ABSTRACTS

METHODOLOGY

P. 5. Akerman Elena N. THE FEATURES OF FORMING AND USING OF THE INTELLECTUAL CAPITAL IN THE CONDITIONS OF «NEW ECONOMY’S» DEVELOPMENT. The features of change of the human factor’s role and forming of intellectual property in the conditions of «new economy»’s development are considered. It is shown that with the appearance of intellectual property the role of the worker at labour-market and the role of informal institutes change, the network structure of economy is forming now and enterprises of new type appear. «The new economy» is presented as general-system transformational stage of capitalism, based on «the economy of constructive intellect».

Key words: «new economy», the intellectual capital, intellectual property.

P. 9. Bezzubko Larisa V., Netchoda Evgenija V. RUSSIA AND UKRAINE MODELS OF THE SOCIAL PARTNERSHIP. In this article we analyses system of the Social Partnership in Russia and Ukraine, we analyses special feature models in this countries, and we offer directions of development of the Social Partnership in Russia and Ukraine

Key words: the Social Partnership, interests of groups, models of the Social Partnership in Russia and Ukraine.

P. 20. Ovsyannikov Tatiana Yu., Kotova Olga V., Skuridina Julia B. EVALUATION OF THE INVESTMENT PRIORITIES OF IMMOVABLE CULTURAL HERITAGE AS A TOOL FOR ALLOCATING FINANCIAL RESOURCES OF TARGET REGIONAL PROGRAMS. The article discusses the problem of preservation of immovable cultural heritage as a factor for sustainable development of the territory. With limited financial resources the most important task that arises in the implementation of the targeted programs of restoration of immovable monuments is to assess the priority of cultural heritage with the aim of financing their repair-restoration work. The authors suggest the procedure of evaluation of investment priorities of immovable monuments of history and culture based on the analysis of the value of cultural heritage of the society and their risk of loss.

Key words: real estate objects of cultural heritage, investment priority, value, risk of loss, region purpose program

P. 31. Ushakova Emma T., Frolova Elena A. THE SOCIAL STATE: THE THEORETICAL CONCEPT AND FEATURES OF ITS PRACTICAL REALIZATION. In article the characteristic of the basic theoretical concepts of the social state is presented. Structural components of social responsibility of the state are presented, and also revealed strong and weaknesses of this model.

Key words: the social state, social responsibility of the state, social norms, the social doctrine.

MANAGEMENT

P. 41. Aksenov Evgeniy P. THE CONCEPTUAL AND TERMINOLOGICAL SPECIAL FEATURES OF REENGINEERING. There are examined the general questions, connected with the development of the innovation methodology of reengineering, functional financial management at the article. By the author are shown interrelation, difference in financial Engineering, reengineering, the role of the scientific and technical progress in the improvement of financial relations is emphasized. The practical aspects of genesis are investigated based on the example of coal mining by underground method in the Kuzbass.

Key words: reengineering, engineering, financial management, scientific and technical progress.

P. 50. Badalov Leontiy M., Sedova Nadezhda V. FEATURES OF STATE REGULATION OF THE AGROINDUSTRIAL INTEGRATED STRUCTURES. In article questions of programs of the state support of agriculture of the Russian economy realized now are considered. The special attention is given perfection of state regulation of the integrated agroindustrial structures and directions of realization of programmo-target regulation of system of agricultural crediting. Principles of effective interaction with investors, and also actual directions of the state support are allocated from the state.

Key words: integration, state regulation, agrarian and industrial complex.
The notion "personal factor" is elaborated in modern economic science. Detailely are considered personal features of the leader to organizations and his role at realization of the investment project. Stand out the approaches to study qualitative features of the leaders, styles management, as well as are offered main findings upon their influence on result of the realization of the investment project. The role of the personal factor of the leader is generalized for realization of the investment project.

Key words: the factor of personality, the investment project, the manager.

P. 64. Gaga Vladimir A., Tyutyushev Andrei P. EMOTIONS IN ORGANIZATIONAL SYSTEMS OF MOTIVATION AND LABOR ECONOMICS. Stimulation and motivation are key categories in the system of labor management. Stimulation includes elements of social enforcement. During this enforcement a worker to satisfy his interest has to accept conditions of incentive which in its turn defines the possibility of needs' satisfaction. Motivation defines relation of a worker toward manager's order. Inner espousal of orders is formed. They are perceived as value.

Key words: stimulation, motivation, emotions.

P. 67. Dobrynina Galina A. PUBLICITY OF ACHIEVEMENTS AND REWARDS OF PARTICIPANTS IN LABOR PROCESS. Any intellectual labor demands asserted actions which requires right organization and management, clear labor schedule. Responsibility for right organization of workers' labor, create good conditions for work lie within administration (article 129, Labor Code). Bad organization of labor, standstill, and arrears in payment of labor are main factors causing violation of labor discipline. Labor discipline is guaranteed by creating essential organizational and economic conditions for normal highly productive work, conscious attitude to labor, methods of persuasiveness, and rewards for scrupulous, labor. Disciplinary measures or public measures are used towards careless workers.

Key words: publicity, rewards, rating system, moral incentives.

P. 72. Zenina Erica E. COMPETITIVE ADVANTAGES AND CORE COMPETENCES AS THE BASIS OF A PRODUCT QUALITY IN MODERN SOCIETY. This article discusses the concept of a competitive capacity as a result of existence of different kinds of competitive advantages; competitive advantages and their interconnection with the core competences of a company are considered. The influence of the given categories on the quality of products is defined.

Key words: competitive capacity, competitive advantage, differentiation advantage, core competence.

P. 77. Kin Ekaterina I. IDENTIFICATION OF KINDS OF LABOR: AN EMOTIONAL COMPONENT. In article classification of kinds of labor by degree of emotional loading is considered. It is allocated emotional, partially emotional and unemotional kinds of labor. The special attention is given the negative emotional conditions caused by work, such as stress, boredom, a syndrome of emotional burning out. Ways of prevention and an exit from these conditions are offered.

Key words: kinds of labor, emotional management, stress, boredom.

P. 81, Kotova Olga U. EQ VS IQ. WHAT WILL BE A WINNER? In this particle IQ and EQ are observed. There are intellectual quotient and emotion quotient. Modification of these characteristics in time are estimated. EQ and IQ are compared and their influence on climate in team and also on manager's success are revealed.

Key words: emotion management, emotion quotient, climate in team.

P. 85. Sabitova Madina R. THE METEORIC CAREER OF YOUNG MANAGERS: FOR OR AGAINST. The problem of appointment of young specialist to an executive position often is an intricate problem for a company. That is why it is very important to work out effective practical assessment methods to estimate a young employee.

Key words: career, young manager, personal qualities, assessment potential methods.
for “pilot” implementation the systems of division and personnel group. Business success depends on these systems.

Key words: motivation, anti-crisis program, creativity.

P. 96. Soloshchenko Elena A. EMERGENCE AND DEVELOPMENT OF THE SYNDROME OF THE EMOTIONAL BURNING-DOWN OF THE SPECIALIST IN ORGANIZATION. In the modern, rather dynamic, conditions with constantly changing socio – political and economic situation, increasing the information, and with it, and nervously – mental load, increasing competition not only between firms, individual units in them, but also among employees, becomes particularly acute problem of management of stress.

Changes resulting from stress are evident in all areas of the employee. Emotional exhaustion is manifested as a complete or partial absence of the behavior of an employee of any whatever emotions - positive or negative.

Key words: stress, emotion, performance, competence.

P. 100. Sudarushkina Evgenija. SPECIFICS OF FINANCING NATIONAL RESEARCH UNIVERSITIES. With innovative economy gaining great development, the system of higher education gets more urgency. In the article definition to the notion “National research university” is given. Perception of the notion itself is very important from legal and economic perspective as well. Economic peculiarity of these types of universities lies in various forms of financing and economic functioning of university; legal one lies in peculiarities of forming organizational type of management by the university.

Key words: national research university, financing, federal budget, top-priority directions of development, Endowment.

P. 106. Chernikov Boris V. SOCIAL NETWORKS AND THEIR INFLUENCE ON BUSINESS ACTIVITY. Definition was given to concept social contagion. The problem of influence of social networks on business is raised. Possibility of formation and management by social communications in the working group, necessary for effective functioning of business is revealed. Ways to control the topology of human networks in ways that make them more productive are considered. The basic potential of social networks productivity is defined as use and mixing of any useful material with reception as a result of the new combinations made of different slices of the information.

Key words: social network, social contagion, team, emotional management.

FINANCIAL

P. 110. Zemcov Anatolij A., Osipova Tatjana Y. STRUCTURE OF HOUSEHOLD ASSETS. We examine the structure of the household assets. They consist of real, financial and current assets. To consider a particular asset of a household – a basic asset is offered in the article. The basic asset is the person, his skills, organizing and other abilities. We analyze existing assets estimation methods for possibility of their application to estimation of the household basic asset by means of an analogy method.

Key words: household, basic asset, asset estimation.

P. 118. Minina Julia V. TAXES IN SUBSURFACE RESOURCES MANAGEMENT: FINANCIAL-ORGANIZATION ASPECT. Difficulties are determined by the lack of definite answers to the following questions in legal system: character of judicial payments and legality of establishment, methodic of rate calculation and payment amount, managing mechanism. During realization of this work the author defined the meaning of tax payments at subsurface resources management in Russian Federation budget-tax system and revealed the directions of their administration improvement basing on the example of Tomsk region.

Key words: subsurface, tax, payments, tax administration, debts.

EDUCATION

P. 127. Dolzhenko Ruslan A. EMOTIONS MANAGEMENT OF STUDENTS AS A FORM OF POSITIVE MOTIVATION TO EDUCATION. Nowadays there is a great interest to advance of educational process with the help of launching new educational technologies. However this trend shows itself only in preschool and school education. They are applied at the university to a lesser degree, where traditional approaches to education are being kept to a great degree.

Key words: educational process, emotional relations, methods of emotions’ management.
CARE OF PUBLIC HEALTH

P. 132. Banin Sergey A. IMPLEMENTATION OF ONE-CHANNEL SYSTEM OF FINANCING MEDICAL INSTITUTIONS IN RUSSIA: ESTIMATION AND PERSPECTIVES. The article analyses modern ways to finance medical institutions in Russia. The author proposes the variant of transition to one-channel model of financing which will lead to transparency of money flows, possibility for healthcare managers to control their resources according to real needs and to motivation of medical staff to provide qualified medical services.

Key words: one-channel financing, medical institutions, financial model.

P. 142. Dobrusina Margarita E., Zavjalova Galina N., Tulupova Olga N., Hlynin Sergej M. PUBLIC-PRIVATE PARTNERSHIP AS THE INNOVATIVE FORM OF DEVELOPMENT OF THE RUSSIAN PUBLIC HEALTH CARE. Conditions, advantages, directions of use of public-private partnership in health care on an example of realization of pilot projects of modernization of health care in territory of the Tomsk region are analysed. Actions for stimulation of forms of interaction of business and the states directed on development of a competition and improvement of quality and availability of medical aid are offered.

Key words: public-private partnership, modernization of health care, innovations, system of health care.