

LAND SCIENCES

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Development of Tourism and Recreation Complex of the Krasnodar Region: Results and Prospects

Key words and phrases: investment projects; Krasnodar region; tourist industry; resort product; health and tourism sector; tourist flow.

Abstract: Today, one of the most dominant and fastest growing sectors of the economy of the Krasnodar region is the tourism industry. In 2014, the tourism industry of the Krasnodar region was among the three leaders in the growth of tax revenues. According to the number of spa companies and their total capacity, the leading place in the Krasnodar region is given to tourism and recreation complex of the Azov-Black Sea coast. In 2013-2014, the number of foreign visitors in Kuban significantly increased - up to 10 times, reaching over half a million people. Now, approximately 250 major investment projects worth more than 1 trillion rubles are being implemented in the Krasnodar region. Investment development of the Krasnodar region is expected to grow up to 2025 owing to the strengthening of the position of such sectors as agribusiness, resort and tourism, construction, transport and logistics systems. Macro- and microeconomic factors are favorable for the increase in the tourist flow to the Krasnodar region, and correspondingly for the increase in tax revenues in the regional and federal budgets, so that funds are allocated to the development of the industry and the implementation of new projects.

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Territorial Difference of Internal Migration of the Tuva Republic Population

Key words and phrases: intraregional migration; town; migration; population; village; region.

Abstract: The migration role in the formation of the population in the Tuva Republic is studied. The paper focuses on the assessment of intraregional migration.

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BIOLOGICAL SCIENCES

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The Study of the Growth and Development of Triticum Aestivum Seeds Cultivated with Iron Ions, Nano- And Microparticles

Key words and phrases: Triticum aestivum seeds germination test; iron; ions; nanoparticles; microparticles; phytotoxicity; growth-stimulating effect.

Abstract: The introduction of iron ions, nano- and microparticles in the demineralised sand substrate for Triticum aestivum seeds germination test led to mixed effects on model plant growth and development. Phytotoxic effect of iron ions was observed, including the reduction of the seed germination, inhibition of the shoots growth and the most expressive - the suppression of root formation. Iron nanoparticles had no effects on the seed germination while in a certain concentration range resulted in the growth stimulation that was accompanied by the iron accumulation in the plant tissues. Iron microparticles showed no significant toxic or growth-stimulating activities.

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V.N. Efanov, A.E. Tepaeva

Sakhalin State University, Yuzhno-Sakhalinsk

Seasonal Development and Quantity Indicators of Phytoplankton in the Busse Lagoon

Key words and phrases: Busse lagoon; size of cells and seasonal dominants of phytoplankton; species composition.

Abstract: The paper assesses the current status of phytoplankton growth in the Busse lagoon from June 2011 to June 2013. It was established that the overall species composition and dominant species changed by seasons. The authors identified species with the increasing frequency of occurrence, which can be considered as seasonal markers for the lagoon. It was noted that in the summer and the first half of autumn small-cell microphytes prevailed. In the second half of autumn species with larger cells were observed. In the winter and spring large-

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cell species (size of cell over 8,000 micron³) prevailed. We assume that one of the reasons for seasonal variation of the phytoplankton cells size was the trophic relations in the phytoplankton-aquatic organisms' chain.

PEDAGOGY AND PSYCHOLOGY

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Mordovia State Pedagogical Institute named after M.E. Evseev, Saransk

Current Problems and Trends in the Development of Preschool Education in Russia at the Present Stage

Key words and phrases: development; kindergarten; preschool; preschool education; problem; system.

page 31-37

Abstract: the article is summarized and systematized the material on the current state, the actual problems of theory and practice in the field of preschool education. The basic contradictions of the process of standardization, decentralization, diversification, Informatization, increase the availability, variability and quality of preschool education, etc.

M.V. Lueva

Moscow State Pedagogical University, Moscow

The Use of Coping Strategies by Younger Teenagers in School Environment

Key words and phrases: coping strategies; personality characteristics; younger teenagers; educational process; emotional sphere.

page 38-42

Abstract: The author explores the problem of using the coping strategies by adolescents in the educational context. The paper details the features of using the coping strategies by younger teenagers in the school environment, the author studied the influence of various groups of factors - both external and internal, focusing on personality and age characteristics of adolescents in the process of developing new models of interaction with other members of society. This paper is of great interest for specialists in the field of psychology.

A.V. Nedelyaeva

Minin Nizhny Novgorod State Pedagogical University, Nizhny Novgorod

Some Aspects of Developing Learners' Ecological Culture in the Course "Life Safety"

Key words and phrases: life safety; ecological culture.

page 43-45

Abstract: This paper reviews the main aspects of 'The strategy of humanity survival and the concept of sustainable development', some debatable issues from different perspectives of leading scientists. The paper focuses on the development of ecological culture in the course of 'Life Safety'.

E.V. Shmakov, O.V. Kozyreva

Russian State University of Physical Education, Sport, Youth and Tourism, Moscow

The Study of Lifestyle and Training of Young Athletes with Mild Myopia

Key words and phrases: myopia; accommodative disorders; lifestyle; sports; children and adolescents.

page 46-50

Abstract: Myopia is mainly inherent in young people and is developed during the school years, while studying at the secondary and higher educational institutions and is caused by sustained visual activity at close distances (reading, writing, drawing), especially in conditions insufficient lighting and poor hygienic conditions. We observed 140 children aged 8 to 15 years with mild myopia and spasm of accommodation. The experimental group (110 people) included young swimmers, wrestlers and athletes aged 8-15 years with mild myopia and spasm of accommodation. The control group (30 people) included young swimmers, wrestlers and athletes aged 8-15 years with mild myopia and spasm of accommodation. Using the questionnaire we examined the awareness and activity of young athletes with varying degree of myopia in the preservation of health, their interests and motives of exercise. The questionnaire included closed questions that involved a choice of several options that were necessary to arrange in the rank order of importance of selectable options. Also, the questionnaire included questions concerning accommodation features of the visual analyzer, as well as physical training and sports. The study has greatly expanded our understanding of the mechanisms and causes of myopia, the reasons for the increase in the prevalence of myopia and possible risk factors, allowing more differentiated rehabilitation and preventive measures of myopia. The main causes of myopia included: heredity, tendency to spasmodic states, the discrepancy

between the visual load and accommodative abilities of eyes, long-term visual work in close proximity with impaired accommodation (subject to change under the influence of the disease), the weakening of the sclera, which can be congenital or occur as a result of common diseases of the body.

PROFESSIONAL TRAINING

N.V. Buldakova

Vyatka Social and Economic Institute, Kirov

To the Question about the Conceptual Foundations of a Culture of Professional Forecasting of University Students

Key words and phrases: the concept of creating a culture of professional forecasting; University graduate; structure and components; patterns and principles of the concept.

page 51-55

Abstract: The article describes the author's concept of creating a culture of professional forecasting as a way of organizing competency-based training of the graduates that meet the requirements of international quality standards of professional education, with the presence of corporate and personal values. Describes the structure of the concept, including the core concepts, patterns and the resulting principles, General and special; characterized by its components.

N.N. Elistratova

Volga Region Cooperative Institute (Branch) of Russian University of Cooperation, Engels

Education as Part of the Process of Formation of Skilled Labor in Modern Conditions

Key words and phrases: dynamics of students' enrollment in the Saratov region; level of education; formation of the labor force; Gompertz function.

page 56-59

Abstract: The paper examines the main trends in the development of the system of education in the Saratov region and Russia that are directly linked with the formation of the labor force. The author examines the dynamics of the students' enrollment in educational institutions of the Saratov region. The Gompertz function parameters were calculated to model the dynamics of the level of education in the area over the last 10 years.

L.V. Kolpakova

Volga Region Cooperative Institute (Branch) of Russian University of Cooperation, Engels

The Rationale, Goal and Objectives of the Discipline "Activities of Social Workers in Emergency Situations"

Key words and phrases: safety; social work; emergency.

page 60-64

Abstract: The paper studies the main provisions, the goal and objectives of the discipline, the requirements and responsibilities of a specialist in providing life safety of people in emergency situations.

N.A. Meleshkova, S.A. Grigoryeva, A.Yu. Musokhranov

Kemerovo (Branch) of Plekhanov Russian University of Economics, Kemerovo

Values of Physical Culture as a Factor in the Formation of General Cultural Competences

Key words and phrases: values of physical culture, competences, federal government programs; educational process.

page 65-68

Abstract: The paper deals with value potential of physical culture as a factor in the formation of common cultural competencies of future university graduates.

A.A. Nesterova, M.Yu. Stozharova

Ulyanovsk State Pedagogical University named after I.N. Ulyanov, Ulyanovsk

Designing Educational Module within the Basic Professional Education for Master's Degree

Key words and phrases: masters' training, modular principle; basic professional education program; system-activity approach.

page 69-72

Abstract: The paper describes the basics of designing one of the educational modules on the organization of educational process in pre-school organizations within the basic professional education for Master's degree. The novelty of this module is based on modified approaches to

the development of professional skills of students, who are actively entering the real teaching. The syllabus of the module is relevant and attractive to potential applicants for Master's programs.

ARCHITECTURE AND CONSTRUCTION

A.A. Bindanda

Russian University of People's Friendship, Moscow

The Main Directions of Development of Health Care Facilities Architecture in Angola

Key words and phrases: improvement; design of medical facilities; accommodation; development of spa facilities; development of tourism; architecture.

Abstract: The aim of the work was to identify the main areas that contribute to the development of medical institutions architecture, find theoretically rational options to improve health care facilities. Based on the study of world practices of designing health care facilities, using the method of systematic structural analysis that enables to examine the main characteristics of the object of the study, the author identified the main factors to improve the architecture of health facilities in Angola. Urban, social and medical directions and principles to be followed in the process of architectural modernization of medical facilities in Angola were identified.

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S.V. Chizhov, S.A. Kuznetsov

Petersburg State University of Railway Transport of Emperor Alexander I, St. Petersburg

Concrete Carbonation Process Forecasting

Key words and phrases: carbonation; concrete; modeling.

Abstract: The concentration of CO₂ in the Earth atmosphere has been significantly different throughout its history. However, such an increase in its content as it was observed in the 20th and early 21st century, over 850 years of history (according to the bubbles analysis in the Antarctic ice) has not been observed. While in the early 20th century the CO₂ concentration fluctuated around 280 parts per million, today this value reaches 390 parts per million, and by the end of the century, according to some researchers, it is expected to increase to 600...700 parts per million. In this connection, it is necessary to pay special attention to the life cycle of ferroconcrete structures, namely, to reduce their durability through carbonation. This paper summarizes the main ideas of Russian and foreign scientists on the depth of carbonation. The main factors that affect the rate of the adverse phenomenon were listed; the requirements of Russian and European standards regarding the protection of concrete from the damaging effect of CO₂ (in terms of reduction of the protective effect of concrete reinforcement) were analyzed.

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HISTORY, PHILOSOPHY AND SOCIOLOGY

S.V. Vershinina, O.V. Tarasova

Tyumen State Oil and Gas University, Tyumen

Innovative Culture of Students as a Factor of Their Successful Adaptation to Socio-Economic Conditions

Key words and phrases: adaptation; innovative culture; critical thinking; self- management; creative activity.

Abstract: The paper describes the role of the main elements constituting the innovative culture to ensure students' successful adaptation to the dynamically changing conditions of socio-economic development. The proposed approach links the individual needs and peculiarities of student's personality, creative activity, and student's innovation, and shapes the innovative culture, providing the successful adaptation to any environment.

page 82-86

A.V. Lonin

Siberian State Aerospace University named after Academician M.F. Reshetnev, Krasnoyarsk

On the Role of Spiritual Vanguard in the Formation of Ideological Foundations of Society

Key words and phrases: spiritual sphere of social life; ideology; society; social vanguard.

Abstract: The paper studies the spiritual vanguard and its role in forming ideological foundation of collectivist type society development. The conclusion is made that the spiritual

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vanguard is supposed to develop the ideology, adequate for the sociality type of the given society, which is one of the main conditions for improving social relations.

PHILOLOGY

T.M. Golubeva

Nizhny Novgorod State Technical University named after R.E. Alekseev, Nizhny Novgorod

Ideological Labels as Discourse Conditioned Lexical Invectives in the American Political Discourse

Key words and phrases: ideological concepts; invectives; negative connotations; social labeling; American political discourse.

page 91-93

Abstract: The paper considers how the words denoting complex ideological concepts, such as “fascism”, “Nazism”, “socialism”, “communism”, “Marxism”, lose their denotative meaning under certain discourse conditions. In the American political discourse these concepts acquire negative connotations actualized by common socio-cultural knowledge. Therefore, they are widely used for the construction of labels distinguished by a definite invective character.

Ma Wenying

Lomonosov Moscow State University, Moscow

Female Characters in the Novel “Crime and Punishment” (Minor Characters) in the Aspect of Anthroponimics

Key words and phrases: anthroponimics; women’s images; Katerina Ivanovna Marmeladova; Avdotya Romanovna Raskolnikova; Pulkheria Aleksandrovna Raskolnikova.

page 94-97

Abstract: This paper discusses some of the minor female characters in the novel ‘Crime and Punishment’. Analyzing the meanings of their names and surnames, the author aims at deep penetration into the inner world of the heroines manifested through the artistic features embedded in the characters’ names.

Yu.V. Massalskaya

Ufa Law Institute of the Ministry of Internal Affairs of the Russian Federation, Ufa

Stylistic Aspect of Allophronic Elements in the German Prose

Key words and phrases: allophrony; alogism; paradox; contradiction; stylistic aspect.

page 98-101

Abstract: The paper presents the stylistic study of allophronic elements in the German prose (T. Mann, E.M. Remarque, H. Hesse, G. Grass). In the course of examination the following tropes and figures were found: metaphor, metonymy, paradox, oxymoron.

A.A. Prokhorova

Ivanovo State Energy University named after V.I. Lenin, Ivanovo

Developing Linguistic and Cultural Competence of Non-Linguistic University Students through Foreign Language Teaching

Key words and phrases: linguistic and cultural competence; students; non-linguistic university; foreign language; multilingual personality; teaching aids.

page 102-107

Abstract: The development of students’ linguistic and cultural competence in the educational environment of technical university is viewed from the perspective of pedagogical science in the context of designing teaching materials “Learn More About the English-Speaking World” consisting of four units: Unit A gives general information about Commonwealth of Nations; Unit B contains educational diagnostic quiz based on visual aids; Unit C is entertaining and involves fun elements, such as guessing games, crosswords, anagrams and puzzles; Unit D contains teaching materials connected with the given topic.

E.V. Chervova

Volga Region Cooperative Institute (Branch) of Russian University of Cooperation, Engels

Brief Analysis of the English Loanwords in the German Military Periodicals Texts

Key words and phrases: American Anglicism; military journal discourse; graphical features; loanwords; extended nominations; ways of naming.

page 108-111

Abstract: The paper deals with the Anglo-American loanwords in the modern German military sublanguage. The author describes functional and graphical features of the military realities of English names using recent Bundeswehr periodicals.

K.A. Shishigin

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Yiddish as a Hybrid Language

Key words and phrases: adstratum; hybridization; language contact; Yiddish.

Abstract: This paper focuses on the hybrid language phenomenon exemplified by Yiddish and shows the interaction between the German basis and the Semitic and Slavic languages to be considered as adstrata. The originality of the investigation consists in a substantiation of the notion “hybrid language” still being a relative and polysemantic linguistic term applied to a number of languages, e.g. Germanic Yiddish and Afrikaans, Romance Ladino as well as Pidgins and Creoles. The paper shows the uniqueness of Yiddish as a hybrid language. The hybridization involved all levels: the phonetics became German-Jewish, the vocabulary German-Semitic-Slavic and partly Daytshmerish, the grammar and semantics German-Slavic-Semitic. The hybridization of Yiddish was the determinant of its separation from German and its becoming an independent language.

page 112-116

ENGINEERING

A.O. Ivanenko, M.M. Uvarov

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St. Petersburg*

**Optimization Lathe Machining Operation Parameters for “Shaft” Parts
to Decrease Manufacturing Costs**

Key words and phrases: shaft; concentration of operations; machining; multi-tool machining; parallel machining; optimization; industrial lathe milling machine.

Abstract: The paper explores the possibility of application of high-performance equipment for lathe (lathe-milling) processing to reduce the manufacturing costs on the example of manufacturing of an essential part for roller drive. The method of economic feasibility involved the description of machining operations as a sequence of operating steps for two different operations of rough machining and further comparison of productivity and manufacturing costs.

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MANAGEMENT, COMPUTER ENGINEERING AND INFORMATION SCIENCE

L.N. Petrova, A.I. Naryzhny

Volga Region Cooperative Institute (Branch) of Russian University of Cooperation, Engels

Constructing a Virtual Information Structure of Modern Data Centers

Key words and phrases: information technology (IT); virtualization; business management; server; virtual information structure.

Abstract: The paper considered the problem of constructing a virtual information structure of modern data centers. The authors proposed a model of a modern enterprise in accordance with the Microsoft concept. It is shown that in this case the total cost of ownership (TCO) of information technology is essentially reduced.

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F.V. Savrasov

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**To the Question of Determining the Location of Transportation Unit on the Route
for Urban Passenger Transport**

Key words and phrases: passage control; control zone; mobile terminal.

Abstract: The problem related to the detection of the location of the vehicle moving on a pre-planned route is considered. The criteria and parameters, which must be defined and determined in the detection of the vehicle's current location, are defined. The author proposed an algorithm to view the real-time vehicle location on the route through monitoring of its movement and immediately alert the driver about the timekeeping of the route locations.

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ECOLOGY AND NATURE MANAGEMENT

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Case Study of Chervyansky Hill on the Anthropogenic Halogenesis of Southern Taiga Terrain Soils

Key words and phrases: strata saline water, anthropogenic salinisation of soil.

Abstract: The paper deals with justifying the choice of sites for the study of anthropogenic halogenesis of the southern taiga terrain soils on the example Chervyansky hill located on the territory of the Uvat area of the Tyumen region, taking into account the practical significance of prospective experiments. To conduct this study the authors used seven principles of selection of test sites: latitudinal zonation, sectoral zonation, altitudinal zonation, orographic, microclimate, edaphic and floristic differences. The substantiation of the selected principles and methods for their implementation are given. The paper describes the results of the study of the particle size distribution of the hill soils, their acidity and types, territorial features of vegetation; an orographic schematic map with the location of pilot sites and a map of natural boundaries were built.

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QUALITY CONTROL

T.V. Grishina

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Professional Culture of a Manager as a Factor of Success of the Organization

Key words and phrases: intellectual potential; professional culture; development; self-improvement; creative thinking; goal setting, erudition.

Abstract: The paper focuses on low professional culture of modern managers of Russian enterprises. The reasons and factors that influence the motivation of managers to self-improvement and selfdevelopment are described.

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ECONOMIC SCIENCES

R.Sh. Abakarova

Dagestan State Institute of National Economy, Makhachkala

Reforming of Property Tax in Russia

Key words and phrases: estate tax; cadastral value; tax draft; administration, property tax; land tax.

Abstract: The paper examines the main shortcomings of the draft and issues that may arise during the introduction of the tax. The main problems arising on the way of transition to a unified tax on real estate have been identified. The property tax reform is designed to increase budget revenues. The importance of the social side of the tax to be introduced has been discussed.

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A.R. Atabekov, M.A. Davtyan

Russian University of Peoples' Friendship, Moscow

Main Characteristics of Small Innovation Companies the Russian Federation and Abroad

Key words and phrases: small innovative enterprises; innovation; innovative projects.

Abstract: The article analyzes the main characteristics of small innovative enterprises in Russia and abroad; the legal base to regulate small innovative enterprises has been determined; the general criteria of small innovative enterprises in Russia and abroad have been identified.

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T.A. Ataeva

Dagestan State Institute of National Economy, Makhachkala

The Situation Analysis of the Economic Development of the Republic of Dagestan

Key words and phrases: investment; regional economy; economic development.

Abstract: The paper analyzes the economic development of the Republic of Dagestan in recent years. The negative tendencies in the development of real sector of economy are considered.

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E.G. Bashkirova

Volga Region Cooperative Institute (Branch) of Russian University of Cooperation, Engels

Global Trends in Russian Cooperatives

Key words and phrases: globalization; influence; inertia; cooperation; competitiveness; contradictions; trends.

page 151-154

Abstract: The paper explores the parameters of international division of labor, which provoked aggravate imbalances between more and less economically developed countries. At the same time, the author focuses on the fact that the cooperative sector of Russia had an opportunity to enter the market safely, but it failed. The development of globalization processes in the Russian economy has had and has a growing influence on Russian cooperative business.

O.V. Belyaeva

Volga Region Cooperative Institute (Branch) of Russian University of Cooperation, Engels

Economic Risk in Trade Transactions

Key words and phrases: cost factor; risk coefficient; transaction; trading; risk factors; economic risk.

page 155-158

Abstract: The paper reflects the scientific direction of the author's work, includes questions and tasks to identify risks on a single trading transaction, reducing the risk to a minimum through multivariate approaches to the transaction. The author analyzes the options for trading transactions when the coefficient of risk is negative. The interconnection of the most important macroeconomic variables, methods and directions of development of Russian cooperatives has been identified.

N.S. Vasilenko, O.V. Stepnova

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Tsiolkovsky, Stupino

Strategic Approaches to Improve the Competitiveness of Russian Aircraft Industry Enterprises through Technological Upgrade

page 159-162

Key words and phrases: aircraft industry; galvanic production; technical and technological rearmament.

Abstract: The authors discussed the necessary measures to create modern high-tech aircraft construction companies and the main results of their implementation.

A.S. Vetrov

Saratov Socio-Economic Institute - Branch of Plekhanov Russian University of Economics,

Saratov

Competitive Orientation of Service Companies in the Market of Goods and Services

Key words and phrases: competitiveness components; life cycle of services; external factors of service companies; service.

page 163-167

Abstract: In this paper, the author argues that the life cycle of any product involves the stage of "service" or "after-sales service". Today all mechanical engineering companies and others fully support their products and offer highly skilled service. In our country, the number of service centers of different directions and fields of activity is increasing. Any product is subject to full service before it is replaced, upgraded or recycled, thus increasing the life cycle of the product. In conclusion, the author analyzes the current market situation with regard to the economic sanctions against Russia imposed by some Western countries and searches for the ways of increasing the competitiveness of service companies in the domestic and foreign markets.

S-A.Sh. Dovtaye, R.M. Makhmudov, Kh.M. Makhmudov

Chechen State University, Grozny

The Place of Accounting and Financial Analysis in the System of Monitoring of Socio-Economic Development of the Industry and the Region

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Key words and phrases: analysis; monitoring; region; development asymmetry.

Abstract: The paper proposes the conceptual basis of the monitoring of socio-economic development of the industry and the region from the perspective of the theory and practice of accounting and financial analysis.

O.V. Dolmatova

Volga Region Cooperative Institute (Branch) of Russian University of Cooperation, Engels

Competence Approach in Improving the Quality of Students' Training

Key words and phrases: competence; competency; competence-based approach; education; educational process; active learning methods.

Abstract: The formation of students' competence is one of the most topical problems of education, and competence-based approach can be considered as a solution to the problem situation, caused by contradiction between the need to ensure the quality of education and the inability to solve the problem in a traditional way by further increase in the amount of information to be assimilated.

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E.V. Korotkova

Volga Region Cooperative Institute (Branch) of Russian University of Cooperation, Engels

The Influence of Marketing on the People's Quality of Life

Key words and phrases: humanization of production; quality of life; customer orientation; concept of ethical marketing; social marketing; quality standards.

Abstract: The paper considers the influence of marketing on improving the quality of life of the population by means of transition to international quality standards ISO 9000. The author puts an emphasis on the changes in relations between enterprises and consumers towards satisfaction of not only economic interests of society, but also social ones. Thus, the company builds its activity on the basis of the concept of social marketing as this approach ensures the viability and competitiveness of enterprises.

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A.P. Smirnova

Volga Region Cooperative Institute (Branch) of Russian University of Cooperation, Engels

Management of the Organization as an Economic System

Key words and phrases: economic relations; management; neoclassical approach; organization; system.

Abstract: The paper deals with the problem of neoclassical approach to organization management as economic system. The author describes organizational, economic and management relations which are formed in the organization management process.

page 180-182

E.V. Sukhanov

Lipetsk Branch of Russian Academy of National Economy under the President of the Russian Federation, Lipetsk

Socio-Economic Development of the Lipetsk Region at the Beginning of the Third Decade of New Russia

Key words and phrases: socio-economic policy; social welfare; investment appeal; competitive economy.

Abstract: The author explores the directions of socio-economic policy in the region which will enable to use more effectively the available potential and increase returns from investment.

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B.M. Khasbulatova

Dagestan State Institute of National Economy, Makhachkala

Theoretical Aspects of Consumer Behavior Given Emotional Factors

Key words and phrases: traditional marketing; experiential marketing; marketing communications; strategic experiential modules.

Abstract: The paper studies the revolutionary changes in the forms and strategies of traditional marketing. The author stresses that traditional marketing based on product qualities and advantages is being gradually replaced by the new forms of experiential marketing, which is based on experience and feelings.

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N.Yu. Shadchenko

Volga Region Cooperative Institute (Branch) of Russian University of Cooperation, Engels

Logistic Approach as a Method to Ensure Transport Complex Development

Key words and phrases: logistic approach, transport complex development, management.

Abstract: The paper explores the problem of logistic approach as a method to ensure the development of the Russian Federation transport complex, namely, the railway complex and its partner-organizations.

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