRATEGIC MANAGEMENT OF INDUSTRIAL ENTERPRISES "SMALL FORMS"

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This article discusses the mechanism of adaptation of small and medium industrial mechanism as an element of strategic business management. Items analyzed adaptive mechanism to achieve competitive advantages in the system strategies of small and medium industrial businesses, as well as project and permanent approach to the functioning of the adaptation mechanism.

Key words: adaptability, adaptation mechanism, planning, industry, small business, strategic management.

**STRATEGIC INTERACTION'S BEHAVIOURAL BARRIERS
OF THE PUBLIC CATERING MARKET PARTICIPANTS**

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For organizational basic principles' allocation of enterprises' activity and behavior in the industry of public catering it is necessary to define dependence between structure of public catering industry and behavior of the enterprises.

Key words: industry of public catering, enterprises, behavioural barriers.

**CLASSIFICATION OF THE FACTORS DETERMINING
THE CHOICE OF THE SYSTEM OF ORGANIZATION OF REPAIR
AND MAINTENANCE OF GAS AND OIL PRODUCING EQUIPMENT**

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Considered the author's classification of the factors affecting oil and gas company; identified and justified factors affecting the organization of repair and maintenance of gas and oil producing equipment can systematically assess untapped reserves of increase of efficiency of functioning of maintenance service oil and gas company.

Key words: factors, oil and gas extraction equipment, repair services, management of repair.

**MODELS MANAGEMENT OF AGGLOMERATIONS: INTERNATIONAL EXPERIENCE
AND RUSSIAN PRACTICE**

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In article theoretical and practical aspects of management are considered by agglomerations. Features of the existing forms of government agglomerations reveal, their advantages and shortcomings are analyzed.

Key words: agglomeration, management models, management of agglomeration.

In article the international experience of management by the urbanized territories is analyzed, the centralized and decentralized forms of government are considered by agglomerations. Possibility

of application of the existing forms of government agglomerations in Russia reveals. Advantages and shortcomings of the main forms of government are analyzed by agglomerations. The single-level model on the basis of uniform municipal management is possible in a legal form of transformation of municipality - association of settlements. It is possible to carry a simple uniform control system of municipality to advantages of model; high coordination of activity of subjects of municipality; uniform approach to agglomeration development; existence of the obvious center of adoption of administrative decisions on agglomeration functioning. The contractual model of management means introduction of mechanisms of intermunicipal cooperation in implementation of various infrastructure projects in the agglomeration territory. At this form of management conclusion of agreement about cooperation between public authorities of the subject of federation and local governments, creation of coordinating governing bodies by agglomeration and consultative structures at public authorities of the subject of federation concerning functioning and agglomeration development is possible.

Application of two-level model of municipal management in Russia is impossible from the point of view of the law. For realization of two-level model of regional government in Russia public authorities of territorial subjects of the Russian Federation have to receive powers on development of agglomerations.

Authors note that the listed forms of government agglomerations in the Russian administrative practice yet weren't widely adopted that, certainly, is a limiting factor in social and economic development of territories.

For practical realization of the considered models it is necessary to create the corresponding legal, financial and organizational conditions and to coordinate interests of all levels of the power.

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APPLICABILITY OF EXISTING METHODS FOR EVALUATING AND MINIMIZING RISKS IN THE RISK MANAGEMENT OF INVESTMENT AND CONSTRUCTION PROJECTS

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Article is devoted to the study of qualitative and quantitative risk assessment methods and their applicability to the problem of risk management investment and construction projects. The results of the author's research can contribute to the development of theoretical research instruments risks of investment and construction scope and practical choice of a method according to the specific conditions in investment and construction project.

Key words: risk, investment and construction project, qualitative and quantitative assessment methods, probability.

CURRENT TENDENCIES OF ORGANIZATIONS STRATEGIC MANAGEMENT

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Problems and tendencies of the current methods and approaches to strategic management are under consideration.

Key words: strategic planning, strategic management, resources, company strategies, organization, management decisions.

The article presents a study on the challenges and trends in modern methods and approaches to strategic management. Traditional scheduling logic entirely from the rationalist model of governance. Stability of the traditional approach to planning processes as the most important component of the model explains how organizational reasons, and its deep roots in the methodological apparatus of formal portfolio analysis. Attempts to overcome the shortcomings of both organizational aspects of the rationalist model of governance, and formal methods of analysis and planning decisions are reflected in the sharp criticism of traditional tenets of planning and promotion of fundamental prerequisites other planned activities.

Author are based recommendations for the use of the balanced scorecard as an effective tool for the development of management strategies organizations. Relevance of articles defined in the possibilities of using non-traditional methods and approaches of strategic management for Russian organizations of any organizational-legal form.

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FINANCE, MONETARY CIRCULATION AND CREDIT

FEATURES OF THE FINANCIAL MODEL OF THE FUNCTIONS OF THE STATE

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The article considers the peculiarities of formation and functioning of the financial model, the support of the state. Summarizes the theoretical aspects of public Finance, specifies in this regard, the functions of money and their implementation in cooperation with economic entities and the state.

Key words: financial model of functioning of the state, centralized Finance, public goods, and the mixed ones.

PROJECT FINANCE: BASIC CHARACTERISTICS AND STAKEHOLDERS

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The basic concepts of project finance, methods and forms of its practical implementation are under review. The list of project finance stakeholders is determined and the necessity of managing their interests through the project's life cycle is substantiated. Incentives and constraints for the project finance development in modern economy of Russia are identified and investigated.

Key words: project finance, project management, stakeholders.

Project finance is the most efficient tool for attracting investments, allowing to estimate more accurately the solvency and reliability of the borrower, to assess the project's effectiveness, identify possible risks and take correct management decisions. However, among the foreign and domestic researchers there is no unified understanding of this economic category. The author substantiates the project finance to be a specific form of project's cash-flow management on terms where debt repayment is made only from the project's financial sources. In contrast to traditional lending the range of project finance stakeholders is much wider. Project success requires determination and interest's coordination of all stakeholders both external and internal. Moreover participation of a large number of stakeholders in the project finance requires perfect contract system.

The advantages and disadvantages of project financing arising from an understanding of its essence are reviewed. It is shown that currently project finance is mainly applied to the projects in the field of oil and gas, transport and electricity, in the activities of many large Russian commercial banks, state corporations and development institutions. Further development of project finance system in the Russian economy requires improvement of the legal framework, risk assessment methods, including on the basis of scoring (quantitative) estimates.

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BOOK KEEPING, STATISTICS

THE CONCEPT OF THE ACCOUNTING (FINANCIAL) REPORTING IN RUSSIA

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Covers the basics of regulation of the statements of Russian organizations, its conceptual content, characteristics of various types of reports.

Key words: reporting, reporting, regulation, principles, requirements.

ANALYSIS IN THE SYSTEM OF MANAGEMENT STRATEGY OF HOLDING

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Given the definition and the role of strategic analysis in the management of the research Institute of holding structures. Justified the use of systematic approach to the methods of strategic analysis, presents key showing of Ministers of efficiency of activity of the holding.

Key words: strategic analysis, management, environment, system approach, efficiency.

**TECHNIQUE OF IDENTIFICATION OF RISKS IN THE MANAGEMENT
OF PRODUCTION CON-STRUCTION MATERIALS**

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The author's technique of risk identification, formulat-Vanir principles of identification, and the model of risk management at enterprises producing construction materials.

Key words: reporting, risk identification, management of rice-kami.

**MODEL OF SELECTION AND MULTICRITERIA BLOCK ESTIMATE
OF THE PROJECT FINANCING FOR SMALL BUSINESSES**

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The article considered the effectiveness estimate model of project financing small businesses, based on multi-criteria analysis for blocks.

Key words: small business, project Finance, multi-criteria analysis.

**ESSENCE OF FINANCIAL ANALYSIS FOR DECISION MAKING
BY THE OPTIMIZATION OF THE INTERESTS OF USERS**

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In the article is given definition of the essence of financial analysis as the form of activity, from one side, and as sciences, with another, the determination is given basic constituting it the elements: the finances of enterprise, the structure of the means of enterprise, the structure of the property of enterprise, the financial state of enterprise, purpose of financial analysis, the subjects of financial analysis, the place of financial analysis as sciences, interaction of financial analysis with other forms of activity, which makes it possible to govern the production processes of commercial enterprise.

Key words: financial analysis, the forms of analysis, the subjects of analysis, control.

**MATHEMATICAL AND INSTRUMENTAL METHODS
IN ECONOMICS**

**THE FEATURES OF DEVELOPMENT OF THE ECONOMIC-MATHEMATICAL MODELS
OF FINANCIAL COSTS FOR IMPROVING OF SAFETY AND RELIABILITY
OF EXPLOITATION OF THE OILFIELD EQUIPMENT**

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The research of problems of the economy in the areas, safety of exploitation of the oilfields, trouble proof exploitation of the oilfield equipment, maintain the stability of the performance indicators, the reliability of the equipment and its energy supply, planning of the damage control, determine the strength and equipment repair services, development

of optimization for the selection and replacement of the equipment has abruptly escalated in recent years.

The creating a scientifically based system of planning of replacing of the oil and gas equipment, allowing to increase the reliability of exploitation and minimize the cost of its operation, taking into account the regularities of distribution of failures of the oil processing equipment and its intensity within exploitation is the particular relevance today.

Key words: basic production funds, oilfield equipment, trouble-proof operation of oilfield equipment, optimization measures for the selection and replacement of oilfield equipment, petroleum engineering.

The oil and gas industry as a system is characterized by a number of specific features that classify it from other branches of financial production. The most important of them are large dependence of index and criteria of effectiveness of the cost of environmental conditions, the level of use of explored and recoverable hydrocarbon resources; stochastic nature of the most technical and economical performance of development of the oil and gas fields; the change of reproductive structure of investment on a scale of the industry towards the increase of its share of allocated for compensation of fall of the production in old fields; longer duration of implementation of the oil and gas projects, high capital intensity of the oil production, etc.

The significant reserve of increase of the production efficiency is to work on the idle fund, which position particularly is very high in onshore. The reason for the most part is the lack of essential amounts of the financial and material resources, the complexity of the technical structure against a background of typical for oil and gas fields in Azerbaijan, variability of geological and operational parameters in the sequence space, high cost of the required oilfield equipment or imbalance between expenditure and revenue items from the direct usage of given equipment.

As a result, the important strategic direction of ensuring of the competitiveness of the domestic enterprises is an effective management of resource of safe operation of the techniques, allowing a significant increase in terms of its operation.

As a result of this, further in the present article is given a more general methodology of numerical calculation of financial costs in case of multiple realization of additional damage control, as well as works on the replacement of the oilfield equipment, taking into account the factors of regularity and intensity of failure of the technological equipment.

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ASSESSING THE ECONOMIC EFFECTIVENESS OF THE STRATEGY OF SUSTAINABLE DEVELOPMENT OF FREIGHT TRANSPORT ENTERPRISE

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The article offered economic and mathematical model for evaluating the effectiveness of development programs freight trucking companies. The model allows to make informed management decisions associated with the redistribution of scarce resources.

Key words: transport company, modeling, software development, economic efficiency, investment decisions.

The company will have a competitive advantage and successfully developing, if it is able to counteract the influence of external factors and forces. Strategies have been developed for this purpose is to strengthen its position in the market. Such strategies usually involves both offensive and defensive actions taken in response to changes in the market situation. In addition, a strategy can provide numerous short-term tactical moves for a quick response to changes in the external environment that creates a multi-variant management decisions during strategic activities.

To achieve its strategic goals the organization must be effective. Efficiency characterizes property that characterizes the organization's ability to convert the spent resources into results. The same definition can be attributed to the strategy, ie notion of "efficiency" long-term nature.

To be an effective strategy should be developed in accordance with a certain set of conditions and criteria and its implementation - to ensure achievement of objectives. This is possible by using economic and mathematical modeling. Simulation allows sorting options based on scientifically valid form of development strategy in terms of sustainable development organization.

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ECONOMIC SCIENCE AND EDUCATION

**THE HIGHER EDUCATION OF RUSSIANS AS FACTOR OF READINESS
FOR INNOVATIVE TRANSFORMATIONS: REGIONAL ASPECT**

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The readiness of the Russian society to the active and innovative transformations largely depends on the quantitative and qualitative values of the level of educational potential of the population in the sector of higher and postgraduate education. The article attempts to assess the readiness of society to the strategic directions of modernization based on the spatial organization of the territory of Russia and the existing regional heterogeneity.

Key words: modernization, higher and postgraduate education, society development, willingness to innovative transformations, regional heterogeneity.

Strategic vision of the future of Russia in a context of world economic space causes enduring relevance of innovative subject.

Article is devoted to research of degree of readiness of the population of the country to innovative transformations taking into account the spatial organization of the territory of Russia and existing regional heterogeneity.

As one of indicators of an assessment of degree of readiness the education level of adult population in sector of the higher and postgraduate education which reflects the existing potential of shots of the top skills for the solution of problems of innovative development acts.

By results of research, the prompt growth and high values of an indicator are characteristic both for Russia as a whole, and for the majority of territorial subjects of the Russian Federation. Analytical data testify to actually mass readiness of regional space for innovative transformations and to the enduring importance of the higher and postgraduate education for the Russian citizens.

During research the main problem zone was revealed: high degree of readiness isn't transformed to ability to implementation of innovative activity, and existence of temporary distinctions of approach of a ready state and a condition of ability slows down process of innovative development.

Existence of uniform groups of territorial subjects of the Russian Federation on a population education level in studied sector, allows to determine target approaches by an intensification of the efforts directed on realization of ability of regional communities to innovative modernization, both at the level of the federal district, and at the level of separately taken region.

Gradual reduction of quantitative and qualitative characteristics of level of educational potential of the population in sector of the higher and postgraduate education, in compliance with modern requirements of society, undoubtedly, will promote disappearance of existing deformations and elimination of temporary distinctions of approach of a ready state and a condition of ability of society to innovative transformations.

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