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**ECONOMIC THEORY**

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**THEORETICAL AND METHODOLOGICAL BASES  
OF REPRODUCTION OF HUMAN CAPITAL**

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The article is devoted to the analysis of the conditions for the formation and reproduction of highly intellectual labor resources, the role of the state in it. The views of Russian scientists on the process of reproduction of human capital are considered. The cycle of consumer and subject forms of human capital is described. It is concluded that the reproduction of human capital must be viewed from the standpoint of simple and expanded use of capital in the production process, with the goal of increasing social welfare, as well as the development of science and education.

*Key words:* reproduction of labor resources, labor potential, human capital.

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**REVIEW OF THE TEXTBOOK ON ECONOMIC THEORY  
BY F.F. STERLIKOV, M.F. GUSKOVA, P.F. STERLIKOV  
“ECONOMY. 100 QUESTIONS - 100 ANSWERS”\***

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The tutorial is designed on the basis of competence approach to the study of economic theory in accordance with the requirements of Federal state standard of higher education.

The allowance consists of a basic part and electronic applications. In the main part of the book describes the key concepts of modern economic theory and analysis of practical application of these concepts at different levels of management: the person, family, enterprise, national, and global economy.

In the electronic Appendix presents the history of the main economic schools - from ancient times (Plato, Aristotle), to the present day; the biographies of the great economists - Adam Smith, Karl Marx, Wassily Leontief, etc.; given the summary table of economists - Nobel prize winners since 1969

The book is addressed to students of universities and colleges, students in all specialties and directions of training of higher education.

The originality of the textbook is the development and use of methodological approaches, provided the author's research of modern problems of theoretical Economics. The first methodological approach is the isolation of sections of the discipline.

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\* Sterlikov F.F. Economy. 100 questions - 100 answers [Text] : textbook. textbook for higher educational institutions with the electronic application / F.F. Sterlikov, M.F. Guskova, P.F. Sterlikov. Ed. 2-e, ISPR. and extra. - Moscow : VLADOS, 2017. - 103 p. - 1 electron. wholesale. disk (CD-ROM).

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**HUMANITARIAN COMPONENT OF THE NATURAL SCIENTIFIC TEXTS  
FOR FOREIGN STUDENTS AS THE MEANS OF PSYCHOLOGICAL  
AND COGNITIVE BARRIERS OVERCOMING  
AS TO CROSS-CULTURAL INTERACTION**

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There is considering a selection of tasks, which include to some extent the elements of Russian folklore (proverbs, fairy tales, bylines) as well as of domestic classical literature. The humanitarian regional geography makes these tasks attractive and useful for foreign students trainees in Russia. Wherein it becomes possible to solve the problem of psychological and cognitive barriers overcoming as to cross-cultural communication, that is very important, for example, for the international tourism's sphere. The material in discussion was accepted with the great interest by the students of eight grades of the secondary school, by the students of engineering class (in Bryansk), of humanitarian gymnasium (in Kursk) as well as by the students of the pedagogical and technical universities, by masters of the Peoples' Friendship University of Russia (PFUR).

*Key words:* humanization of education, humanitarian component of the natural scientific texts, multilevel and entertaining tasks, psychological and cognitive barriers, problems of the cross-cultural interaction and communication.

*Received for publication on 03.11.2017*

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**ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY**

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**THE ANALYSIS OF VOLUMES OF FINANCING OF THE RUSSIAN GENERAL  
EDUCATION IN THE LIGHT OF THE REQUIREMENTS  
OF THE INAUGURAL DECREES OF THE PRESIDENT OF THE RUSSIAN FEDERATION**

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The article analyzes the financing of the General education system in Russia. It is shown that the allocated budgetary funding provides about 94% of the real needs of General education. The situation is complicated by the fact that about 10% of the allocated funds are spent before reaching secondary schools. The authors propose a solution to the identified problem based on the system of control over the distribution of budget funds, the revitalization of schools in providing additional educational services, and the temporary attraction of subsidies from the Federal budget. The proposed measures will allow to meet the requirements of the inaugural decrees of the President of the Russian Federation concerning salaries of pedagogical workers of General education.

*Key words:* financing of General education, salary of teachers, the inaugural decrees.

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**QUALITY ASSESSMENT' PARADOXES OF ECONOMIC SYSTEMS**

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The article considers the problem of economic activities' evaluation with the help of index of Gross Domestic Product (GDP). It deals with the factors that change the requirements for the assessment of economic systems' dynamics in modern conditions. The proof includes the statistical data and graph, that describe such changes on the example of the indicator of aggregate factor productivity all over the world. Such a phenomenon in national economic activities as aging of the

population, reduction of biological species, negative emissions into the atmosphere and so on, do not often have monetary terms and cannot be counted in the indicator of GDP. And, meanwhile, there are fundamental changes in the structure of national economies which are in general called the quality of the economy. They should be taken into account by a certain indicator on the basis of which the state will have to make a decision as to solving serious problems in the economy. First of all we are talking about accelerating the social stratification of the society, increasing inequality that cause the resumption of the adequate indicator search capable to assess the economic quality.

*Key words:* Gross Domestic Product, aggregate factor productivity, aging of the population, reduction of biological species, the economic quality, social stratification of the society.

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### **ANALYTICAL RESEARCH OF THE PRODUCTION ACTIVITY PLANNING PROBLEM IN PROJECTS FOR THE DEVELOPMENT OF NEW PRODUCTS\***

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The dynamic problems of production planning in projects for the development of new products at an industrial enterprise has been formulated and solved in analytical form. In the process of developing new products, the learning curve effect appears as a reduction of the time spent by workers on performing repetitive manufacturing operations. The learning curve effect leads to a dynamic change in the economic performance of production. The dynamic planning problem is a problem of choosing the production volumes by the management of an enterprise which must be in accordance with its goal function with given time, production and financial constraints. The problems of production planning for different models of learning curves are considered. The dynamics of the change in the production system is described by an ordinary differential equation. The dynamic planning problem of the production is formalized mathematically as a problem of optimal process control in continuous time. An analytic solutions of the problems are obtained using the Pontryagin maximum principle.

*Key words:* learning curves models, dynamic planning problems.

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**THE INFLUENCE OF THE SIZE OF TRANSACTION COSTS  
ON THE ORGANIZATIONAL STRUCTURE OF THE COMPANY**

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In the study of the size of transaction costs in the energy sector raises the question of the formation of the institutional environment, which, in turn, influenced by external and internal factors. Special emphasis is placed on understanding of the nature of transaction-tion of costs, their classification and ways of reducing them in the process of enterprise activity. The conclusion about the necessity of transformation of the organizational structure depending on the nature and magnitude of transaction costs and the possibility of typing the data changes.

*Key words:* institutional environment, transaction costs, institutions, regulation, and energy.

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**PECULIARITIES OF FORMING THE SPHERE  
OF SERVICES IN THE MARKET ECONOMY**

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The questions of the appropriateness of the classical approach to the promotion of the service sector, which is associated primarily with the need to transition to marketing interaction, and the global Informatization of society and contact between people through resources provided by the world of the Internet.

*Key words:* promotion, marketing, services, advertising, personal selling, sales promotion, opinion formation.

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**ROUTE OPTIMIZATION FOR DELIVERY OF BUILDING MATERIALS TO CONSUMERS**

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Considered the spatial form of the flow of material and the problem of its optimization. The analysis of methods for determining the optimal route of delivery of goods to consumers. Solves the problem of optimizing the route of delivery of paint and varnish production housing projects by the method of integer programming.

*Key words:* sales logistics, housing construction, optimization, delivery of products, methods, travelling salesman problem, integer programming.

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**PRINCIPLES OF CONTROLLING  
IN THE ECONOMIC SECURITY SYSTEM OF THE REGION**

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The article presents the peculiarities of controlling in the economic security system of the regions. The principles of increasing the effectiveness of economic relations are defined. The establishment the hierarchy of the investigated parameters is started, starting with the most priority from the position of the region population. The formation of a controlling in the system of economic security as a key feedback mechanism that determines the quality of regional governance is proposed.

*Key words:* controlling, system of economic security, region, budgetary resources, economic standards, reforming, management.

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**FINANCE, MONEY CIRCULATION AND CREDIT**

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**MEGAREGULATOR AND DEVELOPMENT OF FINANCIAL-CREDIT SYSTEM  
OF THE RUSSIAN FEDERATION: RESULTS, RISKS, TRENDS**

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The article defines modern trends in the development of a financial system of the country and its attendant risks. Substantiates an objective need for the mega-regulation as a result of modern trends in the development of the financial sector (including increasing its attendant risks). Identified integration regulation, control and supervision of financial markets and identifies its determinants. Fundamentals of formation models, under which regulation of financial markets. Presents the failure of the architectural identity and the institutional identity of filling the economic systems in different countries. The features of the financial system of the Russian Federation, consideration of which is necessary in the formation of mega-regulation. Determined the current results of the development of the mega-regulation in the Russian Federation in the sphere of financial markets.

*Key words:* financial-credit system, megaregulator, risks, financial supervision.

*Received for publication on 03.11.2017*

**THE MANAGEMENT OF FINANCIAL RISKS IN THE BANKING SECTOR  
OF RUSSIA IN THE CONDITIONS OF ECONOMIC INSTABILITY**

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Economic development requires and contributes to the formation of new challenges that affect the regulation of banking sector risks, the cause of which may be the negative factors of other areas of activity. Increasing the role of the banking sector in supporting economic growth and development is impossible without increasing its sustainability and minimizing the risks of banking activities, which requires improving its methods of regulation.

The article examines the issues of banking risk management in the conditions of instability of the Russian economy, as well as the problems of banking.

*Key words:* financial risks, banking risk, classification of banking risks, banking sector, banking regulation, risk management, supervisory function.

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**WORLD ECONOMY**

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**FACTORS OF EAEU MEMBER STATES BANKING  
AND FINANCIAL SECTORS' INTEGRATION**

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The article considers impeding factors of formation of common financial market of EAEU. It is manifested in the article that the impeding factors include disparities in scale and differences in key indicators of Russian financial market vs. other EAEU financial markets. The process of integration in the banking and financial sector may get a “second wind”, at least through the use of two factors, first of all, by reduction (aiming at the complete abolition) of restrictions in the calculations. However, more extensive and effective is the creation of a prospective payment system of the Eurasian economic Union.

*Key words:* EAEU, common financial market, banking sector, integration, capital.

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