

---

## ABSTRACTS

### *Section 1. Economy, Management, Law*

**Afanas'yev A.S.**

#### INNOVATIVE DEVELOPMENT MANAGEMENT OF REAL ECONOMY ENTERPRISES

*The approach to the innovative development management of the real economy enterprises on the basis of the innovative target programs has been considered. The methodology of evaluation of the current innovative potential of an enterprise and the possibilities of its application in the existing socio-economic conditions have been proposed. The mechanism to determine the acceptable vector of a company's innovative development on the basis of special maps of innovative development has been given.*

Innovative activity, innovative development, enterprise's innovative potential, map of company's innovative development.

**T.V. Gubareva, A.A. Efimova, A.A. Popova**  
PROVISION OF ELECTRONIC PUBLIC AND MUNICIPAL SERVICES

*The legal framework defining such terms as "public service" and "provision of electronic public and municipal services" has been considered. The "e-government" concept has been defined. The historical background of establishing e-government in the Russian Federation has been given. The processes to establish e-government at the present stage have been considered. The goals and objectives of establishing e-government have been analysed. The peculiar features of provision of public services by the Unified Portal for Public Services on the basis of multifunctional centres as well as using the Internet and the Universal Electronic Card have been examined.*

Public service, e-government, multifunctional centre, Unified Portal for Public Services, Universal Electronic Card.

**T.V. Gubareva, A.A. Efimova, M.V. Nikitina**  
MULTIFUNCTIONAL CENTRES AS IMPLEMENTATION OF ONE STOP-SHOP PRINCIPLE

*The issues of provision of electronic public and municipal services to the citizens of the Russian Federation have been considered. The role of admin-*

*istrative provisions to enhance efficiency of providing municipal services at the multifunctional centres which are the main trend in the administrative reform in the Russian Federation has been demonstrated. The definition of a multifunctional centre, the procedure of its establishing and the range of the services provided have been analysed. Special attention has been paid to the experience of establishing multifunctional centres in Irkutsk region and in the town of Bratsk.*

Multifunctional centre, public and municipal services, one stop-shop principle, bodies of state power.

**E.N. Kerina, V.I. Rozhkov, E.V. Spykhal'sky, A.N. Filyakova**  
COSTS CUTTING OF SPORTS AND HUNTING COMPLEX FORAGE BASE WHILE USING HYDROPONIC FODDER

*The article considers the issues of forage base costs cutting for a wild boar hybrid of the sports and hunting complex. It has been proposed to employ the provender milling modern technologies (hydroponic plant) and to introduce hydroponic greens into feeding ration. Then the calculation of economic effect of hydroponic forage using in hog breeding (fattening pigs) has been given.*

Sports hunting complex, hydroponics, costs, hydroponic forage, hybrid

**I.B. Koroleva**  
ROLE OF BUSINESS ORGANIZATIONS IN THE DEVELOPMENT OF CONTROLLING MECHANISM OF RESIDENTIAL INVESTMENT CONSTRUCTION CYCLE DURATION IN A CITY

*The definition of the concept "controlling mechanism of residential investment construction cycle duration (ICC)" is given. The stages of residential ICC in a city and the groups involved in the process including numerous business organizations are specified. The regulation degree of residential construction duration in a city is examined and the existing drawbacks are indicated. The complex struc-*

ture of the controlling mechanism of residential ICC duration under the metropolis conditions is studied, its characteristics distinguishing the Russian practice of residential construction from European one are highlighted.

Residential investment construction cycle duration, mechanism of residential investment construction cycle duration, regulation of residential construction duration, structural features.

**E.V. Trusevich, I.G. Akchurina**

COMPANY'S PRODUCT POLICY AS MARKETING MIX ELEMENT (THEORETICS)

The paper considers the key element of a marketing mix – product and the existing theoretical approaches to its forming as well as the most significant market factors influencing the development and implementation of a company's product policy.

Product, product policy, brand, brand name, brand mark, marketing activity, product life cycle.

### **Section 2. History, Political Science**

**V.A. Kudashkin, N.S. Osipov**

RUSSO-JAPANESE LEGATION IN THE LIFE OF PATRIARCH SERGIY (STAROGORODSKY)

The article reveals the little known facts from the biography of Patriarch Sergiy (Starogorodsky) before he came to the patriarchal see. Much attention is paid to the process of the future patriarch's personality shaping during his missionary work in Japan (June 1890 – July 1899) when the graduate of St. Petersburg Ecclesiastical Academy hieromonk Sergiy acquires ecclesiastical experience and the character qualities necessary for patriarchship. Materials to investigate the period of the future patriarch's missionary work are few and quite laconic, so the article is notable for its novelty and has its own scientific importance. The authors come to the conclusion that it is the missionary work period that contributed to the future patriarch's gaining experience in delivering a sermon and becoming strong in his Orthodox beliefs.

Missionary work, patriarchship, hieromonk Sergiy, legation

**V.V. Nikulenkov**

DEVELOPMENT OF KRASNOYARSK CITY PRESS IN 1989-1999: FROM ANTI-SOVIET NEWSPAPER TO GLOSSY MAGAZINE

The process of origination and development of Krasnoyarsk territory city press in 1989-1999 is considered. The mass media classification is given; the role, characteristic features and membership of every periodical group are determined.

Mass media, Krasnoyarsk territory mass media, mass media policy.

**G.P. Vlasov, A.A. Kalimbetova**

SOCIAL PARTNERSHIP IN EURASIA COUNTRIES: HISTORIC AND LEGAL EXPERIENCE AND LESSONS

The article analyses the processes of social partnership in the Eurasian space. The natural relations and tendencies of this regulator between different parts of society and the state are determined. The models and forms of social partnership are highlighted.

Social partnership, regulator, social and labour relations, social proneness to conflict, minimizationю.

### **Section 3. Psychology, Pedagogics, Philology**

**A.A. Verbitsky, O.G. Larionova**

EDUCATION REFORM PARADOXES AND THE PROBLEM OF FORMS OF LEARNING ACTIVITY ORGANIZATION

The Russian education reforms being initiated by the Ministry and going on for two decades on the whole haven't resulted in any fundamental changes.

The article considers the causes for preservation of traditional teaching nature in this country and the alternatives for the teaching situation organization according to the context learning principles.

Educational system, knowledge and skills, form-content, informational learning, context

---

learning, experience of productive social and vocational activity, subjects of cognitive activity.

**T.I. Blinova**

**SOCIO-PEDAGOGICAL ASPECT OF EDUCATING ADULTS IN CONTEMPORARY RUSSIA**

*The article considers the role of educating an adult in developing both the society and a person. The adult education structure and its types have been revealed; the research guidelines in the sphere of andragogy have been indicated. The author has studied the "adulthood" concept and analysed common external and internal difficulties facing an adult in contemporary educational situation. A number of social causes which are indicative of the increase of significance for Russia's adult education have been highlighted.*

Adult education, social role of adult education, andragogy, adults' educational needs, adults' continuous education, formal and informal education, andragogue.

**D.B. Gorokhov, Z.I. Gura**

**INFLUENCE OF STUDENTS' SOCIAL AND PSYCHOLOGICAL INDIVIDUALITY ON EDUCATIONAL PROCESS EFFICIENCY**

*The educational process at an engineering higher educational institution is focused on general and special training and don't pay enough attention to self-knowledge, self-improvement and personality psychology. A teacher's work success depends not only on his or her subject knowledge and teaching methodology, but also on the competence in the sphere of a personality's specific features, pedagogical communication and comprehension of information learning regularities. The article represents the results of the psychological tests conducted among the third, fourth and fifth-year students (lability research, mental conditions self-assessment, diagnostics of social and psychological sets and interpersonal relations) and an attempt to consider students' social and psychological profile in the context of their educational growth.*

Educational process, lability, mental conditions self-assessment, social and psychological sets, interpersonal relations.

**V.A. Ipatova, E.V. Lodkina**

**ROLE OF EMPLOYEE'S ABILITIES IN LABOUR PRODUCTIVITY INCREASE**

*The article considers the essence of an individual's underlying abilities as personal resources employed in the working environment together with physical and information factors and having influence on employee's personal working style. The key message resulting from such an analysis is the necessity to consider the outlined types of factors when planning working tasks, especially in challenging activities.*

Abilities and basic skills, personal resources, personal working style, labour organization.

**E.G. Levchenko**

**PSYCHO-PEDAGOGICAL AND ORGANIZATIONAL CONDITIONS FOR IMPLEMENTING ERGONOMIC APPROACH TO THE EDUCATIONAL PROCESS**

*Socio-economic and cultural-technical transformations that characterize the mankind during recent decades have dramatically changed the economic and value guidelines of the Russian society that naturally has led to some changes in the goals and challenges facing education. The analysis of the trends for modernizing Russian education, strategic national educational projects shows that major expected change is achieving a new quality of education that can assure the country's competitiveness among the world powers.*

Ergonomics, teaching ergonomics, ergonomic approach, psycho-educational and organizational conditions for organizing educational process.

**Ya.I. Nogovitsyna**

**ORGANIZATIONAL AND PEDAGOGICAL CONDITIONS OF AUTONOMATION COMPETENCE FORMING AT SECONDARY SCHOOL**

*The article is devoted to the research of pupils' autonomation competence forming. The author proposes her own definition of autonomation competence. The criteria and indicators of its development level have been determined. The diagnostic data to study the dynamics of the mentioned competence development among secondary school pupils have been presented.*

Autonomation competence, self-development, personality and motivational maturity,

personal ecological safety, individual freedom of action, independence.

#### *Section 4. Sociology, Philosophy, Cultural Science*

**I.V. Dotol'**

IDEOLOGICAL ASPECTS OF RUSSIAN EDUCATION FUNCTIONING AND DEVELOPMENT

*The article highlights the specific features of contemporary Russian education's modernization emphasizing the ideological aspects of its functioning and development within the globalization processes framework.*

Modernization, ideological sets, global culture, culture's unification, value sets, ontological approach, axiological and praxiological aspects.

**V.A. Ipatova**

ROLE OF INTEGRATION OF SCIENCES IN IMPROVING SCIENTIFIC KNOWLEDGE QUALITY

*The article considers the influence of integration of sciences on improving the scientific knowledge quality. The principles of sciences interaction while studying the complex processes of labour activity are examined. The process of sciences interaction and the forms of their hierarchy is studied. On this basis, the process of starting up new kinds of scientific knowledge is investigated.*

Integration, scientific knowledge, sciences interaction, sciences relations, interdisciplinary studies

**M.A. Chepel'**

ESTABLISHING AND DEVELOPMENT OF VETERANS' PRIMARY ORGANIZATIONS IN BRATSK

*The article considers the reorganization of the veterans' organization structure in the town of Bratsk due to the changed social and political situa-*

**V.L. Kurguzov**

ECOTOURISM AS A FACTOR OF PRESERVING AND USING CULTURAL AND ENVIRONMENTAL HERITAGE

*The article deals with theoretical and methodological aspects of ecotourism in the context of the environmental and cultural heritage problem and cultural ecology in the culturological museum studies field.*

Culture, nature, heritage, ecology, tourism, nature reserve, landscape, museum.

**L.A. Petrova**

FORMATION OF PERSONALITY IN VOCATIONAL EDUCATION

*The paper analyzes the trends of future professionals' personality shaping in course of their training. The author considers the learning process from the point of view of the humanitarian approach to education, highlights the features of professional growth in a comprehensive pedagogical process, suggests the definition of such terms as vocational education, examines the integrity of the personality formation process. The student's personality is regarded as the main subject of the educational process.*

Personality development, vocational training, person's spiritual world, humanization of education, person's self-actualization.

*tion in the 1990s. The primary organizations activity uniting the war and labour veterans according to the place of residence and occupation is highlighted.*

Veterans of the Great Patriotic War, Bratsk veterans' organization, veterans' primary organizations.