



Varazdin Development and Entrepreneurship Agency
in cooperation with
Russian State Social University, Russian Federation
University North, Croatia
Faculty of Management University of Warsaw, Poland



Economic and Social Development



25th International Scientific Conference on Economic and Social Development -
"XVII International Social Congress (ISC-2017)"



Editors:
Alexander Maloletko, Darko Tipuric, Marijan Cingula

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MULTINATIONALISM, RUSSIAN MENTALITY AND NATIVES' ATTITUDES TOWARDS IMMIGRANTS: EVIDENCE FROM SURVEY EXPERIMENTS ACROSS BORDERLAND REGIONS OF RUSSIA

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ABSTRACT

The Russian national policy priorities are centered around preservation of historically determined ethno-cultural diversity, consolidation of multi-national people of Russia, including those who live abroad, under the ideology of all-Russian civic nation. Their implementation is naturally influenced by intense labour and transit migration, changing ethnic landscape of Russian regions. The analysis of inter-ethnic relations (structured interviews, n=4437, aged 15-75 years) in nine regions of Russia (Altai, Transbaikalia, Kemerovo, Omsk, Orenburg, Amur regions, Jewish autonomous region, Republic of Altai and Republic of Karelia) has shown that most respondents have neutral or positive feelings towards strangers. Negative attitudes are explained by reluctance of some ethnic groups to respect Russian customs and norms of behavior as well by the threat of terrorism. Attitudes towards migrants (psychosemantic research in four border regions – the Altai region, the Amur region, the Republic of Karelia and the Jewish autonomous region, n=400, aged 15-

70 year, of modified repertory grids technics) are characterized by high importance of characteristics, related to identification, emotional evaluation, security, social and economic position in the assessment of meta-ethnic groups. Migrants weren't associated with national threats but were perceived as a group with conservative views, low educational and cultural level, depending from receiving society. In general, public opinion of border regions regarding the assessment of inter-ethnic relations is very polarized. Considering peculiarities of self-perception and dispositions of population of towards migration and migration policy, it appears that further harmonization in the inter-ethnic sphere in Russian borderland requires more sophisticated approaches, combining general priorities of the state policy with regional needs to preserve ethno-cultural uniqueness and struggle with tough migration issues.

Keywords: *inter-ethnic relations, migration, multinationalism, national policy, Russian mentality*

INFLUENCE OF LASER IRRADIATION ON INTERACTION OF PROLEN SUTURES WITH THE WOUND TISSUES AND THEIR HEALING

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ABSTRACT

The effect of low-intensity laser radiation on the healing of cutaneous wounds and the interaction of prolene sutures with tissues was studied. Linear wounds were produced on the dorsum of white rats. Morphologic methods were used to assess changes in wounds, to find out about the interaction of tissues with sutures and for determination of the ratio of normal and pathological forms of erythrocytes in wounds. Wound microcirculation was evaluated with laser Doppler flowmetry. It has been shown that laser irradiation is the cause of inflammatory changes in tissues caused by contact with tissues with prolene sutures, promotes normalization of the ratio of normal and pathological forms of erythrocytes, intensifies microcirculation and promotes. The study reflects the possibility of using laser irradiation for reducing the inflammatory response and accelerate the healing of wounds.

Keywords: *laser irradiation, microcirculation, prolene, wounds, erythrocytes*

LABOUR MARKET SECURITY RISKS AND CHALLENGES ASSOCIATED WITH INTERNATIONAL LABOUR IMMIGRATION: A NEW RESEARCH AREA STUDYING THE EFFECTS OF IMMIGRATION ON A RECEIVING LABOUR MARKET

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ABSTRACT

This article aims to demonstrate the relevance of a new interdisciplinary approach to studying the effects of labour migration on a host labour market (LM). The approach incorporates the analyses of risks, threats, and factors associated with LM security in the context of external labour migration (ELM). A multifactor analysis is used to systematise such risks and threats. The article examines the dependence of LMs on foreign labour (FL). The authors propose a typology of Russia's central and northwestern regions, based on LM security in the context of ELM. The typology rests on analysing risk and threat indicators. The authors identify regions most and least vulnerable to such risks.

Keywords: *labour market security, risks and threats, external labour migration, migration effects, migration consequences for labour market, labour market dependence on migrant workers, path dependence*

ADAPTATION OF MIGRANTS FROM CENTRAL ASIA IN THE MOSCOW REGION OF RUSSIA: THE RELATIONSHIPS OF ACCULTURATION STRATEGIES, SOCIAL IDENTITY AND WELL-BEING

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ABSTRACT

According to UN estimates for 2015, the Russian Federation is the world's third-leading country in terms of the number of immigrants, after the US and Germany. Central Asian countries account for most of the inflow of migration. The purpose is to investigate the relationships between the strategies of acculturation, ethnic, religious, country of origin, Russian national identities and the sociocultural and psychological adaptation of migrants from Central Asia in Moscow region. Representatives of two ethnic groups - 105 Uzbeks and 96 Tajiks (N = 201) - participated in the research. The methods of the study include the scales of acculturation strategies, social identities, life satisfaction, self-esteem, and sociocultural adaptation from the MIRIPS (Mutual Intercultural Relations in Plural Societies) project questionnaire. The results of path analysis conducted in AMOS program showed that integration and assimilation are the best strategies for migrants from Central Asia: integration predicts self-esteem; assimilation predicts their life satisfaction. The preference for integration strategy is positively associated

with ethnic and Russian national identities, the preference for assimilation strategy is positively associated with Russian national and religious identities and negatively associated with ethnic identity. Separation and marginalization do not contribute to self-esteem of the migrants. Marginalization is positively related to religious identity; separation is positively related to ethnic, religious, country of origin identities, and negatively related to Russian national identity. Also we found that social identities had a mediational role in the influence of acculturation strategies on the adaptation of migrants from Central Asia in the Moscow region.

Keywords: *acculturation strategies, migrants from Central Asian, social identity, well-being*

ECONOMIC CRISIS: THE PAST OR THE FUTURE - FUNDAMENTALS OF THE FORTHCOMING FINANCIAL CRISIS

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The article analyzes the financial market and its fundamental contradictions in the development of the economy at the present stage. The urgency of the analysis is caused by the need: to determine the real causes of low economic development, the need to identify the directions of objectively necessary transformations and to identify the role of the financial market in this process. Under the current conditions, the financial market is largely a speculative sphere, which does not provide financing for production that blocks the growth of its modernization. In the Russian economy, the speculative nature of the financial market, apart from the reasons considered, is also due to the weakness of production, which makes it meaningless to change its content outside of the connection with the modernization of the real sector of the economy. The proposed analysis of financial markets makes it possible to form new approaches to the definition of the fundamental methodological foundations for the emergence and development of financial crises, the evaluation of crisis processes and the direction of counteraction with them, in order to reduce the negative consequences.

Keywords: *finance, economic crisis, financial crisis, financial market, stock market*

THE CHEMICAL COMPOSITION OF SNOW AS A COMPONENT OF THE ENVIRONMENT IN THE SOUTH-WESTERN ADMINISTRATIVE DISTRICT OF MOSCOW

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ABSTRACT

The article contains data on the chemical composition of snow, indicators of man-made load on the sites in the South-Western Administrative District of Moscow. In the samples of snow, such indicators as the content of ions of chlorine, potassium, calcium, magnesium, and sodium were analyzed. These indicators are of interest because they are components of anti-ice reagents (AIR) and are able to have a negative impact on the environment. In the course of the study, at all points, there was a significant excess of the content of the AIR components in the snow water compared to their content in the background.

Keywords: *Anti-ice reagents, chlorides, urban environment, snow cover monitoring*

WORLD NUMBER OF SCIENTISTS IN DYNAMIC SIMULATION FOR THE PAST AND THE FUTURE

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ABSTRACT

The purpose of this article is to model a semi-structured correlation of the economic growth with the change in the number of scientists in the world in the past and in the future based on the empirical study of its determinants. We used the method of studying both quantitative and qualitative correlation of the economic growth sources and the number of scientists. As a result of this work, we established the evolutionary dependence of the growth of the number of scientists in the world within the path of the stable development of the knowledge economy. An analysis of the empirical base showed that the correlation of the number of scientists with the human knowledge volume before the demographic transition is expressed as a quadratic hyperbolic dependence over time $N_s = 16 \cdot 10^9 / (2050 - T)^2$. We established the periods of application of the logistic and other dependences for the approximation of the number of scientists in the world, which allows estimating the prospects of the knowledge economy development for the period until 2080.

The obtained results can be used to forecast the pace of the economic growth and science development. The novelty of this work consists in revising the existing idea, according to which the number of scientists in the world in the past was growing exponentially, and finding out that their number largely depends on the GDP after the transition to the knowledge economy. The main conclusion of the article is that the evolutionary (before and after the demographic transition) dependence, built using various mathematical models on the macro level, allows predicting the growth of the number of scientists based on the economic growth.

Keywords: *prediction, number of scientists, knowledge economy, human capital, knowledge of mankind, R & D experts, future*

CALCULATIONS IN MODELS OF OPINION DYNAMICS

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ABSTRACT

Some aspects and applications of kinetic exchange models in economics and sociology are considered. Several examples that display different dynamics are studied. The application of statistical mechanics to the fields of economics and sociology turns out to be rather useful for the study of such phenomena as opinion dynamics. In the present work, we present several developments and numerical calculations within the Lalua, Chakrabarti, Chakraborty and Chakrabarti (LCCC) model, the generalized LCCC model and the discrete LCCC model. The results obtained strengthen the conclusion that such models might help us to understand many real-life economic, social and political phenomena.

Keywords: *The Lalua, Chakrabarti, Chakraborty and Chakrabarti (LCCC) Model, Kinetic Exchange Models in Economics and Sociology, Statistical Mechanics.*

COOPERATION IN SCIENCE AND TECHNOLOGY IN THE BLACK SEA REGION: RUSSIA AND GREECE

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ABSTRACT

Recent studies of the Black Sea Region have shown that bilateral and multilateral cooperation in science and technology effects economic development of countries and serves as a tool for strengthening international relations and national economies. In the past decade among all BSEC member-states Greece and Russia have had the highest values of the research and development expenditure in percent of GDP. Although Russia and Greece have been actively cooperating in the field of advanced technologies, the enhancement of bilateral and multilateral cooperation in science, technology and innovation is still crucial for both countries, especially in consideration of the growing need for commercialization of intellectual property related to scientific results and involvement of business in science. In order to identify the current trends of Russian-Greek cooperation in science and technology we conducted bibliometric and patent analysis, researched national strategies of scientific and technological development (including smart-specialization specifics) and studied leading national scientific and educational centers from the perspective of the Black Sea Region. The paper outlines current trends in scientific and technological

cooperation and potential areas of collaboration between Russia and Greece, and considers tools for expanding bilateral and multilateral cooperation within the framework of the BSEC. The findings of the study show that implementation of international projects in the field of science and technology, aimed at addressing global challenges, especially in line with national interests and scientific and technological development strategies, will ensure national economic development throughout the Black Sea Region. However, the role of education as a tool for the effective implementation of major international scientific and technological projects in the long term (especially related to the Digital economy, quantum and blockchain technologies) and business involvement in scientific projects will significantly increase, ensuring not only generation of wealth, but also prosperity for the nations in the Black Sea Region.

Keywords: BSEC, Russian-Greek cooperation, science and education, digital economy, science diplomacy.

LINKING DEMOGRAPHY AND ECONOMY AND DETERMINING PIVOTAL EVENTS IN THE ECONOMIC DEVELOPMENT

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ABSTRACT

Through statistical methods it is possible to reveal the close link between demography and economy. It is shown how the economic development is influencing the fertility and migration in the capitalistic economies. Furthermore, the close link means that the historical economic development can be analysed through demographic data and thereby identifying pivotal events.

This paper proposes a new method to analyse the close link between the demography and economy in the capitalistic countries. Examples are shown from a range of countries and the development in Denmark the last 200 years is given special attention in order to illustrate how the economic development is influencing fertility and migration. The paper then describes how the close link can be used to analyse economic development in each country separately and in the capitalistic world as a whole. Through analysis of demographic data, it is possible to determine the years that pivotal events, that have had major impacts on the historical economic development, have taken place. By identifying the years and pinpointing the regions where the events have taken place, it is a small task to determining the causes of growth in each country. Furthermore, it is clearly illustrated that the Kondratieff cycles play an important role in the economic development. The Kondratieff cycles are identified as major international disruptions that have happened at the same time across many countries, which is clearly different than local and national events that only happen within a single country.

Keywords: *Demography, Economy, Kondratieff, Statistical analysis*

FORECASTING EMPLOYMENT IN THE RUSSIAN FEDERATION BY ECONOMIC ACTIVITIES

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ABSTRACT

Due to the reduction in the working-age population, one of the main problems of the modern labor market is the shortage of labor resources, which requires the improvement of the utilization of these resources. Within the framework of the research, the results of which are presented in the article, the authors developed and tested the methodology for constructing forecast estimates of employment by main types of economic activity, based on econometric models that take into account the seasonality factor. This approach has made it possible to raise the validity of short-term forecasts, to prove the importance of the employment effects of demand factors, labor productivity and demographic situation, and to assess the labor market's ability to self-regulate. It is shown that the transformation of the structure of employment by types of economic activity in the near future will continue. At the same time, the population engaged in wholesale and retail trade will gradually increase, absorbing the flows of labor resources from the sphere of processing industries and agriculture.

The paper substantiates the need for additional regulators, taking into account the requirements of the economy to labor resources, designed to ensure an efficient employment structure.

Keywords: *Economic Activities, Employment, Russian Federation*

FACTORS AFFECTING ORGANISATIONAL DESIGN: THE CASE OF FRANCK TEA

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This paper aims to highlight the importance of factors that affect organisational design and provide a deeper insight into the importance of organisation and an organisational structure. The paper focuses on the main factors and the manner in which they affect organisational design, in particular the design of organisational structure. The internal factors that affect an organisation are mutually dependent; hence, a change in one factor causes a change in another. Unlike the internal factors, which an organisation can shape and control, the external factors are beyond its control and it must adapt to them. The main internal factors which significantly affect an organisation and its success are its employees and products. People are the only living element of an organisation. Product is a very important factor

that also influences an organisation's choice of technology. Its design and properties must meet specific customer needs. Customers are one of the key external factors that affect the success of an organisation. A survey was conducted with an aim to gain an insight into the level of consumption of Franck teas and the respondents' habits of drinking tea; more specifically how often and with whom they drink tea and how they usually take it. The survey results indicate that more than 90% of the respondents drink Franck teas.

Keywords: *organisation, organisational structure, internal and external factors, customers, Franck tea*

ANALYSIS OF NON-ECONOMIC QUALITY OF LIFE IN THE REGIONS OF RUSSIA

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ABSTRACT

The transition to a new economy justifies the orientation of economic development on the development of human potential, which causes the growing importance of assessing the conditions in which this potential is being formed. Since non-economic indicators are slower to respond and more costly than obtaining economic data, they have the added advantage of adapting to

detail, which makes them informative for the distribution of consequences when policy changes occur. This paper presents a system of indicators designed to assess the non-economic quality of life in the regions of the Russian Federation. The method of cluster analysis has been used to Building of groups of regions on non-economic quality of life. The article presents the results of the analysis of the clusterization of Russian regions. Groups of non-economic indicators of the quality of life of the population, taking into account the factors of the quality of the population's living, taking into account geographical, ecological (climatic) and demographic conditions, are singled out. The paper examines the impact of locational factors on entering the region in a specific group. The method of regression modeling has been used to Building predictive models of non-economic quality of life in Russian regions. Thus, an attempt has been made to comprehensive evaluation of the non-economic quality of life in the regions of the Russian Federation. Key words: quality of life, non-economic indicators, regional development, evaluation criteria, cluster analysis, forecasting.

Keywords: *quality of life, non-economic indicators, regional development, evaluation criteria, cluster analysis, forecasting*

MAPPING CULTURAL MEMORY OF THE RUSSIAN REVOLUTIONS

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ABSTRACT

The paper reassesses the cultural memory of the ends and beginnings of the major social project of the 20th century – the socialist project. At first, the paper discusses readiness of the academic society for an adequate interpretation of the revolutions in 1917 and the events of 1991-1993, which can be defined as a revolution given their major social impact. Then using the methodology of mapping cultural memory of the various revolutionary events, the conclusions are drawn on inaccurate concept of 'revolution' which is incorporated to cultural memory, amnesia concerning the Russian revolutions, and the manipulations over the memory of these historical events in order to address the short-term political issues. On the base of these conclusions the importance of a thorough rethinking of the Russian revolutions within the state information policy strategy is justified.

Keywords: *anti-communist revolution of 1991, anti-Soviet revolution of 1993, Big Data, cultural memory, information policy, mapping memory, Russian revolutions*

SOCIAL TOURISM AND ADAPTIVE SPORTS: INCLUSION AND ACCESSIBILITY

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ABSTRACT

Considered the recreation nature and social role of tourism in the experience economy of post-industrial society. Analyzes modern trends in the development of social tourism in the context of global criteria for sustainable tourism based on a conceptual framework of responsible, inclusive and accessible tourism. There is expansion of the functional area of inclusive tourism accessible for all, and the prospects for its interaction with the adaptive sports at the municipal, regional and international level. Recommendations for integrated use of natural resources, climate therapy and hydrotherapy, physical rehabilitation and sports in tourism and recreation in view of social adaptation of people with deviations in health status.

Keywords: *social tourism, adaptive sports, inclusion, accessibility, climate therapy, hydrotherapy, physical rehabilitation, social adaptation*

THE CULTURE OF ENTREPRENEURSHIP AS A FACTOR OF IMPLEMENTATION OF THE STRATEGY OF THE ORGANIZATION IN A TURBULENT ENVIRONMENT

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ABSTRACT

In the article the questions of modeling of strategic potential of the enterprise culture are examined. The aspects of the Russian mentality and turbulence of the external environment are also taken into account. In the modeling process the method of constructing the cognitive maps with the identification of strategic factors-concepts, reflecting the specific culture of entrepreneurship, was employed. On the basis of indicators of cognitive maps a systematic analysis of the dominant factors of entrepreneurial culture was performed. The basic groups of the vector influences that shape the strategic focus of the development of corporation under such an organizational objective institute, as a "culture of entrepreneurship" were discovered.

Keywords: *concepts of the relationship, model of an entrepreneurial, culture consonances, innovative potential of culture, cognitive modeling*

RETAIL PRICE IMAGE MANAGING: THE ROLE OF HOUSEHOLD INCOME AND PRICE IMAGE LEVELS

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ABSTRACT

The price image, as one aspect of the retailer's brand management, represents the overall prices in the retailer's assortment. Its importance raises from the large number of products in the assortment whose prices consumers can not remember. Therefore, price image and perception of prices can have strong influence on consumers regardless the actual prices. It can be assumed that retailer's price image is connected with monthly household income of consumers buying in its stores. Considering price image in a little more detail, retailers can manage it on a several levels – brand level (retailer), store level, category level and individual products level. The indicative research was conducted on the convenient sample of 305 households in Croatia in order to research consumers' perception on prices of fast-moving consumer goods (FMCG) retailers and the role of household income and different levels of price image. Results suggest that retailers with the higher price image are more often chosen by the households with higher

monthly income for the most often purchase. However, when it comes to retailers with lower price image, the households with various monthly income choose various retailers for the most often purchase. Thereby the important role have non price cues of price image. Furtherly, it has been shown that certain retailers build their price image on various levels among their loyal consumers and it can be assumed that targeted price image and store format has a significant role within it. Additionally, it suggests that retailers can differentiate themselves, not only by high or low price image, but by managing price image more carefully on the different levels in order to be in line with their general retail strategy.

Keywords: *FMCG retailers, monthly household income, price image levels, retail price image*

ECONOMIC MODEL OF VALUE CREATION OF HUMAN CAPITAL IN HIGH-TECH INDUSTRIES

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ABSTRACT

The aim of this work is the formalization of the model of coordination of interests of employers and owners of human capital in the labor market in high-tech industries of the national economy in the conditions of transformation of the national

economy. Research conducted by the authors proved that the structure of costs of reproduction of human capital and the requirements for human potential have their own distinct features that should be considered in the specification of the economic model of value creation of human capital in these sectors. Authors propose an improved method of balancing interaction of economic interests of subjects of the labour market: employee and employer. The model reveals the mechanism of formation of the equilibrium value of human capital based on the cost approach and the income approach in modeling supply and demand in the labor market in high-tech industries. The model allows to estimate a quasi-equilibrium state of the labor market in high-tech industries with emerging trends in this market in the country as a whole. The study provides valuable analytical information required to implement science-based economic decisions in the management of human resources and their transformation into human capital, which in turn will improve the efficiency of realization of innovation potential of the company as the subject of the high-tech industry of national economy. At the level of state governance model allows to monitor the mismatches in the labour market that allows to develop actions to minimise their negative impacts on the national economy.

Keywords: *Equilibrium model, human capital, labor market*

MILITARY EXPENDITURES: CO-MOVEMENT ANALYSIS OF THE USA AND RUSSIA FROM 1830 TO 2007

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ABSTRACT

*In the twenty century, we were the witness of unusual war conflict between USA and USSR called cold war. The fear on the both sides of the nuclear apocalypse was the main reason why this conflict remained cold. Both actors tried to discourage each other from the first attack through the massive military expenditure. In the case of the relevance of this assumption, we should expect the co-movement of the military expenditure on both sides. We propose the new look on this problem. We do not use the traditional econometrics approach in the time domain but we utilize time-frequency domain methodology. Wavelets approach allows us to analyze the time series in the different time periods. We demonstrate that the superpowers did not react to each other promptly but in the longer periods of time. In consequence, we study the dynamic in the leader and follower process and dynamics in the sign of co-movement in 19th and 20th century.
Keywords: cold war, wavelet coherence, military expenditures*

THE LEVEL OF FINANCIAL LITERACY OF MANAGERS AND ENTREPRENEURS: A COMPARISON BETWEEN PORTUGAL AND RUSSIA

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ABSTRACT

The aim of this study is to compare the level of financial literacy of managers and entrepreneurs of small and medium sized enterprises (SMEs) of Portugal and Russia. As secondary goal is to analyse if socioeconomic factors determine the level of financial literacy among managers/entrepreneurs. This research was conducted in the North of Portugal and some regions in Russian Federation for the period of March to May 2017. Secondary data (namely the contact data) for this research were gathered from SABI database (for Portuguese sample) and with the help of personal and business contacts of researchers (for Russian sample). It was adopted a quantitative design as research methodology. Collection of primary data (assessing the financial literacy level of SMEs' financial managers/entrepreneurs) was obtained with a structured questionnaire that is mostly based on methodology used on International Survey of Adult Financial Literacy Competencies from OECD in 2016. It was applied to managers/entrepreneurs of the companies selected for the survey.

It carried out during March until 26th of May 2017, using three main approaches: by email, by telephone and by personal visits. It was obtained 62 respondents, 33 from Russia and 29 from Portugal. The results suggest entrepreneurs' Financial Literacy Level (FLL), generally speaking, it is unexpectedly high and there is no significant difference among countries' variable. The analysis did not confirm any significant differences of FLL' results between the five age groups in both countries, nor in relation to company' size. Surprisingly, the analysis did not identify any significant differences between formal education levels, which means the availability of Higher Education degree does not always guarantee the Financial Knowledge. It seems that there is no statistically significant difference of FLL among male and female respondents. Although the average score of men' responds seems to be higher that of female gender.

Keywords: *Financial Literacy Index, Portugal, Russia, Small and Medium sized Enterprises*

DISCRIMINATION OF TALENTS IN ORGANIZATION: SOCIOLOGICAL ANALYSIS

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ABSTRACT

The article deals with the problem of discrimination of talents in the organization from the perspective of reducing the organization's potential in the competitive struggle in the market of goods and services and the labor market. In the conditions of economic instability, the leadership of various states and organizations is looking for additional opportunities to increase competitiveness. The most important of these is human potential. However, its implementation, especially among talented employees, is difficult for a number of objective and subjective reasons. Identifying the causes and identifying ways to overcome talent discrimination is an urgent problem for Russia and the world community, which was the goal of this work. Discrimination of talents is investigated on various grounds: by sex, age, national and racial grounds, religious motives, membership of a political party or a social movement, and other grounds. The article compares the discrimination of the talents of the population of the Moscow region of Russia and a number of EU countries,

the South Asian region, the United States on the basis of data obtained using methods such as a questionnaire using the Google Forms online service, secondary analysis of sociological research data, Groups, interviewing, etc. During the research it was possible to establish that in the organizations of the Moscow region there is discrimination on various grounds. This is 40% of respondents. The management of the organizations does some work, but due to insufficient preparation, it has not succeeded in eliminating the discrimination of talents in organizations. 76% of respondents consider gender discrimination of talents to be a valid fact, with women and children in worse situation. Age discrimination is most acute among employees of retirement age. Their potential in the future is really considered only in 6% of cases, while for youth - in 52%. Discrimination on national, racial and religious grounds reaches 34%. For belonging to political parties and (or) the social movement, persecution is persistently persisted in no more than 4% of cases. In general, the statistics obtained correlate with foreign experience and testifies that discrimination of talents is limited. However, it should be remembered that the number of talented employees is usually not large, and each of them can significantly improve the efficiency of the organization. The article suggests ways of overcoming discrimination of talents. The results of the research can be applied in the public sector and business structures in Russia and abroad.

Keywords: *talented employee, talent management, discrimination, potential, efficiency*

MATCHING COMPETENCIES AND MODERN LABOUR MARKET NEEDS: STUDENTS' SELF- PERCEPTION STUDY

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ABSTRACT

One of the most often discussed problems in the business environment is inconsistency between the current educational programmes and the requirements of employers regarding the graduates' competencies. Knowledge, skills and competencies acquired during the study process should be aligned with those, demanded by employers. In the current research the authors analyzed working competencies proposed by the representatives of Employers' Confederation of Latvia (LDDK). The goal of the study was to analyze a self-perception of students of Latvian higher education institutions regarding the pre-determined competencies. 128 students of Latvian universities were surveyed, using the authors' developed questionnaire. Respondents were offered to evaluate, whether they have competencies needed in the labour market, using 5-point Lykert-type scale. Data processing was performed in SPSS environment with the application of such methods, as analysis of means, analysis of frequencies and ranking. Study yielded the most important competencies, required for the current labour market in Latvia. The results are interesting for academic staff engaged in study curricula development, since understanding of the students' needs and preferences allow improving study process, employing modern teaching methods within the framework of student-centred approach.

Keywords: *labour market needs, self-perception, students competencies*

NOMINAL DEVOLUTION VERSUS REAL DEVALUATION OF INDIAN CURRENCY

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ABSTRACT

The study was conducted with the aim to examine how nominal devaluation tends to promote real devaluation in India by employing (ARDL) bounds testing and the Granger causality test in a VECM structure. The monthly data has been employed from 2004:M4 to 2016:M12 in order to check the cointegration and VECM Granger causality. Our empirical evidence shows that nominal effective exchange rate and real exchange rate are cointegrated and nominal devaluation Granger causes a real devaluation in the long run but there is a weak causality running from $\ln NEER_t$ to $\ln REER_t$ in the short run. Since the real effective exchange rate is trending upward in India during the sample period and because of this her imports are also increasing, India tends to loss its trade competitiveness consequently. As per the results revealed by this study, the Indian central bank should pay particular attention to the long-term devaluation of nominal effective exchange rate to lower real effective exchange rate so that her imports may go down. Even in the case of rising REER, it was found, India is not able to have a lower rate of Inflation

because other factors such as non development expenditures of Indian government, Income tax evasion, Food Inflation etc. are causing it to increase. Further, the Purchasing Power Parity does not hold in India because real exchange rate is non-stationary at level, nor could we observe any J-curve effect in Indian trade balance.

Keywords: *ARDL Bounds Testing Approach, PPP, J-curve, Structural Breaks (Bai & Perron), VECM Granger Causality*

EMPLOYMENT OF PEOPLE WITH LIMITED EMPLOYMENT OPPORTUNITIES IN MODERN RUSSIA: MAIN TRENDS AND FACTORS

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ABSTRACT

The objectives of the study are as follows: the definition of the main trends in the area of employment of people with limited employment opportunities (invalids); characteristics of the main factors influencing the stated trends. The subject of the study is the main trends in the area of employment of people with limited employment opportunities (invalids) in the unity with the factors defining these trends. The results of the study:

- 1. The estimation of a possible extend of employment of people with limited employment opportunities in modern Russia is given based upon the analysis of the actual statistics and also upon the synthesis of scientific research on the given issue.*
- 2. The main trends in the area of employment of people with limited employment opportunities are defined.*

3. *The main factors influencing the process of employment of people with limited employment opportunities are characterized.*

Keywords: *Employment as a form of social integration of people with limited employment opportunities, Factors of invalid's employment, Invalids, People with limited employment opportunities, Trends in the area of employment of people with limited employment opportunities*

ACTUAL ISSUES OF CONFIRMATION OF ENVIRONMENTAL SAFETY IN THE SPHERE OF TOURISM AND HOSPITALITY IN RUSSIA

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ABSTRACT

In connection with the wide development of the industry of tourism and hospitality all over the world increasing attention is being paid to environmental issues. The development of techniques, technologies and generally an active person's life, particularly with regard to impact on nature has been devastating not only for nature itself but also of objects – all kinds of Museum

exhibits, cultural heritage and flora and fauna. The article discusses the environmental problems that arise in various regions in connection with active development of tourism, and the possible ways of solving these problems. It is recognized that unmanaged mass tourism on specially protected natural territories has a devastating effect on components of the environment and leads to complete degradation of natural systems, making it eventually unfit for the purposes of tourism and recreation. The range of impacts of tourism on the natural environment in Russia is increasing, as growing prosperity and technological possibilities of the population opens great opportunities for the development of remote and inaccessible areas of our country. A major role in the contamination and reducing aesthetic appeal of the landscape played a "motorization" of tourism - land and water. At the moment, one of the main mechanisms that contribute to maintaining the world's ecosystems in regions of active tourism is the introduction of systems of certification of tourist objects on observance of environmental norms. The article describes the main global certification system in the sphere of ecological tourism, as well as features of their application in Russia.

Keywords: *tourism, hospitality, ecology, certification programs, standardization, quality*

LEASING MARKET DEVELOPMENT OF THE IN THE REAL ESTATE INDUSTRY AS A FORM OF INVESTMENT ACTIVITY

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ABSTRACT

the relevance of the chosen topic is justified by the significant role of leasing in the socio-economic development of Russia, as well as, in the renewal of fixed assets of enterprises and organizations. Solution of the development problem of the real estate leasing market is one of the primary tasks of the innovative economy of Russia. This need emerges due to the acute need to attract investment in the production sector connected with the reproduction of fixed assets, the wear and tear of which exceeds 70% for some industries. The subject of the study is leasing as a form of investment in the renewal of fixed assets. The area of the study is the system of economic relations that arise in the development of the market for leasing services. The methodological basis of the study was the ideas and concepts of domestic and foreign scientists, as well as the results of fundamental and applied research in the field of technology of leasing operations, international leasing, management of leasing. The main results obtained in the course of the research: the reasons restraining the development of the leasing market were identified and justified; the tools for development of leasing activities were identified and classified; the conceptual apparatus

of real estate leasing was clarified; methodology of economic evaluation of leasing effectiveness was approved; the pathways and regulations on development of the leasing services market in the real estate area as a form of investment activity were substantiated.

Keywords: *leasing, leasing services, investments, leasing market, reproduction of fixed assets*

THE LIMITS OF STRUCTURE AND MODUS OPERANDI OF PUBLIC AND PRIVATE SECTORS IN PERU: ECONOMIC MANAGEMENT UNDER SOCIAL UNREST (2000-2015)

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ABSTRACT

During 2000 - 2015, Peru achieved an average annual growth rate of GDP of 5.3% (World Bank, 2017). This generated an increase in the average monthly salary of US\$ 505.6 PPP in 2004 to US\$ 851.4 PPP in 2015 (INEI, 2016). Thus, there was a reduction of the monetary poverty (42.4% in 2007 to 27.8% in 2011), (INEI, 2012, p. 26). However, some labour statistics showed that in 2015, only 50.8% of the Occupied EAP had an adequate employment and 45.7% was underemployed (INEI, 2016). In turn, the number of conflicts increased from 47 in 2004 to 211 in 2015, according to the Peruvian Ombudsman Office (2015). This paper addresses the differences in structure and modus operandi between the public and private sector in Peru and study to what extent these determinants manage to intensify or dissipate the paradox (high economic growth and high level of

social unrest). First, the public sector suffered structural changes because of the management of the fiscal (NU & CEPAL, 2001, p. 251) and monetary policies (NU & CEPAL, 2016, pp. 253-254). About to its modus operandi, the main change was the decentralization process in which the regional and local governments had greater autonomy but there were not efficient enough. This caused dissatisfaction among the population especially of environmental nature and in areas of direct influence of mining sector (Zegarra, 2010). Second, the private sector in Peru had a rearrangement within its business pyramid. The old national family business groups transferred its economic power to different foreign companies. The increase of FDI between 2001 and 2015 (almost 132% of the stock) was directed mainly toward extractive industries such as mining (Cavanagh, 2015). Altogether, these big corporations concentrated the sales revenues (81.16 %), in contrast to the micro-enterprises that only represented 6.65 %. This generated a gap between strata within the private sector. The low quality of social investment from the extractive sector and the weak public administration of local governments nurtured dissatisfaction within the poor communities. This led to an increase in social conflicts (from 20 in 2006 to 126 in 2011), according to the Peruvian Ombudsman Office (Defensoría del Pueblo, 2015). Thus the paradox between high economic growth under social unrest could be explained by the differences in the structure and modus operandi between the public and private sector in Peru during the period 2000-2015, which prevented a proper harmony between the economic and social dynamic of the country.

Keywords: *Peru, economic growth, economic performance, social unrest, poverty, inequality*

ETHICS AND ACCOUNTING: WHICH REGIME BEST PROTECTS THE PUBLIC INTEREST?

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ABSTRACT

This paper explains the ethical dimensions in four socio-political regimes in accounting practice, and how ethical dilemmas within the accounting function might be solved within each domain in order to best protect the public interest. The accounting profession in each regime is composed of different accounting methodology that not all of these are able to protect the public interest with equal efficacy. The principle-based-conservative regime endorses high boundaries on all accounting techniques making it inherently conservative in accounting measurements, and it is found to be the only one that satisfactorily protects the public interest. Ethical considerations have value-laden components and therefore the perspective that is presented in this paper has limitations. This paper rationalizes the interaction between principle and rule-based accounting and how ethical issues may increase or decrease the protection of the public interest. The result of the study may be considered by accounting standard-setter bodies such as IASB.

Keywords: *Accounting, Pluralism, Ethics, Public Interest, Conservatism, Liberalism, Monism*

POLITICAL INSTITUTIONS: SOME SOCIAL TRENDS IN TRANSFORMATIONS

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ABSTRACT

The subject of the research is some basic social trends of changes in the political institutions. The aim of the research is to analyse the processes which are taking place in the political field of Russia in the conditions of turbulence, rise of global instability and increase in new challenges, risks and threats. In terms of methodology, systemic, institutional, neo-institutional and comparative approaches were used. The research methods were as follows - the comparative analysis, structural and functional analysis, sociological analysis, observation, included observation, extrapolation. In the research, a certain strengthening of the competition between state and non-state actors of the domestic and world politics is considered. Elements of the radicalization of sentiment and politics are studied. Some phases of frustration with the effectiveness of functioning of some classical political institutions are singled out. The results of the research are in demand nowadays during the process of making political decisions in the social policy segment in the context of ensuring national security, transforming effective social policy into the main mechanism for legitimising power, shaping moral and ethical requirements for modern politics, creating and implementing programs and images of political actors.

The strengthening of national egoism in politics as a leading component in the competition of states is also described. The research has also established the degree of erosion of the basic democratic values. Methods of counteracting the technologies of civil disobedience are proposed. It has been revealed that the formation and development of new growth points in Russia is impossible without strengthening the mechanisms for increasing the innovative economic and spiritual and moral potential, ensuring civil peace and harmony.

Keywords: *political institutions, social trends, national security, global instability, radicalization of politics, crisis of political elite, social policy, political program, image of political actors*

THE INFLUENCE OF PROFESSIONAL DEFORMITIES (BURNOUT) ON THE IMAGE OF A FEMALE LEADER

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ABSTRACT

The understanding of the phenomenon of "the image of a leader", in particular a woman leader, is deepened. The main components of the image of the female leader are defined: cognitive, behavioral, self-valued, self-presenting, managerial and emotional. A comparative analysis of professional deformations

(burnout) of female managers and female employees, namely emotional, physical and psychoemotional exhaustion, depersonalization as a component of professional deformations (burnout) and personal distancing, reduction of personal achievements and reduced professional motivation is carried out. The influence and revealed the features of professional deformities (burnout) on the image of a female leader. Attention is focused on the need for psycho-prophylaxis and psychocorrection of emotional exhaustion and personal distancing, which directly affect the self-evaluation, managerial and emotional components of the image of the female leader.

Keywords: *depersonalization, female head, image, image components, personal distancing, professional motivation, professional deformities (burnout), psychoemotional exhaustion, reduction of personal achievements, emotional and / or physical exhaustion*

APPLICATION OF FUZZY LINEAR REGRESSION FOR MODELING THE MIGRATION PROCESS IN RUSSIA

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ABSTRACT

There is considered the opportunity of approach to the time series research based on the fuzzy numbers at the article. Mathematical models of migration process using the fuzzy linear regression are built. Fuzzy linear regression is considered as an alternative to

the standard statistical linear regression in the case of short time series and the unknown distribution law. There are computed the coefficients of the fuzzy linear regression for time series of the migration indicators in modern Russia using the constructed algorithm based on the simplex method. Developed computer program on the MatLab language used. Fuzzy linear regression method wasn't used in sociological research yet.

Keywords: *time series, fuzzy number, fuzzy time series, migration process, migration indicators, fuzzy linear regression, sociological forecasting*

THE LEGACY OF RICARDO AND OTHER DISTINGUISHED SCHOLARS IN THE LIGHT OF GLOBALIZATION

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ABSTRACT

The term globalization designates the rapidly advancing international economic integration through substantial growth in trade of goods and services as well as surging cross-border factor mobility from the early 1990s onwards. This acceleration in the liberalization of world trade and capital movements is largely attributable to technological progress which significantly curtailed the expenses for transport as well as communication. In conjunction with the progressing opening of major newly industrializing economies endowed with abundant and cheap

labor forces, it has reinforced a geographical fragmentation of production processes according to cost considerations. This phenomenon termed as “vertical specialization”, “outsourcing” or also “slicing the value chain” in turn has translated into a hike in FDI and international trade of intermediate products. The main objective of this paper is to identify adequate trade models for assessing the corresponding effects of those developments. In this context, textbook trade theories spanning from comparative advantage à la Ricardo to the new-new trade theory are examined. Subsequently, we expand on globalization-induced new forms of trade (intra-firm trade, trade within the value chain) and finally conclude with our findings to properly account for those trends.

Keywords: *economic integration, international trade, globalization, outsourcing, trade theory*

GOVERNMENT EXPENDITURES ON EDUCATION IN ECONOMIC PROGRESS STIMULATION: REGIONAL LIMITATIONS OF RATIONALITY

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ABSTRACT

Labor intellectualization today is a leading transformation of economic relations, global trend of economy globalization and post-industrialization dynamics; it defines education as a resource for national economic development, labor cost-effectiveness, and opportunities for high-tech industries formation, country's re-positioning in the global division of labor etc. As directions of long-term indirect effects on public education development can be considered such national socioeconomic criteria as: national investment climate and economic conditions; quality of domestic management; migration attractiveness of the country (especially for talented and highly skilled foreign workers); innovative potential of the country; demand for innovations (innovative products or new knowledge) at domestic market. Meanwhile, we have to note that the enabling role of public education, of government expenditures on education needs have significantly changed during 2001-2014 as compared to the

XXth century. At the same time, it is obvious that certain correlations between government public spending and macroeconomic indicators are not homogeneous and are asynchronous in different countries or regions of the world, depending on the level of economic development of certain countries, the degree of their involvement in the global trends of education services and innovations markets in particular, and also due to the complex structure of the world economy in general. The purpose of this paper is to evaluate the correlation between the volume of government expenditures on education and the macroeconomic indicators of the contemporary countries, classified into regional groups. Using the World Bank statistics and original co-author's methodology this paper assesses the economic effectiveness of public education funding in the context of labor markets' globalization and tests the budget education spending stimuli affecting the macroeconomic dynamics by the countries of the world, classified into geographical groups. Key patterns of government expenditures on education cost-effectiveness are identified; and also, key principles of regional/national systems of education administration reforms is suggested.

Keywords: *education, government spending, budget, economic growth, economic structure, global economy*

PHONOSEMANTIC ANALYSIS OF THE ATTITUDES OF PSYCHOLOGY STUDENTS TOWARDS PHYSICAL EXERCISE AND SPORTS

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ABSTRACT

The problem of younger's generation physical activity and its relationship to physical culture and sports activity within the framework of a structured system of education in higher education institutions of the Russian Federation is an actual subject for studying by leading specialists in physical culture throughout various approaches and techniques, adjacent science to the pedagogy, through unified tests and sociological surveys, which leads to rising the level of declarability of respondents' answers. At this article is made an attempt to leveling out the influence of researchers on respondents and lowering the level of declarability throughout phonosemantic analysis of student's essays texts.

Keywords: *physical culture, physical culture and sports activity, phonosemantics, psychology students, student's essays*

SOCIAL LICENSE IN THE MINING INDUSTRY: EXPERIENCE AND PROSPECTS OF DEVELOPMENT

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ABSTRACT

The relevance of the study is due to the growing role of social licensing of mining companies, the need to build constructive relationships with a variety of stakeholders aimed at the social well-being of local communities. The theoretical aspects of the concept of a social activity license are considered, the essence of which is reduced to informal "permission", or the consent of local communities to carry out the activities of mining enterprises in the territory of their deployment. It is revealed that against the backdrop of the difficult situation in the world economy and in the Russian economy, the risk of loss of public confidence in recent years has increased significantly. In the Russian mining industry, this applies, above all, to uranium, copper and gold mining enterprises. The possibility of applying the concept of "social license to operate" in the domestic practice of mining enterprises is assessed.

A conclusion is made about the advisability of applying a "social license" in Russian practice, which allows mining enterprises to avoid costs caused by conflicts with the local community. Recommendations are given for obtaining the "social license".

Keywords: *economy, social license on activities, mining, local communities*

DEMOGRAPHIC PLANS OF INHABITANTS OF REGION AS AN OBJECT OF NONLINEAR SOCIOLOGY

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ABSTRACT

We offer a new approach to the concept of statistical relation (non-linear and linear) in sociological research by means of usage the generalized version of a method of multiple comparison for quantile splittings of the data (objects) on each measured parameter. We shall stop for a substantiation of necessity of investigating of the elementary non-linear dependences with a demonstration of their quantity by the example of a sociological research.

Keywords: *linear, non-linear, dependence, synergetic, demographic*

MARKOWITZ'S MODEL ON AN EXTENDED SET OF INVESTMENT OPPORTUNITIES

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ABSTRACT

Purpose: construction of a Markowitz model with the use of utility function, values of which are determined not by two, but by three arguments, which describe an extended set of investment opportunities. Discussion: When Markowitz built his model, he considered only two characteristics of securities – profitability and risk. This imposed certain limitations on the conclusions that result from the modeling of the optimal portfolio. The graph of the front of effective portfolios allows you to understand the relationship between the expected return and risk. The higher the expectations of the investor, the higher the risk. This understanding of this relationship depends on the point of minimum risk that remains unknown. Obviously, a refinement of the model is required. So, in constructing his version of the model, Sharpe used not only the characteristics of securities, but also the characteristics of the market in the form of a market index. This changed the process of the model construction. Instead of the observed values of the return on assets, their regression equations were used. Risk was divided into two components: systematic and the diversified. The term "portfolio beta"

appeared. But the meaning of the front of effective portfolios remains the same. A new variable in the diagonal model of Sharp has a passive role, but its introduction has shown the possibility of applying new principles of building a portfolio of securities based on econometric modeling. This engendered econometrical models of new type, which could be useful in the process of formation of the securities portfolio. Results: under the assumption that there is a hypothesis of alternative expectations, a model of binary choice was used to describe the dependence of the asset's profitability on the average yield of the market. An analysis based on the portfolio model of securities showed that the minimum risk is reached at the point of a set of effective portfolios corresponding to the market opportunities.

Keywords: *Securities Portfolio, profitability, Risk, Binary choice model, Set of effective portfolios*

FORMATION OF CULTURE OF HEALTHY NUTRITION AT PRESCHOOL CHILDREN AND YOUNGER SCHOOL STUDENTS

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ABSTRACT

Material of the empirical research is conducted in this article presented in September – November, 2016 . During the research the children's perspectives and their parents of healthy nutrition and healthy lifestyle have been studied, and then the program of formation of culture of healthy nutrition and healthy lifestyle is developed and approved. 80 people (40 children and their parents) have participated in the research. At the first stage diagnostics are directed to identification of the relation of children and their parents to a healthy lifestyle, connected with healthy nutrition, it allowed to determine the level of preparedness for the last and motivation degree to process of his formation. Diagnostics were carried out by Berezovskaya R. A. technique and by author's questionnaires. We found that preschool children have very low level of ideas of healthy nutrition and a healthy lifestyle. Younger school students have it a little higher that allows to conclude about an insufficient level of formation of health saving competences at children at initial steps of education. The data obtained on children, have significant correlations with the results of their parents.

On the basis of the obtained empirical data we have developed the culture skills program of healthy nutrition and a healthy lifestyle which realization is enabled not only in educational institution, but also in a family. Diagnostics which are carried out after the end of the program has shown the significant increasing level of the health saving competences connected with the organization of healthy children's and parents' nutrition and that indicates its effectiveness.

Keywords: *healthy lifestyle, healthy nutrition, health saving competences, food preferences, food behavior*

MODERNIZATION OF THE RUSSIAN BANKING SYSTEM AS A NECESSARY CONDITION FOR THE DEVELOPMENT OF THE RUSSIAN ECONOMY

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ABSTRACT

In the article describes the main directions of activities of banking system, shows its structure, interconnection of elements, and also noted an important role in the economic development of the country. In the article The analysis is conducted of the Russian

banking system, the main stages, development tendencies, are revealed the problems of the modern banking system. In addition, the article discusses the interaction of the banking system with the economy, the necessity of cooperation between business, science and government agencies to solve problems of the Russian banking system and focuses attention on the need to increase the investment attractiveness of banks, their capitalization.

Keywords: *banking system, the Central Bank, investment, capitalization, economic development*

SYSTEM DEVELOPMENT OF ECOLOGICAL TOURISM IN THE ARCTIC REGIONS

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ABSTRACT

The relevance of the research topic is ensured by current trends of the development of ecological tourism in the Arctic regions of several countries. Of particular interest is the issue of maintaining the balance of environmental factors and business projects that includes the use of recreational and environmental resources of the Arctic regions. The methodology of the study is built on comparative analysis of the institutional and business environment of tourism in the polar regions of the Nordic

countries and territories, USA, Canada and Russia. The study suggests an analysis of regional legislation systems for ecological tourism as well as analyses of tourist excursion routes, the structure of social initiatives to support the development of ecological tourism and hospitality in Arctic regions of the world. On the basis of the conducted research presented are proposals which aimed at harmonious and balanced development of ecological tourism in the Arctic regions of Russia.

Keywords: *eco-tourism, Arctic regions of the world, tourist routes, legislation in tourism.*

DIGITAL ECOSYSTEM OF DATA. DIRECTIONS FOR THE DEVELOPMENT OF THE GOVERNMENT OF RUSSIA AND THE IDENTIFICATION OF CONFIDENCE IN THE ONGOING CHANGES IN SOCIETY

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ABSTRACT

The relevance of the research topic is due to the need of monitoring the state of confidence in the use of process automation, artificial intelligence and robotics in various sectors of the economy. The article analyzes the priority directions of the Government of the formation of the "Digital Data Ecosystem". 8 (eight) hubs are described. Sociological studies of the female audience on revealing the degree of their education and attitude to the use of process automation, artificial intelligence and the introduction of robotics in various spheres of human activity have been carried out. The attitude of women towards the use of virtual educational environments in the learning processes is defined. During the research, a systematic analysis was conducted, which allows us to comprehensively consider the directions for the development of the Government in the creation of the Digital

Data Ecosystem and the attitude to the ongoing changes in the female part of the population, as an example of the sociological survey of the Women's Business Center, Moscow. Scientific novelty is the identification of confidence in artificial intelligence, automation of processes and the use of robotic products in various areas, including. military science, medicine, the service of saving people, psychology, communication. The materials of the conducted studies are of practical importance for confirming the confidence of the female part of the population towards passable changes at the level of the Government. The main goal for all is to build a digital ecosystem of Russia's data.

Keywords: *the Russian data ecosystem, confidence in artificial intelligence, process automation, virtual educational environment, cost reduction*

MODELS OF PUBLIC HEALTH MANAGEMENT IN THE COUNTRIES OF CENTRAL AND EASTERN EUROPE AND RUSSIA: A COMPARATIVE ANALYSIS

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ABSTRACT

Public health and the laws of its formation and management become more interdisciplinary. Russian and foreign sociologists study subjective characteristics of public health on the base of empiric research using various methods. Sociological self-report monitoring is recommended by the WHO and is acknowledged as quite reliable for social health aspects both for individual countries and inter-country comparisons. The results of the conducted study have clearly demonstrated that public health management systems almost in all countries face the problems of unavailability of medical assistance for some population groups, and resulting expenses. Nevertheless, it is evident that there are no universal model for public health management which suites all countries. The roles of state compulsory, optional, and private medical insurance, as well as the levels of centralization, regulation, and cost allocation vary to a great extent in the countries of Eastern Europe and in Russia. An optimal model of public health management in the Russian Federation nowadays should provide the development of private sector under strict state control of pricing in the interests of citizens.

Keywords: *medical services, management model, public health, comparative sociological analysis*

IMPROVEMENT OF THE NATIONAL STRATEGIC PLANNING SYSTEM – DREAMS AND REALITY

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ABSTRACT

To have the most efficient system of strategic planning and development management, it is crucial to have one overarching strategy, as opposed to having many unrelated and mismatching strategies – especially if we must coordinate national with regional policies. Therefore, it is necessary to establish appropriate management mechanisms and to strengthen the management component by establishing an efficient framework for monitoring and evaluation of results. If we set up a system that will enable the monitoring of changes, we will be able to adjust future course in line with our possibilities and needs. Furthermore, it is necessary to establish links with the state budget and other sources of funding, especially EU funds and other international financial instruments, and to finally shift the focus from planning to implementation. Taking into consideration the experiences of programming strategic and program documents that represent the basis for using the European structural and investment funds, this paper 1) analyzes regional

policy and strategic solutions in the light of the theory of economic sciences and 2) identifies key challenges which are important for establishing a coordinated action for achieving crucial regional development goals.

Keywords: *strategic planning, regional development, EU funds*

SOCIAL-ECONOMIC AND SOCIO- ECOLOGICAL CONDITIONS OF THE REGION AS A FACTOR FOR FORMING THE QUALITY OF LIFE

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ABSTRACT

The purpose of the article is to analyze topical issues of improving the quality of life of the population, the necessary decisions on which the direction and rates of further development and the political and economic stability largely depend. The nature and

specific character of the influence of socio-economic and socio-ecological indicators that shape the quality of life of various urban settlements in terms of the degree of satisfaction of people's material and spiritual needs and the well-being felt by them are discussed. As a method of research the data of sociological survey carried out by the authors in 2017 on the example of Moscow, Saratov and Lipetsk regions (Russia), an important role is assigned to such components of quality of life, financial situation, job satisfaction, satisfaction with leisure, satisfaction with their lives, affecting the quality of life in general. Among the most important social and environmental problems were the problem of low wages, the problem of alcoholism, health problems, low medical services, high unemployment, environmental pollution, poor food quality, increase in landfills. The obtained results showed the features of the perception of the quality of life by different social groups, and also revealed a high level of personal responsibility and the desire of citizens in the solution of existing problems.

Keywords: *life perspectives, socio-ecological situation of the region, socio-ecological conditions, quality of life, wellbeing assessment*

THE IMPACT OF THE ENGLISH VOCABULARY ON THE RUSSIAN LANGUAGE COMMUNICATION IN SOCIAL NETWORKS AND POSSIBLE APPROACHES TO NET NEOLOGICAL LEXICOGRAPHY

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ABSTRACT

In the present-day world social networks play a very important role as a principally new mean of communication. Growing Internet audience of social networks in Russia creates conditions

for shaping a certain subculture of verbal communication in the net and beyond it in the Russian language where much will be unclear for an “outsider”. In substance, the understanding of ‘net messages’ will be similar to the understanding of foreign culture texts. This ‘encryption’ of information is facilitated by the use of the English vocabulary and its adaptation for the Russian language discourse. In this context there is an obvious need to study this theme with the use of methodology and terminology of psycholinguistics and sociolinguistics as well as, where possible, to produce glossaries and/or dictionaries for the fast growing number of ‘net neologisms’ of the Russian language.

Keywords: *social networks, mean of communication, lexis, computer-mediated communication, Netspeak, net(work) neologisms, text understanding, glossary, dictionary, net loan words, Anglicisms, net neological lexicography*

EDUCATIONAL BUSINESS INCUBATOR AS A VECTOR CAREER OF A YOUNG SPECIALIST

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ABSTRACT

The article is devoted to topical problems of implementation of educational ideas and business incubators, and implementation of the database on their startup projects, startup accelerators and technology parks. The author defined the term "startup", "innovation project", highlighted their distinguishing features. Briefly examines the current state of the national innovation system of the Russian Federation, described the range of instruments and mechanisms for stimulation of innovative

activity. Classification start-up projects. The author outlines the formed professional competence in the course of working on startups in terms of educational business incubator. It determines main types of startup projects implemented by young professionals in the framework of educational and business incubators. The article presents stages, which is the startup project when you create the finished product: stage ideas; the creation of finished sample; testing on a limited number of users; operation of product with a limited number of users; the product with an expanded number of users. The problems of development and finding sources of funding for startups in Russia. Also analyses problems that hamper the implementation of startup projects.

Keywords: *education, startups, business incubators, accelerators, technological parks, innovative project*

RELATIONSHIPS BETWEEN JOB CHARACTERISTICS AND ORGANIZATIONAL COMMITMENT: THE EXAMPLE OF HOTEL HOUSEKEEPING EMPLOYEES

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ABSTRACT

This study attempts to identify selected characteristics of housekeeping work and investigates their impact on employees' organizational commitment as a key predictor of staff turnover. More specifically, it develops and tests the research model where

the relationships between job autonomy, role conflict and workload and affective organizational commitment are analyzed. A survey instrument was used to collect data from 8 hotels in Northern Poland. A total of 62 hotel employees from housekeeping departments agreed to participate in the study. The results demonstrate that there is empirical support for significant and positive relationship between job autonomy and employees' affective commitment to the organization, whereas workload and role conflict were found to have a significant and negative relationship with affective commitment of housekeeping staff to their hotel organizations. Although the results cannot be generalized, they shed light on the importance of the selected job resources and demands in housekeeping work, which may play a significant role in shaping an emotional bond between employees and their organization.

Keywords: *housekeeping, organizational commitment, hotel employees*

FOREIGN TRADE, HUMAN CAPITAL AND ECONOMIC GROWTH: EVIDENCE FROM ASIAN COUNTRIES

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ABSTRACT

In spite of the wave of liberalizations undertaken during the last 30 years but debate on the relationship between trades, human capital and economic growth is still open. This study aims to study the effect of foreign trade and human capital on economic growth of Asian countries using panel data in the period 2014-1999. The results show that, trade and import in Asian countries have a significant and positive effect on economic growth.

Also most of the components of human capital have had a positive effect on economic growth, but other variables not had a significant effect on economic growth.

Keywords: *Foreign trade, Human capital, Economic growth, Panel data, Asian countries*

NEGATIVE SYNERGIES: OBSTACLES TO ENTREPRENEURSHIP IN RUSSIA AND KAZAKHSTAN

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ABSTRACT

Prior research has examined and classified various types of barriers to entrepreneurship (Gould and Parzen, 1990; Maykut & Morehouse, 1994; Pissarides, 1999; Kouriloff, 2000; Bartlett, 2001; Pissarides, Singer, & Svenjar, 2003; Hatala, 2005; Bath, Yago, & Zeidman, 2006; Bartlett & Bukvic, 2011; Gill, Biger, & Nagpal, 2011; Jain & Ali, 2014; Yukhanaev et al., 2015; Effah, 2016). However, the existing typologies do not consider that barriers to entrepreneurship may interact and reinforce one

another. In this paper, we propose that four of such negative synergies exist undermining the development of entrepreneurship in transition economies. We describe them as bureaucratic-corruptive, economic-operational, cultural-cognitive, and social-moral negative synergies. We test and advance our model by analyzing Kazakhstan experts' opinions on obstacles to entrepreneurship. These experts took part in the National Expert Survey (NES) as part of the General Entrepreneurship Monitor (GEM) study in 2015 and 2016. In addition, we advance our model by examining the interviews we recently conducted with twenty Russian entrepreneurs.

Keywords: *bureaucratic-corruptive obstacles, economic-operational obstacles, cultural-cognitive obstacles, and social-moral obstacles*

STRATEGIES FOR ADAPTIVE-INTEGRATION BEHAVIOR OF FOREIGN MIGRANTS IN A POLYETHNIC REGION

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ABSTRACT

This article identifies the main strategies for the adaptive-integration behavior of foreign migrants in the Stavropol Region, based on a comprehensive sociological survey involving mass sociological surveys, guides, interviews, and focus groups. There

is a view offered on the key mechanisms behind migrants' solution for such important issues in adaptation and integration as language, naturalization, legalization, financial status. Strategies for migrants' adaptation and integration were examined on the example of the most numerous categories of foreign migrants in the Stavropol region – stress migrants, immigrants from the for Soviet republics, incl. compatriots, labor migrants, foreign students. The adaptive integration strategies of foreign students were explored on the example of the North Caucasus Federal University, which is the largest university in the macroregion.

Keywords: *immigrants, foreign students, international migration, compatriots, polyethnic region, strategies for adaptive-integration behavior, stress migrants, labor migrants*

A NEW INSTRUMENT FOR INDIVIDUAL INVESTMENTS IN RUSSIA: THE OBJECTIVES OF THE ISSUER AND THE RISKS OF INVESTORS

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ABSTRACT

This article analyses a relatively new instrument for replenishing the state treasury. The substance and qualitative characteristics of federal loan bonds for individuals are disclosed. The issuer's goals, including increases in the financial literacy of the

population and an expected resulting growth of the Russians' activity in the financial market are critically assessed. The attitude of the population to investment instruments in the domestic market, the existing priorities and the possibility of their restructuring are analysed. Conflicts between the issuer's and the investors' objectives are highlighted.

Keywords: *financial investments, savings of the Russian population, commercial banks, federal loan bonds to the population, investment returns, investment instruments for the population*

DEVELOPING CREATIVE COMPETENCIES IN PUBLIC RELATIONS STUDENTS: NEW CONCEPTION OF TEACHING

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ABSTRACT

The article deals with the issue of the educational process in the sphere of PR, namely developing innovative and creative thinking skills of future PR specialists. The purpose of the study is to investigate the prospects of project-based learning implementation into a PR teaching classroom by combining the knowledge of Business English and creative competencies with the use of platforms for producing multimedia content. The subject of the work is to implement modern technologies into the educational process. The study uses general methods of research, such as analysis, synthesis, induction, deduction, experimental

observation and special scientific methods, e.g. a pedagogical experiment. The result of the research is the creation of project-based learning programmes for Public Relations students. It is assumed that through cooperation and teamwork students develop creative skills, and discover innovative approaches to accomplish tasks. In this case, education focuses not only on memorizing content, but also on the practical application of knowledge. Thus, such simulated conditions create the atmosphere of a real PR-department. The situation-based nature of the project generates and develops various competencies of future specialists in terms of developing professional, social and personal values. The novelty of the study lies in an interdisciplinary approach to teaching skills and competences that embraces such fields of knowledge as design, linguistics and Public Relations.

Keywords: *creative competence, design, linguistics, project-based learning, Public Relations*

FRAMEWORK OF INCREASING PUBLIC SECTOR MANAGEABILITY

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ABSTRACT

As a result of democratic reforms and liberalizations of the Russian society, there has been increased the number of civil associations and unions. The development of civil society institutions is ambiguous. The complexity and conflicting interests, limited resources breed conflict interaction government bodies with public associations. Conflict of interactions actualizes the problem of management and of public sector. This article analyzes approaches to the definition the concept "manageability", clarifies the content of this concept, defines indicators and criteria for manageability in relation to social space, principles and frameworks for increasing manageability of civil society institutions are identified. The analysis considered two groups of frameworks of increasing manageability: organizational, giving stability to the process of self-organization, consistency, purposefulness; and socio-psychological, associated with the characteristics of the individual's perception of objective reality, the real achievement of their goals, interests and needs. Methods: analysis of the results of sociological surveys of the population. The representativeness of the data is ensured using multi-stage stratified territorial random sample. Various forms of

government support for public organizations have been determined, and the share of government funding in the incomes of non-governmental organization NGOs in the countries of the European Union, the USA and Russia has been analyzed. A differentiated assessment of the contribution of social organizations to the solution of social problems in contemporary Russian conditions, in the opinion of the authorities, the population and the leaders of NGOs, demonstrates the existing contradictions between the authorities and the public sector, that do not allow them to interact effectively. Through the analysis of the socio-psychological mechanisms are identified that trust is the underlying factor of consolidation of society and the condition for the existence of social self-organization. Manageability is achieved by increasing the level of mutual trust.

Keywords: *governance, mechanisms of control, public sector, self-organization*

SOCIO-ECONOMIC FACTORS OF MIGRATORY ATTITUDES OF YOUTH OF THE ULYANOVSK REGION

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ABSTRACT

Transformational processes occurring in society affect the labor orientation and migration attitudes of young people, which entails a change in labor behavior. Currently, socio-economic

factors are dominant when the young person chooses a place of work and residence. Youth in the Ulyanovsk region in 2015 accounted for 26.4% of the total population, its population tends to decline. In 2015, its number was 97% of this value in 2014. A number of sociological studies conducted on the basis of the Department of Sociology and Political Science of the Ulyanovsk State University (2012-2016) showed that the majority of the interviewed young people (20%) would like to move to live in another city in order to find a highly paid job or work in which You can self-fulfilling. Respondents who have incomplete secondary, general secondary and incomplete higher education say more often about migration. Among graduates of higher educational institutions, these sentiments are even more active. In general, such a mood has a third of young people. The economic crisis of 2014-2015. In Russia has led to an increase in unemployment in the region, a drop in the standard of living, a decline in the cultural activity of the population, the growth of social apathy, pessimistic sentiments, and a number of others. These factors have increased the migratory mood of young people, since young people believe that work is not only a source of income, but also a way of self-realization and development. In the modern youth environment, such attitudes as "work hard and diligently if her labor is adequately paid" dominate, "the desire for professional development and self-improvement." The dominant career idea for a significant part of youth is the desire to leave the Ulyanovsk region, where, in their opinion, there are no jobs and growth prospects appropriate to their ambitions. Thus, we can talk about a fairly high level of migration sentiment among the youth of the Ulyanovsk region.

Keywords: youth, migration, migration facilities, socio-economic factors, labor market

SOCIAL ADAPTATION BY MEANS OF TOURISM: DIVERSIFICATION OF COMPREHENSIVE RESEARCHES

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ABSTRACT

During the studies on the problem of social adaptation of people with disabilities, the central concept of research was identified as the search for the optimal combination of motor activity to secure the results of physical rehabilitation and communication interactions to ensure social rehabilitation processes. Analysis on the use of tourism for socialization of persons with health limitations allowed to make conclusions regarding use of joint recreational practices using adaptive physical activity and inclusive tourism. On the basis of the analysis, it was proposed to expand the range of scientific research in this area to diversification of research directions and methods by types of tourism, types of disability and age groups.

Keywords: *social adaptation, diversification, tourism, adaptive physical education, rehabilitation.*

THE APPROACHES TO METHODS AND MECHANISMS OF FORMATION OF THE NATIONAL RISK MANAGEMENT SYSTEM OF SOCIO-ECONOMIC DEVELOPMENT AND ENSURING THE ECONOMIC SECURITY OF THE STATE

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ABSTRACT

Approaches based on the formation of a management object model are the most promising from the point of view of the quality of government management of socio-economic development. Simulation models allow us to explore the possible dynamics of socio-economic development. This approach helps to identify the most vulnerable processes, objects and their interactions at relatively low costs for the creation and operation of the model. The simulation models allows their user to identify risks and neutralize threats analytically on the basis of computational experiments.

Keywords: *Approaches, methods, risk, management, socio-economic, development, economic security*

RUSSIA-CHINA-JAPAN TRIANGLE IN THE CONTEXT OF THE EASTERN VECTOR OF THE RUSSIAN FOREIGN POLICY

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ABSTRACT

Over the last years the relationship within Russia-China-Japan triangle has become an increasingly important factor of the political situation at the Asia-Pacific region, and primarily in East Asia. Japan and China, being the key actors in the region, appear as two poles which determine the balance of power and form the regional subsystem of international relations. In their interactions two countries influence not only each other, but also determine the East Asian political context. Regardless the relations between Japan and China, Russia is interested to establish with both countries equally good mutually beneficial collaboration in economy, security and other areas. The decrease in tensions between Tokyo and Beijing on the base of a constructive dialogue meet Russian geopolitical aims and the interests of the region. Within the comparative politics framework and methodological approach of comparative analysis, the paper focuses on political process in the East Asian region, on the latest trends in the Russian-Chinese and Russian-Japanese interrelations, as well as on their hierarchy in Russian strategic priorities.

The role of China and Japan in the Russian Far East and Eastern Siberia is described in view of Russian geopolitical interests and a prognosis is made on the development in the relationship between the three countries.

Keywords: *Russian foreign policy, Russian-Chinese relations, Russian-Japanese relations, Sino-Japanese relations*

UKRAINIAN CRISIS AND BEHAVIOR OF HIGHLY SKILLS UKRAINIAN LABOR: “I WILL MIGRATE ONLY IF IT WILL BE INTERESTING FOR ME”

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ABSTRACT

A number of research and media articles argue that taking into consideration the current economic and political situation in Ukraine, many families look for a possibility to find work abroad. According to the data of a national survey (IS UAS, 2016), every fifth family in Ukraine in 2016 had at least one member who had experience of temporary work abroad. Ukraine is indeed one of the biggest donors of cheap labor for the EU and Russia (Molodikova, Yudina, 2016).

What is about the IT labor market of Ukraine's highly skilled professionals? Their salaries are at least ten times as high as an average in Ukraine. Nevertheless, majority of them has an intention to leave. The article provides an analysis of the labor market for IT experts, including their migration orientation, and tries to evaluate "push" and "pull" factors for their migration Ukraine. Based on the analysis of IT professional websites and their surveys of Ukrainian IT experts in 2016 (8188 respondents) and Relocation survey (2016) with 3300 respondents we present a picture of IT workers. Why do they want to leave the country having such high salaries?

Keywords: *Crisis, Labor, Migration, Ukraine*

SOCIAL EDUCATIONAL ORDER: INTERESTS AND EXPECTATIONS OF KEY SOCIAL GROUPS

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ABSTRACT

The research is aimed at the order content study of key social groups for the preparation of Russian schoolchildren. The research was based on the hypothesis of the distance existence between a modern educational system and the interests and

expectations of educational service consumers (the parental community, the institutions of higher education and the labor market). This is expressed in the "closeness" and the immunity of the secondary school to the public needs. Also, the authors put forward the assumption as an additional hypothesis that there are significant discrepancies between the requirements imposed by educational service consumers to the competencies of a secondary school graduate and the actual results of training. Using the questionnaire survey method, the study was conducted within three trends: - the survey of parental community (N = 625); - the survey of university teachers who acted as experts (N = 120); - the survey of potential employers (individual entrepreneurs, the heads of sectoral and structural divisions) (N = 316). According to the study results, they found that all categories of respondents emphasized the importance of their participation in an educational order development. The parental community and business representatives noted that existing forms of interaction with school do not allow them to fulfill their educational needs. Both parents and potential employers believe that their role in modern conditions is reduced only to sponsoring, resource and other assistance to an educational institution. The representatives of higher education believe that the role of the scientific community in the process of a social educational order development as a "consultant" and a "partner." It was found during the study that, according the opinion of the respondents, the state-public nature of education sector management remains mainly a political declaration. The involvement of parents, the representatives of higher education and labor market to the development of a social order is indirect and imitative often. A high level of centralization and standardization in educational activity creates a fairly rigid management system that does not consider an open interaction with all stakeholders as a priority trend for efficiency provision.

Keywords: *educational order, employers, high school teachers, parental community, secondary school*

CONNECTING THE HOTEL STAR RATINGS TO THE EXTENT OF RECOMMENDATION AND OVERALL HOTEL RATINGS BY CUSTOMERS IN THE CONTEXT OF THE VISEGRAD GROUP COUNTRIES

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ABSTRACT

The objective of this article is to verify the existence of a connection between the quality of the Hotel Star Ratings and the perception of this quality by the customers themselves through the variables as the percentage of the willingness to recommend the

hotel and the hotel's overall customer rating based on the research conducted within the Visegrad Group countries. For the purposes of collecting primary data, the crucial factor for the selection of hotels was the identification of the suitable Expedia.com rating, which focused on post-stay evaluation of hotels in the Visegrad Group countries. We used automatic data collection for the observed variables (evaluations) within the selected hotel ratings. The total of 345 175 evaluations of 1 500 hotels were analyzed. The main focus was given to % of guests to recommend hotels in relation with the selected variables. Data collection was carried out in the first half of 2017. Our research outputs point to the fact that the category of hotels expressed in stars is linked both to the customer's rating and the guest recommendation as well as to the separate quality assessment and analogy to the overall rating. The strongest connection is assumed in Slovakia and Hungary subsequently in the Czech Republic and the weakest one among the V4 countries in Poland. Hotels that have a marketing philosophy primarily built to achieve the required number of stars as a quality indicator should not neglect activities that positively affect overall customer satisfaction. The reward in the practical level for them is then the increasing value of the recommendation of satisfied customers or the overall positive rating on the full-service online travel portals, which can now be considered a valuable asset and undeniable competitive advantage.

Keywords: *Tourism, Reputation, Marketing communication, Hotels, Visegrad Group*

THE INFLUENCE OF GLOBALIZATION ON THE FORMATION OF A CORPORATE SOCIAL AND CULTURAL ENVIRONMENT

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ABSTRACT

The article is devoted to the questions of the functioning of organizations in the conditions of the globalization of the economy. In the article, the process of globalization is considered as a multifaceted and internally contradictory phenomenon of the modern world economic system with a lot of direct and inverse links. Modern processes of globalization have a significant impact on the change in the socio-cultural environment of the organization, since the effectiveness of the organization depends on its ability to respond to changes in the surrounding world and the needs of society. Successful adaptation to such changes gradually erases the notion of a national corporate culture, generates new approaches to management, as well as new "universal" corporate values. The main directions of the process of global globalization are studied in the article, the analysis of the factors of the socio-cultural environment of the organization is made, directions and tendencies of development of the globalization process and their influence on the formation of the corporate social and cultural environment are determined.

The concept of an effective corporate environment in the context of global economic processes is proposed.

Keywords: *globalization of the world economy, modern processes of globalization, organizational effectiveness, socio-cultural environment, adaptation, corporate culture*

SPECIFICS OF COMMERCIAL EDUCATIONAL SERVICES AT RUSSIAN MARKET

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ABSTRACT

The development of educational service market in Russian Federation is determined by the specifics of social-economic and political conditions. During a fairly short period of time the offer of secondary school educational services increased significantly due to the development of the non-state education sector, which is not balanced by previously dominated solvent demand. Taking into account the specifics of the city of Moscow educational system, researchers determined 20 educational complexes randomly. The study groups included the following: the heads of educational complexes ($N = 20$) and the parents of students at educational institutions ($N = 790$).

The leading methods of study were a weakly structured interview of experts and a questionnaire survey of the parental community. The study activities were applied on the basis of comparison method and comparative, visual and system analysis. It was determined that the spontaneous nature of the educational service market development in Russia led to the informal sector increase. Among the limiting factors of legitimate commercial interactions development in modern school education, the following ones were determined: the lack of investment and motivational mechanisms to ensure the financial autonomy of schools, the economic inertness of educational complex management, the desire to reduce financial costs from the subjects of commercial interaction, stereotypes and attitudes of the parental and pedagogical community and established informal institutional practices. The strategy of formal and informal commercial activity combination is an established practice of a school teacher employment. The results of the study demonstrate the existence of a number of problems, namely: the lack of complete and reliable information about the degree of market saturation with similar educational services among student parents, the instability of educational service market, the lack of population educational needs systematization, and the low level of commercial educational services availability for poor families. The wide spread of the economy informal sector at the educational services market leads to the deformation of student-teacher interaction institutional forms, the development of corruption, the decline of demand level for official commercial services, the restrictions on the legal protection among key participants of the educational space, the lack of service quality control provided by a tutor, which initiates social-economic risks in the context of information inequality. The commercialization of school education supports the reproduction of social inequality. High-quality educational services lose their accessibility to the general public, becoming the privilege for rich social groups.

Keywords: *educational service market, informal economy, commercialization of school education, secondary school*

SOCIAL ENTREPRENEURSHIP WITHIN THE FRAMEWORK OF MULTI-AGENT SYSTEM

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ABSTRACT

Social entrepreneurship is a multi-faceted phenomenon as it aims to resolve complex social problems. Multi-agent systems (MAS) which include various intellectual agents (system's elements) serve as a basis for social entrepreneurship ensuring its effectiveness. In this regard, this paper seeks to study cooperation between intellectual agents involved in social entrepreneurship and to prove that the use of multi-agent technologies helps to facilitate effective social entrepreneurship and to yield high quality services. To carry out this research we used qualitative and quantitative methods, such as comparative analysis, modeling and the study of operations. The results of this research can be applied in the study of challenges which the third sector faces in the cyberspace, as well as in the design of intellectual business models in the third sector of economics, which will enable to create adaptive structures aimed at a wide range of consumers. The novelty of this research lies in the fact that we designed a multi-agent framework for social entrepreneurship. Therefore, our research findings can help to address complex problems related to the development of social entrepreneurship.
Keywords: *social entrepreneurship, social services, multi-agent system, multi-agent technology, intelligent agent*

FUNDAMENTAL STRATEGIES OF THE CULTURAL HERITAGE PRESERVATION IN THE MODERN RUSSIAN SOCIETY

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ABSTRACT

Current problems of cultural heritage preservation and the most widespread strategies of their decision are considered in article. Authors select essential characteristics of category "cultural heritage" and his interpretation in the context of preservation of national and cultural identity; they distinguish modernization, mythological, social and project strategies of cultural heritage preservation; they consider advantages and restrictions of each strategy and outline perspectives of their development on the basis of the complementarity principle; they analyze main reasons which prevent the most productive approaches to preservation of cultural heritage from unification in the state cultural policy. Special attention in article is paid to a problem of preservation of ethnic folklore traditions in the modernization conditions of the Russian society as one of resources of cultural and historical heritage preservation.

Keywords: *cultural heritage, culture, folk art, heritage, identity, mentality, strategy*

TRANSIT MIGRATION AND TRANSIT COUNTRIES IN GLOBAL, EUROPEAN AND REGIONAL CONTEXT (IMPLICATIONS FOR RUSSIA)

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ABSTRACT

The 2015-16 refugee crisis in the EU provoked by the conflicts in the Middle East and some other countries, has clearly highlighted the global problems of forced migration. The security system of the EU that was developed over two decades proved deficient under the massive influx of migrants from Asia and Africa that used Balkans as transit route. Over the course of one year, the European Union received more than 1 million migrants. Russia is one of the top three nations receiving migrants, mainly from CIS countries. It is also neighbour to six EU countries and therefore has to face transit migrants from different countries that move to the EU through and from Russia. Russia also induce transit migration from the CIS countries by changing migration legislation. The article seeks to analyse the influence of new global, regional and local conditions on illegal transit migration to-, through- and from Russia based on information of official statistics on transit migrants, the Belorussian State Border Guard Committee and Border Guard Service of Russia and Russian Ministry of Internal Affairs (MIA).

Keywords: *transit migration, transit countries, refugees*

SIGNIFICANCE OF THE NEW TRENDS IN CONTEMPORARY ART AND THE TRANSFORMATION OF CULTURE INSTITUTIONS

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ABSTRACT

The authors of this thesis analyze the contents and trends in contemporary art that have radically changed over the past decades as well as those cultural institutions which provide social organization and self-representation of actual art. In their analysis the authors are trying to identify the observed synchronization between the processes that are taking place in artistic creation and the transformation of social culture institutions. During this analysis the authors are trying to formulate some hypotheses according to which the paradigm of modernity extends to the artistic life as well, including both: immanent meaning and its social representation.

Keywords: *Transformation, artistic sense, actual art, canonization, axiology, synergy, kalokagathia, institutions of art, the paradigm of modernity*

EVERYDAY PRACTICES OF MUSCOVITES

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ABSTRACT

Nowadays we can see many changed in the social and labor relations of the Muscovites in comparison to 1982. For example, number of citizens who believe that their work does not match their knowledge, skills and capacities increase in 1.6 times. The number of respondents who evaluate their relations with colleagues and supervisors as good decreased. The opportunities for the professional development and skills improvement on the job place have deteriorated, as a result, the level of job satisfaction has declined. Nevertheless, the number of Muscovites who believe that their work is well paid increased by one third. According to Muscovites self-esteem they are better fed, dressed and have opportunity for leisure. But the prospects for the education of children (grandchildren) become worse in 2016. In 1982 the majority of the respondents believed that these opportunities are good. Significant change happened in the system of values and attitudes. The hardworking, a responsible attitude to the job, responsiveness, sensitivity to others, honesty and attitude to the to success have become less important in the modern metropolis. According to Muscovites opinion, the increased the value of relations with the "important people" and self-care.

Every fifth person believes that to reach success is important to be able to break law, morality, moral restraints, etc. About 13.7 % of people are ready to risk everything to become really rich, and an average level of income is not enough for them already. Every sixth resident of Moscow feels anxiety, fear, despair, hopelessness irritation, and every third person has never had a sense of confidence in the future life. A fifth of respondents are ready to migrate abroad for ever and one third are temporary under the conditions of housing and job provision.

Keywords: *Everyday practices, Muscovite, social and labor relations, work, values and attitudes, social well-being*

MATHEMATICAL SUPPORT FOR EFFICIENCY MONITORING OF THE HEALTH CARE SUBSYSTEM AT THE REGIONAL LEVEL

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ABSTRACT

Effective management of a health care system involves comparative analysis of the efficiency of its subsystems at various levels of their organization. In this paper, the authors propose

their own original methodology for rating regions upon various efficiency components using fuzzy clustering procedures. Analysis of the regional health care subsystems efficiency is based on the Donabedian's three-dimensional approach: structure – process of health care delivery – outcome of health care delivery. We propose a system of statistical efficiency indicators for each of the efficiency category. We have developed a formalized methodology to rate regions upon the main categories of the health care subsystem efficiency. The method includes preliminary graphical analysis of the efficiency indicators through the principal components method for dimensional reduction of the original attribute space, clustering regions into typological groups according to the level of efficiency based on fuzzy clustering procedures, as well as calculation of integrated efficiency indicators for subsystems. Particular attention is paid to the problems of selecting the partition to initiate fuzzy clustering and the appropriate fuzzy typology. In particular, we propose to estimate the adequacy of fuzzy partitions based on the Xie-Beni index. The proposed method has been verified on real data. Thus, it was used to rate and set up typologies of the constituent units of the Central Federal District in the Russian Federation upon various components of the health care subsystems efficiency, to conduct comparative analysis of the regional subsystems performance, and to identify "leading regions" and "outsider regions" according to groups of efficiency indicators. This method is primarily intended for state and municipal authorities, since the results obtained should serve as guidelines for the development of a policy aimed at improving health care efficiency.

Keywords: *Monitoring, health care system, efficiency, typology, rating*

FORMATION OF QUANTITATIVE EVALUATION METHODS OF INSTITUTIONAL LABOR PRODUCTIVITY ON THE EXAMPLE OF ENTERPRISES OF CLEANING MARKET IN RUSSIA AND POLAND

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ABSTRACT

The article explores economic processes in the framework of institutional theory, penetrating into the subject area of labor economics. The aim of this work is to introduce a new institutional approach to the interpretation of the concept of labor productivity and quantitative methods of its measurement. The original research of the market has been carried out using the methodology for the field of personal services. The results of the quantitative analysis are used by business entities in order to improve intra-firm routines and rules of business organization and to increase the competitiveness of enterprises. Quantitative assessment of institutional labor productivity has not been undertaken in economic literature so far and turns out to be new. The article presents research areas for young scientists which will allow expanding the market of cleaning services.

Keywords: *Evaluation, Labor, Productivity*

EURASIAN ECONOMIC UNION: PECULARITIES OF INTEGRATION PROCESSES

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ABSTRACT

The need for a new level of economic integration led to the transformation of the Eurasian economic community in to the Eurasian Economic Union (EAEU) as a regional international institution responsible for the economic integration on supranational level. It is designed to provide a comprehensive modernization, cooperation, the competitiveness of the economics, the creation of conditions for sustainable development and improvement of living standards of the Member States. The concept of the EAEU development implies free movement of goods, capital and labour mobility among member states and also a more extensive integration with major world powers such as China and India, some Asian and European countries. Some other states pay grate interest to the close cooperation with the EAEU institution. For example, agreement between the EAEU and Vietnam on free trade is on the stage of negotiations. India, Turkey and Israel also ready to discuss trade cooperation. The formation of the EAEU faced with difficulties due to the crisis in the economies of the member States of the EAEU, sanctions against Russia, the competition of the Eurasian and European integration projects, some bureaucratic barriers, problems in coordination of social and migration policy and

creation of common economic and legal documents. There are some nationalist feelings exist among some part of national elites, that hamper the integration processes. Some of them see the EAEU integration as the return to the Imperial Russia's model. The EAEU is considered as the instrument of Russian imperialism market economy. The fears of elite to lose power and money hamper the integration processes. Nevertheless, integration processes are creating a new geopolitical reality, corresponding to the goals of regional integration, historical and cultural needs of the regional development.

Keywords: *The Eurasian economic Union; integration processes, regional integration, and geopolitical realities*

THE SOCIAL POSITION OF THE "LEFT" OPPOSITION IN MODERN RUSSIA (ON THE MATERIAL OF PUBLICATIONS OF THE COMMUNIST PARTY OF THE RUSSIAN FEDERATION)

Maxim Kozyrev

ABSTRACT

The article describes the social position of the counter-elite group, main social characteristics, including types of available resources, the relationship between elitist groups and the left opposition, represented by the Communist Party on the basis of the analysis of publications of representatives of the Communist Party of the Russian Federation. Certain elements of the self-positioning of the counter-elite are defined, as well as its relation to the socio-economic formation existing in modern Russia. On the basis of this, the prospects for the participation of the Communist Party of the Russian Federation in the political process are indicated.

Keywords: *ideology, Communist Party of the Russian Federation, social position, social representations*

VEGETABLES' ENVIRONMENTAL SAFETY WHILE FARMING THEM UNDER THE TECHNOGENIC LOAD CONDITIONS IN REPUBLIC OF BASHKORTOSTAN

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ABSTRACT

It was studied the ability of vegetable plants accumulating in relation to Cd, Pb, Zn, Cu, Ni, Cr, Mn on leached chernozems soils under the conditions of the Sterlitamak district of the Republic of Bashkortostan. Samples of soil and vegetable crops (selected on private plots located at various distances from the industrial city center of Sterlitamak Bashkortostan Republic) are investigated. The analysis of the distribution of such a geochemical index as a coefficient of total pollution, pointing to the spatial structure of contamination of the explored territories, makes it possible to identify the risk zones for public health as permissible for the content of gross forms of heavy metals and moderately dangerous in content mobile forms. The content of heavy metals in organs of such agricultural plants as potatoes, carrots, beets, radish, cabbage and onions was studied. To assess the migration of elements in the soil-plant system, the biological absorption coefficient and the accumulation coefficient were used in these studies. Our research showed that different plant species belonging to different families differed sharply in their capacity to store heavy metals.

Thus, the maximum content of Cd, Pb, Zn, Cu and Ni was observed in onion bulbs, Cr in potatoes, and Mn in carrots. Thus, obtained data make it possible to assess the area under investigation and the products farmed on it as moderately dangerous.

Keywords: *agricultural plants, agroecological survey of soils and plants, content, heavy metals, maximum permissible concentration, mobile and gross forms, soil, Sterlitamak district, technogenic load, vegetable products*

ENHANCEMENT METHODS OF EMOTIONAL INTELLIGENCE-RELATED COMPETENCIES OF SUCCESSORS IN FAMILY BUSINESSES

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ABSTRACT

The following article presents issues related to the enhancement of emotional intelligence-related competencies of family business successors. A particular emphasis was put on emotional intelligence which constitutes an essential element of the successors' competencies. The role of emotional intelligence, constituting a significant part of successor's competences, was underlined. The author focused on emotional education of successors with indication of sample activities and methods for improving competences in this field. The author presented methodology of research on methods for improving competences in the field of emotional intelligence in successors on the basis of author's own research.

Keywords: *competences, emotional intelligence, successor, family businesses*

CORRUPTION IN MASS CONSCIOUSNESS OF RUSSIANS: SOCIAL AND PSYCHOLOGICAL ASPECT

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ABTRACT

The article deals with the study of the peculiarities of perception of corruption at the level of mass consciousness. The subject of the study is proverbs and sayings about corruption. The study is conducted in order to study the mass consciousness and understanding the specifics of the reflection of various types of corruption activities through the prism of oral folk art. For the study, content analysis and an expert method were used. As a result of the research it was received that the majority of proverbs and sayings are justified in content and most often they justify people "taking" bribes. The novelty and urgency of this work is dictated by the need to study the socio-psychological component of corruption acts in order to obtain a greater effect from the state's anti-corruption policy.

Keywords: *corruption, perception of corruption, bribery, mass consciousness, perception stereotypes, sayings and proverbs*

CORRECTION OF SPEECH DISORDERS OF 5-6 YEARS OLD CHILDREN WITH MENTAL DEVELOPMENTAL DELAYS

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ABSTRACT

When studying the problem of childhood disability, the development of a child, it is the fact that motor activity is the basis for the development of physical and mental abilities. Based on the analysis of scientific and methodological literature and results of an experiment we developed a methodology for physical rehabilitation of children of 5-6 years with a delay of mental development and disorders of speech. A distinctive feature of rehabilitation is the inclusion of physical training rhythmic speech therapy – physical exercise conducted under the musical accompaniment and agreed with the child's speech outdoor games, singing, and special breathing exercises. The obtained results allow to conclude that the use of the complex rhythmic speech therapy for 5-6 years old children with mental retardation and speech disorders opens up additional opportunities for their rehabilitation.

Keywords: *correction, children 5-6 years of age, mental development, speech disorders, speech therapy rhythms*

INSTITUTIONAL MODEL OF INNOVATIVE DEVELOPMENT OF THE CONSUMER COOPERATIVE SYSTEM AT THE REGIONAL LEVEL

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ABSTRACT

The system of consumer cooperation has a certain potential in solving national problems related to the provision of employment, food security and social reorganization of the village. However, the emerging trend of losing the competitive positions of the consumer cooperative system in the regional consumer markets in Russia leads to the realization of the need for institutional changes that would allow full use of the economic and social potential of the development of consumer cooperation in the conditions of the structural transformation of Russian society. The authors offer practical recommendations on the design and formation of effective forms of management of economic entities in the cooperative sector, as well as the development of a new institutional model of innovative development of the system of consumer cooperation adequate to the challenges of modern society, capable of restoring the competitive positions of its subjects in the regional market. Modeling of sustainable innovative development of the regional system of consumer cooperation assumes the use of the following system-forming

components: resources (material, human resources, knowledge, technologies, etc. necessary for the production of an innovative product), space (territorially differentiated innovation activity of economic systems), institutions (set of rules and Mechanisms that stimulate the innovative activity of economic systems). It is the personnel resource as the most difficultly formalized will be the subject of our consideration. The choice of the vector of its strategic transformation should be directed in favor of new methods of managing this resource, in order to achieve the set goal with nonincreasing material costs. The first stage in the implementation of the proposed system may be the formation of a basis for designing the vector of economic development, namely, the creation of map-bases of the basic regional resources. And, as an example, the creation of a single regional base of the labor reserve as a key (system-forming) factor. It is the definition of the structure of this resource that will give the main impulse for the rational formation of this or that production cycle. That, in turn, will solve a number of acute social problems in the region.

Keywords: *human resources, personnel policy in the system of consumer cooperation, quality of life of the population, consumer cooperation, regional base of labor reserve, regional system of consumer cooperation*

LABOR MIGRATIONS FROM UKRAINE TO FINLAND: SUBJECTS OF MIGRATIONAL SERVICES

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ABSTRACT

The multi-faceted market of migrational services has been formed during 26 years of independent development in Ukraine. Subjects of these services are the Object of the current survey, the activity of which is directed to the employment of Ukrainian citizens for seasonal agricultural works in Finland. The survey is devoted to the history of the circuit formation of the Subjects, variety of their social roles and adaptive strategies, which were influenced by Ukrainian and Finnish legislation. Interviews, conducted in 2015-2016, author's observations, statistic data of the web-sites of Ministry of labor and social politic in Ukraine and information about Subjects, which was taken from the social networking sites and sites of companies on the Internet, are used in this survey. The studied segment of the intermediary services market today there are around 100 companies, the majority of which is located in the shadow sector of Ukrainian's economy. What is the problem? What doesn't allow to be legalized and to work undisturbedly? The research encloses detailed answers to these questions and recommendations to solve the established problems in both Ukrainian and Finnish legislation. Such kind of survey has been conducted on the territory of Ukraine for the first time, and its results showed, that Subjects played the main role in the construction of migrational currents and in the geography of labor migrations at the beginning of the 21st century. The current "shadow" position of intermediary companies shows the necessity of the changes in the legislation and strengthening of the impetus to legalize the activity of the Subjects.

This impetus can be represented as visa-free regime for Ukraine with European countries, which was introduced on the 11th of June 2017. But in our opinion, it won't lead to significant changes in the market of migrational services in Ukraine in the nearest future.

Keywords: *migrational services, Subjects, legislative field*

ART THERAPY AS AN INNOVATIVE METHOD OF CONFLICT RESOLUTION IN CREATIVE GROUPS

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ABSTRACT

The article justified the increased emotional background and bright contents subnormative content environment of creative teams. These features create problems and risks of non-standard situations in the field of interpersonal communication and actualizes the objectives of the study and harmonization of interpersonal relations in creative teams. Thus, the aim of this work is to find adequate the environment, convenient for a given environment, does not cause rejection in the environment of methods and mechanisms of conflict prevention. The research methodology is based on the works of V.M. Bekhterev,

L.S. Vygotsky, A.I. Kopytin, V.I. Petrushina, I.M. Sechenov, V.S. Suarjana, V. Becker-Glosa, E. Kramer. In the choice of instrumental approaches, special attention was paid to the analysis of structural models of conflict V.N. Salenko, modular method of interpersonal conflict A.J. Antsupova, methodology K. Thomas, in terms of diagnosis of predisposition of the individual to conflict behavior. The result of a scientific experiment showed strong positive change in the attitude of the kernel of the conflict to colleagues, harmonization vnutrioblastnoy atmosphere, the enrichment of the corporate culture of the entire organization. Due to the high dynamics of actualization of the information society, and a substantial increase in the share it the creative part in business relations, the scope of this study becomes as a really significant and significant potential interest to institutions that are not monotonous and repetitive nature of the relationship. Conducted scientific experiment has shown that art therapy is a relatively little-known, new and very substantial and effective way of preventing interpersonal conflict and harmonization of sustainable development organizations not only in the sphere of interpersonal relations, but also in other conflict areas of cooperation.

Keywords: *interpersonal, organizational conflict, art therapy experiment*

"PROFESSORIAL UNEMPLOYMENT" AS A NEW SOCIO-ECONOMIC PHENOMENON IN MODERN RUSSIA

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ABSTRACT

The article analyses professional labor market of Russian universities' faculty in the conditions of modernization of higher education. A sharp reduction in the number of jobs in higher education has led to a significant tightening of competition at the professional labor market and the emergence of the category of unemployed teachers. Although the "Professorial unemployment" has not yet received the status of recognized social and economic phenomenon, official statistics and results of sociological studies highlight the significant negative trends in the professional labor market of university teachers. The article assesses the scale of the problem in modern conditions, as well as the essence and reasons of unemployment of University teachers and identifies the factors that increase the risk of loss of teachers in different categories. Scientifically sound and comprehensive assessment of the socio-economic impact of the reform of the personnel sphere of the universities is impossible due to the lack of the necessary amount of empirical information. But nevertheless negative dynamics of structural and qualitative characteristics of the teaching staff of universities in terms of large-scale reductions in the number of

employees is obvious. The vulnerability of the position of teachers in the professional labor market is largely due to the lack of effective mechanisms allowing them to fight for their rights while risking their jobs. In this context, the development of proposals to reduce unemployment and stabilize the professional labor market of University teachers is of particular importance.

Keywords: Professional labor market, unemployment, modernization of higher education

EDUCATION IN GLOBALIZING WORLD: BASIC INSTITUTION DETERMINING DEVELOPMENT OF WORLD CIVILIZATION

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ABSTRACT

The present research represents the social and philosophical analysis of the situation in the system of the world community, concerning a vector of development of economics, culture, education, their interference, forecasting the prospects of development of the world community.

The aim of the research is defining the role and value of the education institution in development of the world community, with all its social institutions and structures. The tasks assigned in the research are: to define “pressure points” of the present market economy; to reveal the role of management in socio-economic and socio-cultural development of the state and the society; to develop possibilities of education institution in forming the new society and the person reasonable and spiritual. The methodological basis of the present research is fundamental works of Russian scientists [(I.A. Ilyin, 2004. – 352 p.), (V.I. Vernadsky, 2004. – 576 p.), (V.P. Kaznacheev, 2005. – 448 p.), (N.N. Moiseev, 2000. – 112 p.)] and foreign scholars [(M. Berger, T. Luckmann, 1995. – 323 p.), M. Weber, 1990. – 302 p.), (H. Bainhauer, E. Shmakke, 1973. – 240 p.), (S. Huntington, 2003. – 603 p.), (H. Blumer, 1969, p. 70)], revealing the laws of development of the society and the person. The results obtained can be used in developing strategies of social and economic development of the state and the society, concepts of development of the national education systems. The following conclusions are reached: firstly, the negative state of the world economy proves the previous crisis in social and economic development of the world civilization; secondly, management becomes an essential factor and a condition of forming of the new world in the developing globalized society; third, the education institution becomes the base factor of the development of the world community.

Keywords: *globalization, culture, new society, education, control, person reasonable and spiritual, economics*

CONCEPTUAL APPROACHES TO THE ANAGEMENT OF ACCOUNTS RECEIVABLE IN THE PROVISION OF AUDIT SERVICES IN THE RUSSIAN FEDERATION

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ABSTRACT

The article examines a set of techniques and methods of accounts receivable management in order to avoid the formation of false accounting and financial reporting arising from a violation of normative documents of the Russian Federation in the accounting of calculations with debtors. The article can be used by accountants, auditors, specialists of controlling bodies that are responsible in accordance with the legislation of the Russian Federation for reliability of the accounting (financial) statements and the results of their inspections and audits.

Keywords: *auditor, accounting, accounts receivable, reliability, management, services, financial control, effectiveness*

THEOLOGICAL KNOWLEDGE OF MODERN RUSSIA: PROBLEMS OF THE INSTITUTIONALIZATION

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ABSTRACT

Forced extrapolation of various areas of humanitarian knowledge is a feature of the domestic knowledge institutionalization. This situation was typical for the early 90s of the 20th century. Even today the echoes of this trend are observed in the sphere of theological knowledge. The institutionalization of theological cognition is formed on the basis of the global historical context, the challenges of western and Russian civilizations, which were implemented not only in the socio-economic but also in the spiritual sphere. The process of cognition formation is carried out via the scientific theological Russian community. Such community is developing at a new historical stage, then, with a view of the world's cognitive space, scientific and confessional schools have developed theological doctrines at the level of various scientific and spiritual paradigms for several centuries. Formation of the objective language inherent not only to the spiritual and secular scientific schools, but also to the first scientific conferences of scientists and clergy. These trends determine the specific nature of the processes of institutionalization of Russian modern theological cognition.

Keywords: *theology, cultural encapsulation, de-encapsulation, complementarity principle, discourses, paradigm, transversality*

A STEP TO SOLVING THE PROBLEM OF INFORMAL ECONOMY

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ABSTRACT

Informal economy is one of the side effects of modern business activities which has not been resolved in the right way even in developed countries and represents a serious problem to numerous economies in spite of a large number of regulatory attempts. Studies indicate that informal economy is reversely proportional the economic development of a country, that is to say that a large part of business activity is conducted in that zone. Anyhow a part of assets acquired in informal economy is returned to the zone of formal economy in a certain way and continues to be circulated there. When the assets acquired in informal economy enter into regular cash flow they ostensibly get the status of regularly acquired assets, they also seemingly appear to have been taxed in some previous business cycle which makes them amnestied in a certain way. Still assets from informal economy are introduced into the regular cash flow through certain business transactions which make it possible. However, what seems to be symptomatic is the fact that when assets gained in informal economy are put into regular cash flow, this activity is manifested as money laundering. The aim of this paper is to throw light on the similarity and relation between money laundering transactions and those which enable introducing money from informal economy and to explore a possible way to potential reduction of the volume of this phenomenon. In order to achieve that we explore and point out the fact that the potential solution to both problems lies in the correlation between informal

economy and money laundering which appears in formal business activities. That very aspect offers certain potential for countries to establish some control mechanisms and indicators which will enable these phenomena to be identified and regulated afterwards.

Keywords: *informal economy, money laundering, pre-phase of identifying, two-phase tax collection*

SOCIAL AND ECONOMIC RESPONSIBILITY OF TOUR OPERATORS

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ABSTRACT

The purpose of this work is the development and justification of recommendations for strengthening the responsibility of tour operators to the consumers of tourism services. The economic and financial basis of the tour operators' obligations fulfilment stability includes both the maintenance of their financial sustainability and solvency, and their reliable financial support as well as the liability guarantors identification, which is important. A study was undertaken to research the economic and financial causes of tour operators' bankruptcies in Russia during the last wave of the crisis in the tourism sector, which resulted in a public response.

Keywords: *bankruptcies of tour operators, financial stability, financial security of tour operators, social and economic responsibility, travel operations, tour operators*

INVISIBLE FINANCIAL COSTS OF EMPLOYEE ABSENTEEISM

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Employee absenteeism or employee absence consider all types of unpaid and paid time off such as vacations, sickness, personal time off, bereavement, parental and civic needs so it can be planned and unplanned, as well as justified or unjustified. Absenteeism is one of the most important organizational behaviours while it slows down the job and causes huge qualitative and quantitative costs: it seriously damages organizational productivity and it has a strong impact on organizational structure and culture. Financial costs can be direct ones, and they include wages and benefits, but their hidden nature of indirect costs is far more dangerous and it refers on replacement costs or overtime costs and productivity lost. This paper investigates all types of absenteeism causes, financial costs of employee absenteeism, methods of tracking and calculating costs, their effect on organizational output as well as implications for reducing absenteeism duration and frequency with special emphasis on sick leaves. Namely, there is a whole range of

programmes for sickness reducing, reward programmes for motivating work presence and return-to-work policies that can ensure quite good return on investment. This is important especially in public sector where, commonly known, absence rates are higher than in other organizations, so government needs to deal with complexity of absenteeism problem. Also, this paper provides insight into financial costs of inefficient presenteeism so further, it compares financial costs of absenteeism and presenteeism. Undoubtedly, each employee deserves time off, but this time needs to be planned and well controlled so the main goal of this paper is to underline that absenteeism is measurable and it's tracking and managing is not an "extra" cost.

Keywords: *Absenteeism, Financial costs, Presenteeism*

INTEGRATED APPROACH IN THE SYSTEM OF INCLUSIVE EDUCATION IN RUSSIA: SOCIAL NEEDS, DIRECTIONS OF DEVELOPMENT AND CHALLENGES OF IMPLEMENTATION

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ABSTRACT

In the modern world, special attention is paid to the formation of the integrated environment of interaction, to amend the comprehensive approach in organization of inclusive education system. Russian society has also developed and implemented the current methodology, technology inclusive education. Objectively observed social need, the formation of new programs, areas of work with children and adults with special needs health. But from a practical point of view, not all able to successfully implement. Should take into account the specific regional characteristics of the Russian province, opposed to foreign experience, the level of economic development, infrastructure, mobile and human resources. There are also have positive examples of successful experiences of partnerships and the work of University groups.

The authors present some results of effective experience of the Russian state social University in the implementation of projects in the field of inclusive education propose to consider the scientific community's socio-political criteria enhancing the effectiveness of the implementation of the integrated approach and inclusive education in modern Russia.

Keywords: *public education system, integrated approach, Russian education, inclusive education, social policy*

TEACHING THAI AS A FOREIGN LANGUAGE: CHANGING FOR GOVERNMENT POLICY, THAILAND 4.0

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ABSTRACT

The objective of this research was to study the changing of learning and teaching Thai language as a foreign language for government policy Thailand 4.0 by studying curriculum document, interviewing curriculum committees, teachers, students and stakeholders. The research tools were questionnaires and structured interview about teaching and learning Thai language as foreign language at the university in northern part of Thailand. The results were curriculum for teaching Thai language as a foreign language have both short term programs and long term programs which is one year exchange student programs and 4-year Bachelor degree programs.

The objectives of the curriculums focus on communication in daily life and understanding Thai language and culture on communicative level and pass on knowledge correctly, including Thai language skill for career in government sector, private sector or freelance. There are teaching activities including classroom and beyond classroom.

Keywords: *Learning and teaching, Thai as a foreign language, Thailand 4.0*

THE MAIN SOCIETAL RISKS AN AUTOMATED FUTURE CONSTITUTES

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ABSTRACT

Beside all opportunities which automation entails, it also leads to new social and economic risks. By focusing on a special phenomenon of automation, the arise of autonomous vehicles, the two main risks of the future are represented. In the case of fully autonomous vehicles, the importance of ownership will decline because vehicles would have a similar high availability as todays "services on demand" do. Therefore the market for individual vehicle ownership will heavily decrease in the long term and this could include the collapse of significant numbers of vehicle sales.

This could lead furthermore to the dismantling of many jobs in the automotive sector while the remaining jobs will be shifted to low-wage countries. This, however, entails the outflow of purchasing power, thereby initiating a lethal economic downward spiral. This study analyses if this development will be realistic or if there are alternatives. The second main risk which occurs concerning the arise of autonomous vehicles is the division of the society. While one part of society has the knowledge to understand the technique of autonomous vehicles, the other ones do not have these skills. Therefore the one group has to believe what experts tell them, the other group has the ability to intervene in the technique for the reason of their personal advantage. This will lead to dependency and possibly the end of self-determination of a huge percentage of people. Moreover, because everybody wants to get out the best of it, the crime-character of »Hackers« actions gets trivialized. Therefore the society is no longer split in »good vs. bad«, but in »knowing vs. unknowing«. To counteract this both developments the Austrian research project »KIRAS - Cybersicherheit in zukünftigen Verkehrssystemen« conducted a Workshop and a survey with stakeholders from the security and consumer field in order to discussing about responsibility and necessary changes for the future and to implement this knowledge into strategic recommendations for future development.

Keywords: Autonomous vehicles, Development of Society, Employment, Knowledge

DEVELOPMENT OF ICT IN LATIN AMERICA: SOCIAL CHANGES, THREATS OR BENEFITS?

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ABSTRACT

The proposed paper will take a cast of development of the ICT in Latin America in order to understand what role or roles do the ICT play for the development of this region. Latin America is an interesting case from different points of view. Firstly, owing to fundamentally different target audiences (from indigenous people to urbanised youth). Secondly, from the point of view of strong integration processes on the continent which present a fertile ground for manipulations. Thirdly, the left turn in the politics of the countries on the continent is a target of numerous manipulations.

Keywords: *ITC, Latin America, social changes, social threats*

LEGAL NATURE OF THE RESULT OF THE CONTRACT FOR THE VALUATION AS AN OBJECT OF CIVIL LAW

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ABSTRACT

The article studies the legal nature of the result of the contract for the valuation with the purpose of determining its place in the system of civil law objects. The authors use general-purpose (analysis, system-structural) and special (formal-legal) research methods. While investigating the authors come to the conclusion that there is a significant intellectual component in the valuation activity. The appraiser has the opportunity to choose the methods for conducting the valuation independently, analyze the collected information and draw independent conclusions based on it. Also, the authors examine the legal nature of this contract, concluding that it is possible to classify it as a contract for the provision of information services. All these features indicate that the valuation service has consulting and information character. The intellectual criterion is of such a great importance here that it brings this service closer to the result of intellectual activity – to the database. The obtained results can be useful to practicing appraisers who wish to formalize their rights to the result of the contract, as well as to research scientists. All previous studies in this area did not take into account a dual nature of the result of the valuation activity, not recognizing the possibility of

considering it as an object of intellectual activity. Based on the work results, the authors come to the conclusion that the result of the contract for the valuation has a dual nature and features of a service as well as features of an intellectual property object (the database).

Keywords: *contract for the valuation, database, appraisers, valuation result, information service, result of intellectual activity, valuation service*

SOURCES AND CAUSES OF ORGANIZATIONAL PATHOLOGIES

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ABSTRACT

An organizational pathology is a long-lasting , substantial malfunction which causes waste within the organization. Sources of pathologies can be found both inside the organization and in its environment. It is particularly difficult to study pathologies in business because, for various reasons, respondents are reluctant to disclose the problems of the organization. Regardless of differences between individual cases, most pathologies can be interpreted as an undesired shift of goals, which may therefore be considered a universal pathology. The purpose of the article is to show the causes, manifestations and mechanisms of development of selected organizational pathologies. The article describes both pathologies caused by internal factors and those arising when the organization interacts with the environment. The article is based on the qualitative research conducted by the author. This choice of method was a consequence of the aim and object of the study. The study identified the sources of some organizational pathologies, such as: negative empowerment, goal displacement,

loss of responsibility and commitment, lack of trust, dishonesty and lack of loyalty, poorly designed and excessively oppressive control systems, hiding and shifting costs to other parts of the organization (budgets), dogmatism, functional "shredding" (fragmentation) of organization, lack of redundancy and others. Identification of pathologies is difficult, but possible and desirable. Although the western business culture is a culture of achievement and success, yet identification of the causes, mechanisms and symptoms of pathological phenomena can bring important theoretical and - above all – practical benefits.

Keywords: *autonomization, displacement of goals, dysfunction, organizational pathology*

QUALITY ASSESSMENT OF PUBLIC SERVICES: IDENTIFICATION OF ISSUES THROUGH FOCUS GROUPS

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The problems of citizens' satisfaction with the quality of public services are investigated in Russia mainly through mass surveys. This makes it possible to find out the satisfaction of different social groups with different aspects of the provision of public services. This also makes it possible to determine the extent of existing problems and shortcomings in the provision of public services to citizens. However, in the shadow of scientific analysis there are many reasons for the dissatisfaction of recipients of public services. There are no known answers to the question of what needs to be done in the first place, so that the level of citizens' satisfaction with the quality of service increases. To obtain answers to these questions, the authors of the article used the group focused interview method. Its application made it possible to identify the main causes and factors of dissatisfaction

with the quality of service delivery. Many reasons for dissatisfaction do not depend on institutional changes and regulation of activities through the introduction of quality standards. As a result of the research, the "image of a good public service" was defined, and a way of improving the perception of the quality of public services was found. The obtained results supplemented the quantitative assessments of sociological surveys and made it possible to develop recommendations for improving the work of state and municipal services. The analysis of the results revealed a lack of a clear linear relationship between the growth of satisfaction with the quality of public services and institutional improvements in the work of public service providers. An important conclusion of the study was the recognition of the need to support institutional reforms by a number of marketing activities related to social expectations and the socio-psychological state of recipients of various public services.

Keywords: *Public services, Municipal services, Evaluation of the quality of public services, Satisfaction with the quality of service provision, Reasons for dissatisfaction with service quality, Focus group, Image of the "ideal service"*

IMPACT OF COMPELLED CONTACTS ON PSYCHOSOMATIC DISORDERS OF EMPLOYEES OF ORGANIZATIONS

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ABSTRACT

Understanding of the phenomenon of "compelled contact" is deepened. The main socio-psychological signs are identified, psychological forms are disclosed, the classification of compelled contacts is developed, the structure of the compelled contact is characterized. A comparative analysis of the psychosomatic disorders of two groups of employees, compelled to contact and having the opportunity to avoid compelled communication, namely the influence of personal problems and hidden stress on health, the intensity of manifestations of psychosomatic disorders, violations of the respiratory system, violations of the musculoskeletal system, disorders of the digestive system, Violations of the cardiovascular system, violations of skin reactions. The comparative analysis of the symptoms of occupational disadaptation of two groups of employees who are compelled to contact and have the opportunity to avoid compelled communication, namely, disturbances in the "sleep – wakefulness" cycle, the characteristics of social interaction, a decrease in motivation for activity, somatovegetative disorders, impaired well-being (emotional shifts, Processes, reducing overall activity, feeling tired). The influence of compelled

contacts on psychosomatic violations of employees of organizations has been established. Attention is focused on the need for psycho-prophylaxis and psychocorrection of psychological forms of compelled contacts, which directly affect psychosomatic disorders and professional disadaptation of employees of organizations.

Keywords: *compelled contact, respiratory system, skin reactions, musculoskeletal system, digestive system, professional disadaptation, professional deformities (burnout), psychosomatic disorders, cardiovascular system.*

MIGRATION AND DIASPORIZATION: THE COMPARATIVE ANALYSIS OF THE EUROPEAN AND REGIONAL RUSSIAN TRENDS

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ABSTRACT

The article considers the detailed review of diasporization of the modern societies, brings the different approaches to understanding the notion of "diaspora" in the Russian and foreign literature. The role of migration to strengthen the diaspora processes in the European countries and Russia is demonstrated. The analysis of the formation, activities and significance of diaspora communities in the contemporary societies, their role and potential in migrants adaptation and integration is being executed. The article represents an attempt to classify diasporas

in the Kaliningrad region, gives recommendations on strengthening the role of diasporas existing in the region in integration of newly arrived immigrants and migrant workers.

Keywords: *diaspora, diasporization, forced migration, labor migration, multiculturalism, ethnic identity, migration policy, adaptation, integration*

THE REFORMING OF RUSSIAN CIVIL LEGISLATION (FROM THE GENERAL PART OF THE CIVIL CODE TO THE PARTICULAR IMPLEMENTATION OF THE NORMS)

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ABSTRACT

This paper explores and makes an attempt to understand the current state of the General part of the Russian Civil code in the course of reforming of the civil legislation of Russia. Major reform in this area, which began several years ago, has generated a lot of contradictions in the law enforcement and scientific disagreement. This facts and the absence of comprehensive scientific papers on this issue determine the novelty of this study. The authors were guided by the general scientific and private methods of cognition: historical-legal, formal-legal, comparative

legal, sociological, etc. The main used method was the comparative method, which allowed us to compare the implementation of the rules of civil law before and after the reforms. The study revealed a number of both positive and negative changes, and also, unfortunately, contradictory. Thus, the legislator has tried to unify the rules on legal entities, but the result is unclear, for example, about the nature of the Central Bank as a legal entity. Also, the authors found that the reform of corporate relations on the one hand put a symbolic end to the dispute about their nature. However, many norms in this area began to carry the administrative and legal features, which is not acceptable for private legal relations, and other norms, on the contrary - too soft, which again requires further legislative changes. The reform of the property law is also not fully implemented. The obtained results can be useful to scientists-jurists, practitioners, and anyone who carries on business and enters into civil law relations in Russia. According to the results of the conducted research the authors came to the conclusion that a number of Russian civil law norms continue to require improvement, and on how carefully and deliberately will further changes be made the stability of civil turnover depends on.

Keywords: *civil law, civil code, civil turnover, corporative relations, property law, legal reform*

THE INFLUENCE OF SOCIAL MEDIA ON ONLINE AND OFFLINE POLITICAL PARTICIPATION OF YOUTH

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ABSTRACT

Young people are considered to be most disengaged age segment when it comes to politics and political issues. To increase the level of political participation of young people is a socially desirable goal, especially considering the fact that they are the ones to shape the future of politics. The impact of Internet and new media development mostly effected younger generations and it can be presumed that new media, such as social networks, will continue to have a significant role in their lives. Thus, social networks can be an effective media in strategies that are aiming to increase political participation among young people. The purpose of this research is to determine to what extend do young people use social media for discussing politics and does using social networks for political information influence their online and offline political participation. The survey was conducted using online questionnaire among young people between the ages of 15 to 29. Results have shown that using Facebook for accessing and discussing political information has a positive influence on the

intention for both online and offline political participation. The influence is, expectedly stronger in the case of online political participation. Twitter, however, has shown to have a significant influence on online political participation, but not on offline political participation of young people.

Keywords: *offline political participation, online political participation, social media, youth*

GLOBALIZATION, GLOBAL TRANSITION OF DIETARY PATTERNS AND OBESITY PANDEMIC

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ABSTRACT

Globalization is the term that describes the link between markets and countries around the world, ie globalization is the expansion of the market beyond national boundaries. However, national borders lose their importance not only in relation to economic processes, but also in ideas, cultures and values. Since its beginnings up to date, globalization has been led by the most developed Western countries. As one of the most powerful trends after the year 1945, most countries in the world became involved in globalization. Expecting the benefit of their own development, the economically weaker countries mimic the model of development of the successful countries, while abandoning some segments of their traditional lifestyle and cultural values. This also includes copying of the nutritional and dietary habits from the Western countries. The consequence is global uniformity of the lifestyle and diet structure, based on the westernized pattern. Unfortunately, sedentary lifestyle, excess intake of calories,

consumption of nutritionally low quality food, the neglect of physical activity etc. lead to obesity pandemic and its numerous health consequences. What was once a problem of developed countries, now affects all regions of the world regardless of their level of development. Today, around 2 billion people worldwide have excessive weight, of which 670 million are obese. Obesity is a clinical, public health and socio-economic disease whose pandemic proportions, consequences and continually rising trend are threatening the stability and the development of the contemporary world. Along with obesity's characteristics from the aspect of a disease, the paper describes the risk factors with special emphasis on those linked to globalization, transition in the structure of diet, and proposes measures for control for obesity's immense negative impact on every aspect of human life and development.

Keywords: globalization, obesity pandemic, transition in diet structure and lifestyle

LABOR RESOURCES OF THE ECONOMY OF THE USSR IN THE YEARS OF THE GREAT PATRIOTIC WAR

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ABSTRACT

The article shows the role of state bodies; party, Komsomol and trade union organizations in the formation of a nation-wide system for the reproduction of labor resources, and the improvement of their qualitative characteristics during the Great Patriotic War.

Keywords: *labor resources, the system of state labor reserves, Stakhanov schools, production and technical training, human resources*

INSTITUTIONAL RECONSTRUCTION: COMPLETE ALTERATION?

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ABSTRACT

Analysis of the transformation processes of social reconstruction, conducted without taking into account the local socio-cultural specifics, reveals the destructive nature of such changes. The application of the Path Dependence approach as a methodology

for studying public reforms in particular, as well as use the civilizational model as a whole, provides new research opportunities in comparison with the linear stadia approach. This allows one to discover the fundamental mistakes of modernization programs of total likening, based on erroneous theoretical assumptions and containing immanent contradictions, and to substantiate the need for significant restrictions in the processes of social transformations. Retention of the positive vector of the ongoing reforms aimed at maximum adaptation to the changing conditions of social reality and an adequate response to exogenous challenges does not eliminate the need to maintain its relative homeostasis, to avoid disintegrative tendencies, to ensure existing balance of own society. Maintaining the constructive nature of institutional changes as a form of social creativity actualizes the task of correcting the modernization programs implemented by the public administration system in transitional societies.

Keywords: *Civilizational matrix, Coevolution, Diversity of humankind, Institutional reforms, Invariance, Modernization, Path Dependence, Social changes, System sustainability*

NEW MARKETING APPROACH IN BUSINESS CONSULTING

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ABSTRACT

Today business consulting is facing significant transformation. The digital evolution and financial crisis underscores even more the need for consulting companies to provide new marketing approach based on real and true personalized experience. This goes far beyond companies and clients profiling. It means building a strong relationship with clients meeting they needs. In this regard, this paper seeks to study the interaction of the consultant and his client in the process of providing services within the cycle of business consulting, and to prove that applying a new marketing approach to business consulting can significantly improve the quality and the efficiency of the consulting services. To carry out this research we used qualitative and quantitative methods, such as comparative analysis, modeling and the study of operations. The results of this research can be applied in the study of intellectual service field and integrated into practice of business consulting. The novelty of this research lies in the fact that we designed a new model of business consulting based on new marketing approach. Therefore, our research findings can help to adopt consulting business to changes which accrued in modern economy and social life.

Keywords: *business consulting, consulting service, marketing model of consulting services, quality of consulting services, efficiency of business consulting, cycle of business consulting*

SPIRITUAL AND THEOLOGICAL ASPECTS OF SOCIAL EDUCATION AT THE END OF XIX - THE BEGINNING OF XX CENTURIES

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ABSTRACT

The subject of this research is the formation and the development of social education in its spiritual and theological aspect in Russia at the end of XIX - the beginning of XX centuries. Social and pedagogical experiments of that period were included in the process of social education rise and its formation. The spiritual core of the professions, which are aimed at the social assistance and support of the population, the search of this core became the feature of this process in Russia. The search answer was found in the theological aspects of social education. The methodological basis of the study is the concept of cultural and moral succession and continuity of social education, as well as recognition of not only the social value but also the spiritual one of social assistance. The research methods adopted in the theological works are complex in nature: there is a comparative historical research, the analysis of texts, stratification analysis and subculture research, modeling method, method of evaluation from the perspective of theological knowledge. The main research problem is the correlation analysis of social education standardization and its formalization as well as its spiritual and moral main point, also there is the problem of motivating the

specialists' activities in the social sphere and the threat of its decline. The results of this research are important for content formation of the modern social education and determination of its spiritual and moral basis.

Keywords: *Social education, spiritual and theological bases of education, specialists of the social sphere, the value bases of vocational training*

THE EXPERIENCE OF SOCIO-ECONOMIC ADAPTATION OF THE RUSSIAN NOBILITY IN A DEVELOPING SOCIETY IN THE LATE XIX- XX CENTURY

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ABSTRACT

The noble class of the Russian Empire for centuries personified the political, economic, and cultural power in the post-reform era was in a very difficult position, gradually eroding their socio-economic position and had to adapt to new conditions.

The historical experience of socio-economic adaptation of the Russian nobility, expressed, in particular, in the commercial and industrial entrepreneurship is particularly relevant in the current environment characterized by dynamic reformation of all spheres of life of modern Russian society.

Keywords: *adaptation, nobility, modernization, entrepreneurship, post-reform era, socio-cultural changes*

MODERN GLOBAL ECOLOGY AND ENVIRONMENTAL ETHICS: ECONOMIC AND SOCIAL BARRIERS TO THE SUSTAINABLE DEVELOPMENT IN RUSSIA

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ABSTRACT

The paper examines the problems of the formation of environmental ethics or environmental consciousness in contemporary Russian society. The formation of environmental ethics and environmental consciousness is one of the basic conditions of modern sustainable social and economic development at the local and global levels. Ecological consciousness is constantly reproduced within the framework of the modern system of mass communications and forms a specific spiritual environment, specific environmental ethics. This ethic includes norms, values, rules of conduct and social sanctions for their non-compliance. Environmental ethics determines the attitude of society to various problems of environmental

protection and the possibilities of their solution under existing economic, political, and sociocultural constraints. The paper presents the results of the sociological analysis of the main social and economic factors in the formation of environmental consciousness and environmental ethics and are the main barriers to the formation of the social and ethical foundations of Russia's sustainable development.

Keywords: *ecology, "Eco-friendly" way of life, environmental ethics, environmental consciousness, sustainable development*

MODERNIZED POVERTY OR SOCIAL CONSTRUCTION OF PRIVATION

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ABSTRACT

Poverty is a recurrent phenomenon, its permanence as a subject of study proves it. The market evangelists' breach with the values of ancient societies was responsible for the advent of a new form of poverty, « a modernized poverty » unrelated to poverty under its Arab-Muslim, Greek or vernacular form. This new version of poverty is the fruit of the pressure and frustration conveyed by the economization of human societies. The modernized poverty flourished with the advent of the phenomenon of globalization. It is currently the art of under-developed countries as the counterpart of integration in the "planetary village" for these same countries is synonymous with the breach with the lifestyle

of ancient societies. The present paper is meant to highlight deprivation in the era of successive crises and the questioning of the single-minded approach so dear to the market evangelists. This work is the fruit of a series of observations combined with a heterodox analysis of poverty and deprivation. We endeavoured to underline the nature of the poverty-growth causality. Is growth indeed synonymous with the decline of deprivation? Is economic growth actually beneficial to the poor? Shall we witness the advent of a new version of deprivation as a result of non-adherence to or rather exclusion from a dominant life standard?

Keywords: Poverty, Social Construction

A NEW PARADIGM FOR THE DEVELOPMENT OF SOCIO-ECONOMIC RELATIONS AT THE MUNICIPAL LEVEL: CHALLENGES AND PROSPECTS

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ABSTRACT

The socio-economic well-being of the country largely determines the social and economic well-being of Russia's municipalities. In this article, new directions in the activities of local authorities are considered, which can ensure a significant increase in the socioeconomic status of municipalities. These include: the development of effective investment policies, the multiplying of the opportunities for public-private partnerships, the use of the strategy of implementation of managerial practices from commercial structures, the active development of intermunicipal cooperation, the improvement of management effectiveness introducing the city manager model in municipal practice and the search on this basis for an optimal division of functions of administrative structures at the local level. In addition, the article proposes to intensify the use of socio-engineering methodology

for making managerial decisions, which provides a scientific justification for the ongoing management activities. Much attention is paid in the article to the improvement of the personnel policy on the basis of the introduction of such a form as rotation creative managers from business into managerial structures. This practice can give a significant impetus to the development of innovative management technologies in local authorities, but it also implies a certain danger of destructive consequences, manifested in the use of administrative resources by individual private organizations and their leaders, in the emergence of conflict of interests, corruption and protectionism. Certainly, such direction as increase of activity of people in the decision of questions on the local level is not disregarded, being one of the effective tools in the practice of self-government. In the article, each of the proposed areas for improving social and economic relations at the municipal level is regarded in the aspect of technology, the implementation of this activity, possible problems and conflicts, ways to resolve them.

Keywords: *public-private partnership, investment policy, personnel policy, conflict of interests, municipal formation, socio-economic relations, socio-engineering methodology for making managerial decisions*

SOCIO-ECONOMIC RISKS OF MODERN RUSSIA'S PENSION SYSTEM

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The article examines the socio-economic risks of the Russian pension system of the Russian Federation, including demographic, macroeconomic, financial, political, institutional, analyzes the decisions and actions to enhance the attractiveness of private pension insurance, corporate pension schemes, a new system of relations between the state and the NPF, and also to assess the effectiveness of any pension Institute

Keywords: *pension reform; corporate pension plans; strategy for long-term development of the pension system of the Russian Federation; development model of second level pension system*

ANTHROPOLOGICAL ASPECTS OF VALUE DECISIONS IN EUROPE

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ABSTRACT

Current transition from agrarian societies to industrial ones around the globe carries shift of values along with – namely, from Traditional to Self-expression. The shift has been described by analysts of the World Values Survey Association (WVSA). In much described Inglehart & Welzel cultural map of the world Baltic States are positioned somewhere in the middle between the poles. The article sketches dangers arising from one-sided over-emphasizing benefits of democracy and self-expression. Societies undergoing fast transition between their former experiences and current challenges testify frictions and they may be described as torn societies. The author uses the term “plastic man” coined by Martin Heidegger – in whom the changing part of personality is increasing whereas the steady side is decreasing. As sociologist Arnold Toynbee puts it, the man of today is a “man running away from God”, consequently, his plasticity takes over and man is not in position to control his own choices and his changeability. The article offers Christian anthropological view of man in his relations with God. The reminder refreshes knowledge of European Christian roots and challenges current social development.

Keywords: *anthropological crisis, democracy, traditional and self-expression values, values*

TOPICAL ISSUES OF THE DEVELOPMENT OF VALUATION ACTIVITIES IN RUSSIA

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ABSTRACT

This research presents historical trends for the appearance of valuation activities in Russia, its development and the current status. The current legislation on valuation activities was analyzed too. The review helps specialists to understand the semantic structure of existing approaches and methods in valuation activities, to understand its essence. When somebody understands the essence of existing approaches and methods in valuation activities he can easier find optimal and timely decision for every object of evaluation. Many existing enterprises in the real sector of the economy have not been assessed for objective reasons in the period after 1991. Now due to the rapid changes in the economic situation in the country many of the leaders of such enterprises for strategic decision-making require a realistic assessment of their property business. This review will help the specialist conducting this assessment to understand what methods are preferable to use, what methods give an objective assessment and why. Also this review is indispensable for those cases when the object is revalued, and the revaluation occurred after significant periods of time. The review will help to understand why in this period of time these results were obtained.

Keywords: *business value, evaluation activity, evaluation activity development, Russian society of appraisers*

THE IMPACT OF INNOVATION IN THE ECONOMY ON THE SYSTEM OF PROFESSIONAL EDUCATION

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ABSTRACT

According to this study, the specifics of the current trends in the sphere of Russian professional education, the peculiarities of the Russian economy, the authors identify the general trends and distinctive features of Russia's higher professional education. The authors study and substantiate innovative approaches to the formation of professional competencies for specialists with higher professional education in Russia. The methodological basis of the study is the dialectical method, which makes it possible to study phenomena and processes in their historical development and based on it general scientific, special research methods. An analysis of the current state of the Russian system of higher professional education shows the advisability of using innovative approaches to the formation of new professional competencies of future specialists who are able to compete in the sphere of professional activity in the labor market. Based on the study, it is recommended that the educational programs of higher professional education be improved in order to train specialists

with professional competencies that meet modern demands of the economy. The theoretical positions formulated in the study can be used in scientific and legislative activities, in the field of professional education, with the improvement of the qualification of workers and scientific and pedagogical personnel in the field of higher professional education.

Keywords: *professional competence, higher education, innovative approach, educational programs, professional activity, economy*

“INNOGOROD” AS CONCEPT OF URBAN ORGANISATION: INNOVATIVE INFRASTRUCTURE MANAGEMENT (A CASE STUDY OF SKOLKOVO)

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ABSTRACT

Innogorod is a form of city organisation, a city initiative, formed on the basis of ecosystem of innovation. This article studies the experience of creating and managing an innovative urban environment on the example of Russian innovative centre of Skolkovo. The author derives the main features of a new type of urban space in a comparative analysis of innogorod and naukograd. The methods of empirical and theoretical level (abstraction and analysis and synthesis) are used. The research reveals the system of infrastructure arrangements and the principles of its management.

Keywords: *Innogorod, innovation, infrastructure, ecosystem*

THE IMPACT OF THE ECONOMY ON TRAINING OF SPECIALISTS (IN THE CONTEXT OF TOURISM AND HOSPITALITY INDUSTRY OF RUSSIA AND LATVIA)

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ABSTRACT

The relevance of the study is determined by current trends in the Russian education, thus, in conditions of integration of the economies, despite economic sanctions, a significant favor have the program of the second degree. In the framework of the cooperation agreement between the Russian State Social University and the University of Latvia ISMA were held the negotiations and agreements were reached on the opening of the double degree program for students of the Russian State Social University attend classes in tourism, hospitality, economy (bachelor degree and master's degree level). In the context of development inter-University (RSSU - ISMA University) partnerships in the field of training of specialists in tourism and hospitality special favor is the comparative analysis of the development of the tourism industry. The research of modern world trends in tourism and hospitality, characteristics of the economies of the countries explored, the specifics of Russian and

Latvian tourism, the definition of general trends and distinctive aspects of the industry evolvement occurs prospectively. On the basis of the study were given recommendations to adjust the educational programs with the goal of training practice-oriented specialists is a high demand on the Russian employment market but in the global employment market.

Keywords: *economy, Latvia, Russia, tourism, tourism and hospitality industry*

ACTIVE INDUSTRIAL POLICY OF THE STATE AS A FACTOR OF PROFESSIONAL DEVELOPMENT OF ECONOMICALLY ACTIVE POPULATION

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ABSTRACT

On the basis of the analysis of foreign experience of transformation of economy of economic transformation the authors illustrate the need of for creation of creating a new role of the state as the built-in regulator providing that provides smoothing of the consequences of cyclic fluctuations in labor market and making impacts on science and education. Especially

urgent this question becomes This problem becomes especially important within the framework of the active industrial policy as it the policy is impossible in the conditions of market economy without accurate appropriate distribution of responsibility between the state and the employer in the field of development of human resources of human resources development. On the basis of systematization of experience gained by both the developed and developing countries it is shown that programs of strategic development of the human capital are the effective tool allowing to smooth that gives an opportunity to smooth structural shifts in the economy in the sphere of development of productive forces and a manpower, human resources, to eliminate contradictions between social and economic interests. The authors prove that the active industrial policy of the state actually has to form the organization of the advancing training in the system of professional education. For the solution of this task it is necessary to trace the current demand and to define perspective future requirements on connected to the existing professions, and also to predict the emergence of new ones.

Keywords: Active Population, Human Resources, Industrial Policy

SOCIAL WELL-BEING OF THE SENIOR GENERATION IN RUSSIA AND IN KYRGYZSTAN: SOCIOLOGICAL ANALYSIS

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ABSTRACT

The analysis of separate criteria of quality of life of the senior generation in Russia and in Kyrgyzstan allows to define the general and special aspects of social well-being of the considered

group of persons in present time. The questions affecting material security of pensioners, the state of health, education and employment, favorable conditions for activity are analysed. Recommendations about improvement of social well-being of the senior generation in the considered countries are submitted.

Keywords: *senior generation, social well-being, quality of life, universities of the third age, discrimination*

THE CONTINUOUS EDUCATION OF SOCIAL WORKERS IS THE REQUIREMENT FOR INTENSIVE DEVELOPMENT

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ABSTRACT

An intensive social and economic development of a society implies a transition to intensive social technologies in the area of social protection and activating own potential of citizens. A match between professional standards of social workers and demands of the society requires an ongoing monitoring and optimization of competences of social workers. A personal certification including objective indicators is a tool to achieve this goal. A model for certification of social workers has been created in this study. The study offers changes of curriculum in

higher education and additional professional education. The concept of social partnership acts as a methodology of the research. Methods: in-depth interviews, expert assessments, testing, case studies, document analysis, statistical and demographic data, content analysis of websites of social organizations, modeling method. Special attention is paid to issues of education of teaching staff for the practice oriented higher education and more active engagement with employers in training of social workers on the basis of social partnership.

Keywords: *competences of social workers, certification, continuous education, intensive social and economic development, social workers*

CONTENT-ANALYSIS OF SWIMMING DISCIPLINE'S EDUCATIONAL PROGRAMMS FROM SOVIET PERIOD PEDAGOGICAL HIGH SCHOOLS

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ABSTRACT

The state put great emphasis on education in general, and teacher education and training, in particular, including physical education teachers during the Soviet period of society development. The authors sought to perform a content analysis of

"Swimming" training program in educational universities of the Soviet period with a view to train future physical education teachers, and eventually, the teachers of physical education of secondary school focused on mastery of competitive swimming styles and methods of teaching children and adolescents within the school curriculum. The Soviet scientists and specialists experience accumulated during decades helped to keep the traditions and continuity during the transition to a multilevel system of bachelors training in "Physical education" in "Theory and methodology of swimming" and "Technology and teaching methodology of swimming" subjects.

Keywords: *swimming, training programs, physical education teacher, educational universities, teaching practices, skills, teaching methods*

PHILOSOPHICAL AND THEOLOGICAL HEIGHTS OF RUSSIAN THOUGHT IN EXILE

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ABSTRACT

The article contains a description and analysis of the Parisian stage of Russian religious philosophy, represented by the activities of domestic philosophers who found themselves in forced emigration after the revolution. Analyzing the thematic range of creative research that was carried out by the leaders of the Paris School, the author pays special attention to the leading one among them - who defined the so-called "patristic revival" and associated, above all, with the name of Archpriest George Florovsky.

In addition, the article shows that it was in emigration that Russian philosophy reached a completely new stage, having overcome the creative hobbies of the Silver Age.

Keywords: *patristic revival, the Paris School, neo-patristic synthesis, eurasism*

SOCIAL CAPITAL AS RESOURCE OF PUBLIC WELFARE: GAPS AND SYNTHESIS IN POST-SOVIET RUSSIA

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ABSTRACT

Reforms of the 90th years of the 20th century transformed Russia to the new capitalist country of the postcommunist block. Owing to these modernization processes the Russian society lost values of Communitarianism and aspiration to participation in the collective actions directed to achievement of public welfare. At the same time, in the countries which passed a way of organic and innovative modernization personal participation of citizens and their contribution to socially important projects is considerable and it is estimated at hundreds of billions dollars. On this basis the author draws a conclusion about need of deep institutional transformations for the Russian society which assumes the strategy of creation of public welfare.

Keywords: *state, capitalism, modernization, public welfare, political elite, social capital*

VIRTUALIZATION OF FINANCIAL MARKET : BASIC TENDENCIES AND PROSPECTS

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ABSTRACT

The main purpose of this study is to analyze the current state, key contradictions and prospects for further development of the main segments of the Russian financial market in the vein of virtualization of society as a whole and financial services in particular. During the research methods such as analysis, synthesis, abstraction, generalization were used. The results of this study provide for the possibility of their further application both in subsequent theoretical and methodological developments and implementation of the findings in the practical activities of financial market entities with the goal of timely response and building further activity processes in a controlled manner. The obtained results can be used for scientific purposes, as a material for further studies of specifics of the financial market in the context of its virtualization. It is possible to use the material for methodological purposes as a starting point for a number of economic disciplines. The novelty of the research is to study existing positive and negative trends in the virtualization of the Russian financial market, to generalize the results obtained and summarize the final conclusions about possible further changes and their consequences for society from the authors' point of view.

Keywords: *economy financing, virtualization of finance, financial and banking services, insurance market, stock market*

EVOLUTION OF SOCIOLOGICAL KNOWLEDGE IN THE FIELD OF SELF- ORGANIZATION OF SOCIETY

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ABSTRACT

The subject of scientific interest for justify the research approach of the authors is a popular trend awareness, self-determination, integration and self-organization, inherent in any social system. A reflection of the demands of society is an important condition for the understanding and sustainable development of society.

The methodology of the conducted research is based on generally accepted scientific approaches and principles of analysis of social processes. Discusses the ideas of self-organization of the recognized classics of sociology Hobbes, N. Machiavelli, John. Vico, Voltaire, J.-J. Rousseau, K.A. Saint-Simon, Auguste Comte, H. Spencer, E. Durkheim, K. Marx, G. Simmel, F. Tennis, M. Weber, T. Parsons, P. Sztompka. Attention is paid to methods of analysis of social processes of self-organization of such distinguished associates of social science, V. V. Vasilkova, O.D. Kutsenko, N.N. Moiseev, I.R. Prigozhin, G. Haken, W.R. Ashby, M. Eigen, and other. The result of the theoretical analysis can be considered a classification of sociological theories in the field of self-organization of society at reasonable copyright criteria groups of the main sources self-organization process.

Understanding of the essential nature of natural processes of self-organization described in the article, will allow society and government to more confidently begin to create a reliable model of sustainable development.

Keywords: *public self-organization, spontaneity, rationality of interaction, orderliness*

SOCIOCULTURAL INTERACTION OF FOREIGN STUDENTS

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ABSTRACT

The concept of global education assumes the transformation of the foreign students training system the given study who are able to lead a process of intercultural cooperation based on sociocultural interaction and communication, taking into account the theory and practice of intercultural education, which determines the relevance of the study presented. It is noted that successful sociocultural interaction presupposes the ability to interpret the behavior of representatives of intercultural adequately, as well as the willingness of participants in

interaction to perceive another form of behavior, to understand its differences and vary from culture to culture. The conclusion is made that the socio-cultural interaction of foreign students promotes dialogue not only at the level of individuals, but also predetermines the willingness and ability of foreign students to conduct a dialogue of cultures within the framework of intercultural cooperation.

Keywords: *interculture education, sociocultural interaction, foreign students, international educational space*

SOCIAL PARTNERSHIP IN THE CORRELATION OF THE LIFE SITUATION OF DISABLED PEOPLE IN CONTEMPORARY RUSSIA: EXPECTATIONS AND REALITIES

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ABSTRACT

The study aim is to identify the main resources of the institutionalization of social partnership and to reveal the potential of this social mechanism. Enhanced understanding will allow you to define a new ideology of social cohesion and mutual social responsibility. The different actors involved in the

correlation of the living space of persons with disabilities. The subject of the research involves the study of risks and barriers in the interactions. More specifically, a dedicated group of wheelchair users. These are people with significant limitations in the possibilities of life, often with preserved intellectual sphere. Their expectations, possibilities, ways of adaptation to the environment very expressive show strong and weak sides of the social partnership. Applied in the study factor analysis has allowed to identify the indicators weights of the different parties interact and to identify possible ways of overcoming social barriers. Methods in-depth interviews revealed the perspectives of enhancing the life attitudes of wheelchair users, their adaptive behavior and ways to improve their effectiveness. Expert assessment has helped to identify the pain points of interactions public organizations, business and state structures in the context of social partnership. The authors drew conclusions and made practical suggestions for the correlation of the life situation of people with disabilities in modern Russia.

Keywords: *social partnership, social interaction, social responsibility, people with disabilities, correlation situation*

RESEARCH ON TRANSFORMATION PROCESSES OF MODERN MANAGEMENT MODELS

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ABSTRACT

The purpose of the article is to analyse modern management models in their dynamics, to identify management prospects in context of development of knowledge-based societies. The authors through methods of socio-philosophical analysis: comparative method, systemic and dialectical approaches, hermeneutical method conduct the research on determinants' fundamental transformations of modern management models in the information society at the stage of transition to knowledge societies. Based on tendency of trends in knowledge structure research, mechanisms of reproduction, distribution, exchange, storage and consumption of socially significant information, the authors identify a number of new trends in modern management models: a significant increase in the role of innovative solutions, an increase in the number of synergistic effects, and as a result, an increase in unpredictability in management processes, the growing importance of emergence in management, a dramatic increase in the dependence of successful management on the image component and skills with technology of "soft power", increasing risks of the usage of new information technologies in management.

The trends of changing the nature of management identified are universal and can be employed in the development of management models in various areas of social life.

Keywords: *management models, knowledge societies, innovations, emergence, synergistic effects, technologies of "soft power", adaptive management*

QUALITY OF LIFE OF THE POPULATION IN THE WORLD SOCIETY

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ABSTRACT

the article analyzes the theoretical perception of the category "quality of life" in sociology. The scale and ambiguity of the category "quality of life" also determines the variability of approaches to its description and evaluation. It is noted that the objective, subjective and combined approaches are widely used in sociology in the way of forming indicators. The Human Development Index (HDI) is regarded as a system for assessing the quality of life. A certain "breakthrough" in the notions of the quality of life is characterized by the development of "international indicators of the quality of life." The object of the study is the quality of life of the population. The subject of the study is the quality of life of the population in the world community. The purpose of the study is to study the quality of life

of the population in the world community. For the formation of quality of life indicators, the combined approach is most justified and adequately applied. The essential interrelation between quality of life and an indicator of forthcoming (expected) life expectancy in the concrete countries is traced. When working on this research, methods of document analysis were used: traditional (primary) document analysis, and secondary, comparative analysis. Practically tested during the work on this project, specialized quantitative content-analytical techniques. Scope of research results: Innovation of training courses in the discipline "sociology of the region." The scientific novelty of the sociological approach to the study of the definition of "quality of life" is the inclusion in the aggregate objective indicators and indicators of measuring socio-psychological factors of the content of this concept. Conclusions: there is a need for monitoring studies of the quality of life in the world community. According to sociological data, the countries showing the greatest satisfaction with the quality of life were identified.

Keywords: *quality of life, indicators, world society*

THE FINANCIAL MECHANISM OF MANAGEMENT AS A WAY OF ORGANIZING FINANCIAL SERVICES AND FINANCIAL VALUES

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ABSTRACT

This article analyzes the substance of financial activity and the financial mechanism of management. The aim of the study is to clarify concepts of financial activity, the financial mechanism of management, financial services, and financial values. The study used abstract-logical and topical-thematic methods. Structural, structural-functional, and comparative methods were applied, as well as expert and functional analysis of information on the topic. The study resulted in clarification of the above concepts, which can be used for further development of the theory of the financial mechanism of management for optimization of financial policy, both at the macroeconomic level and at the level of businesses, improving organizations' financial reporting. The novelty of the resulting, more precise, concepts is that previously these concepts were interpreted in the context of management of the economy, whereas the present authors attempted to analyze these concepts in the context of the productive operations of businesses. Financial activity is treated as a system of economic relations in the production of financial services; financial service, as a system of economic relationships for production of financial value; financial value, as the ability to meet the financial requirements of businesses in the formation and use of financial resources; the financial mechanism of management, as a way of organizing the production of financial services and financial values to meet the

financial needs of businesses. Clarification of these concepts also allows us to trace the connections among them as elements of a unified system of production.

Keywords: *financial activity, financial transaction, financial requirement, financial service, financial value, financial mechanism of management*

HAPPINESS: LANGUAGE AND PROFESSIONAL IDEOLOGY IN THE DISCOURSE OF NETWORK MARKETING BUSINESS

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ABSTRACT

This article examines the relationship between linguistic devices and professional ideology in the discourse of network marketing business in member's periodicals. The 10 data were taken website, published in April 2016. It was found that the linguistic devices were employed to construct professional ideology in the discourse of network marketing business such as the use of lexical selection, metaphor, presupposition, intertextuality, definition, hyperbole and thankful. However, The linguistic devices were employed to construct professional ideology in the discourse of network marketing business in member's periodicals that is happiness and success in your work.

Keywords: *Discourse, Ideology, Network Marketing Business*

PSYCHOLOGICAL AND PHILOSOPHICAL APPROACHES TO STUDYING THE "SELF- BETRAYAL" EXPERIENCE

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ABSTRACT

In article approaches to an "self-betrayal" experience phenomenon study in philosophy and psychology are considered. Philosophical approaches to «self-betrayal» experience from a position of existentialism and its founder Seren Kierkegaard where a phenomenon "self-betrayal" arises in the situation of a choice rising before the person in life are considered. This approach is expanded a line item of the founder of positive existentialism Nicolo Abbagnano where this experience is considered as one of nodes of a vital "valuable arc" the individual with formation of valuable structure of the personality. Psychological approaches to a phenomenon study of "self-betrayal" from a position of psychoanalysis of S. Freud where this experience is considered as the internal conflict generated by contradictions between components of "mental life" of the person, one of which "Super-Ego" are considered. Approach of the theory of set of D. N. Uznadze where the strong-willed behavior of the person contradicts his vital set which it perceives as a part of, the entity is considered.

From a position of psychology of experience of F. Vasilyuk in successful option of «self-betrayal» experience there is an analysis and revising of values taking into account personal needs. In approach of the theory of a cognitive dissonance of L. Festinger the experience situation "self-betrayal" can arise in case of a contradiction of behavior of the individual to internal beliefs of the person, that is the behavioral element of the personality contradicts cognitive.

Keywords: *«self-betrayal» experience, internal beliefs, psychoanalysis, psychology of experience, theory of a cognitive dissonance, theory of set*

THE CONSUMER'S PREFERENCES WITH DIFFERENT INDIVIDUAL-PSYCHOLOGICAL TRAITS

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ABSTRACT

The dynamic of change consumer's preferences is most important researching way in social-psychological mechanisms society life. Consumers preference inject in structure of social-psychological mechanism, contains three levels: social, groups and individual. In article we research correlation between olfactory preferences of consumers in market's production and individual psychological traits. Subjects were presented with 7 aromas in blotters and ask to rate them semantic differential of G.Osgud. Before that subjects rate fragrances this way, they assess themselves. In addition, we research respondent's psychological traits of them.

Keywords: *sense of smell, consumer's preferences, social-psychological mechanism, olfactory, fragrances*

