
ABSTRACTS

Section 1. Economy, Management, Law

N.Ya. Boyarchuk, S.A. Zverintsev
DEVELOPMENT OF CONCEPTUAL MODEL
TO ANALYSE FINANCIAL AND ECONOMIC
ACTIVITY OF AN ENTERPRISE

The key elements of the analytical research as a complex hierarchical system have been considered. Special attention has been paid to the program hardware of its implementation.

Input, output, mechanism, control, process, program hardware.

V.V. Kosyakova, N.Ya. Boyarchuk, S.A. Vasil'yeva
COMPETITIVE DIFFERENTIATORS OF RETAIL
COMMERCIAL ORGANIZATIONS

Under current market conditions, the issues of increasing the competitive ability of various retail commercial organizations are becoming increasingly important. This is due to the fact that an economic entity's success directly depends on achieving a high level of competitive ability providing a long-term sustainable market position. Besides, the managers' leadership becomes an important competitive differentiator for commercial organizations.

Competitiveness of an enterprise, services competitive ability, managers' leadership, competitive differentiator.

A.M. Patrusova, T.A. Grigor'yeva, M.V. Sygotina, O.K. Slinkova
PROCESS APPROACH TO QUALITY MANAGEMENT IN HIGHER VOCATIONAL EDUCATION INSTITUTIONS

The article considers some issues of the process approach implementability while managing higher vocational education institutions under the conditions of developing and introducing the quality management system. The ways to solve these issues have also been proposed.

Management, quality management, organi-

zation structure, line control, functional control, line and functional control, responsibility centre, powers.

T.V. Gubareva, A.A. Efimova, A.A. Popova
DEVELOPMENT OF INFORMATION-ORIENTED SOCIETY IN RUSSIA

It has been shown that mass use of modern ICT and formation of the information-oriented society is vital for Russia's development. The theoretical concept of the information-oriented society as a phase of the civilization's possible development where information and knowledge become main products has been analyzed. The preconditions of Russia's transition to the information-oriented society, the purposes of its formation and development as well as the authorities' activities to develop and realize the national policy in the sphere of the information-oriented society development in Russia have been considered.

Information-oriented society, strategy, national program, information environment, information-oriented state.

T.V. Gubareva, A.A. Arestova, T.M. Zalesova
CLOUD TECHNOLOGIES PROSPECTS FOR
INTERAGENCY COOPERATION

The basics of the cloud computing technology and the features of private, public, hybrid and public clouds as well as the cloud services levels have been considered. The advantages and disadvantages of cloud computing have been analysed. The foreign practices of forming e-government and municipality on the basis of cloud computing have been considered. Special attention has been paid to the analysis of the cloud computing prospects in Russia and their application as a basis for developing e-government systems as well as promoting the cloud model in the public structures.

Public services, cloud computing, cloud technologies, local authorities, system of electronic interagency interaction (SEII).

Vakhrusheva M.Yu.

FEATURES OF THE PERSONNEL MANAGEMENT METHODS APPLICATION

The article considers a student group as the object of personnel management within the educational process of higher vocational education. The study of the impact of the basic groups of the personnel management techniques in the sphere of higher education to realize students' potential, form a harmoniously developed personality and train much-in-demand innovation-oriented specialists has been conducted.

Personnel, personnel potential, human resources, object of management, HR management system, personnel management techniques.

E.B. Trapeznikova, V.A. Ipatova

PROBLEMS CONNECTED WITH RUSSIA'S WTO ACCESSION

Russia's WTO membership evokes numerous speculations as to its effect on some industries as well as the living standard within the regions and Russia in general. Thorough social and economic studies need to be conducted to control both negative and positive consequences of the move on a regional and national level.

Russia's WTO membership, international economic activity, trade barriers, export and import duties, export and import structure.

M.I. Cherutova, I.G Trofimova

COST MANAGEMENT TO MAXIMIZE PROFIT

The operational analysis techniques to manage profit have been considered. The regularities of the operational analysis indicator relationship have been examined. The problems of using the operational analysis in Russian companies have been revealed.

Profit, operational analysis, variable costs, fixed costs, marginal profit, operating leverage, profitability threshold.

V.N. Shutova

PROBLEMS OF LEGISLATIVE TECHNIQUES AND ALTERNATIVE SOCIAL REGULATORS AS FACTORS DETERMINING CRIMES IN FOREST COMPLEX

The article considers some specific factors contributing to crime in the sphere of forest harvesting and trafficking. Such factors as shortcomings of the legislative machinery in the criminal law as well as the presence of alternative controllers excluding the rules of law in the forestry sphere have been reviewed and analyzed. Based on the analysis of these factors, the measures to develop an effective enforcement mechanism including high-quality training for the forest industry organized at all levels, specialized training of law enforcement officers and the establishment of the effective monitoring system have been proposed.

Crime in the forest harvesting and trafficking, environmental crime, causes and conditions, legislative technique, deformation of legal consciousness.

Section 2. History, Political Science

G.P. Vlasov

CONTEMPORARY ISSUES OF THE TRANSPORT INFRASTRUCTURE DEVELOPMENT ON RUSSIA'S EUROASIAN AREA

The article analyses a set of issues concerning co-operation of the transport infrastructure and the development of productive forces of the Euroasian economic area. The experience in realization of the investment projects in the country's eastern regions is revealed taking into consideration the fact that railway construction takes the top place in the region's geopolitics and transport system. The theoretical approaches and practical aspects to form the in-

ternational transport corridors and their role in the Euroasian global project are generalized.

Transport infrastructure, Trans-Siberian Railway, geopolitical world model, international transport corridor, modernization, Euroasian transport corridor, Transcontinental railway line.

V. A. Kudashkin

SOCIO-ECONOMIC AND CULTURAL DEVELOPMENT OF ABORIGINAL SMALLER PEOPLES OF THE USSR IN THE 1950S-1991

Based on the published materials, the national policy of the Soviet Union towards the aboriginal smaller peoples in the period from the 1950s to 1991 has been analysed.

Eastern Siberia, national policy, historiography, aboriginal smaller peoples.

B.G. Pryanishev

PREREQUISITES FOR TRANSITION OF EASTERN SIBERIA'S MICA INDUSTRY INTO THE SYSTEM OF THE USSR'S MINISTRY OF INTERNAL AFFAIRS

Over the past few decades, some experience has been gained both in national and foreign historiography to research the activity of the state penal system. At the same time, the analysis of historical literature shows that the issues of using the convict labour at the enterprises of the mica industry in 1949-1954 haven't been covered so far. The article reveals the activity of the mica industry's enterprises being part of the "Glavslyuda" directorate of the USSR's Ministry of Internal Affairs at the mentioned period of time.

Mica industry, "Glavslyuda" directorate of the USSR's Ministry of Internal Affairs, Soyuzslyuda, Eastern Siberia.

M.M. Boyarinova

SOCIAL AND LEGAL SECURITY OF INDIGENOUS MINORITIES OF THE NORTH IN THE SECOND HALF OF XX - BEGINNING OF XXI CENTURIES

The article considers the key tendencies of the national policy concerning the indigenous minorities of the North at the present and Soviet stages of the Russian state development.

Indigenous minorities of the North, national policy, ethnical identity, comprehensive development program.

T.G. Makuseva

ORGANIZATION OF REVIEW SESSIONS IN INDIVIDUALLY ORIENTED TRAINING

The article considers a review session as one of the training lesson forms, analyses different attitude

A.V. Lukomsky

ACTIVITIES TO SAVE ARCHEOLOGICAL HERITAGE IN THE BRATSK HYDRO-POWER PLANT FLOODING AREA

The article covers the problems of saving cultural heritage by the example of studying the archeological property sites in the hydropower plant flooding and construction areas.

Siberia's cultural heritage, Middle Priangar'ye, power plant flooding area, Bratsk hydropower plant.

G.P. Vlasov, S.A. Kiryutkin

SOCIO-ECONOMIC POLICY UNDER THE CONDITIONS OF SIBERIA'S INDUSTRIAL DEVELOPMENT IN 1950-2010

The paper analyses the basic stages of the government socio-economic policy in Siberia during 1950-2010. The management techniques of both the Soviet and the contemporary Russia's periods are considered. The achievements and mistakes made in the process of the territory's industrial development are highlighted.

Territorial-industrial complex, government's social policy, mining industry, manufacturing industry.

E.M. Kunzharov

RUSSIAN NATIONAL PROPAGANDA OF WORLD WAR I IN DOMESTIC HISTORIOGRAPHY

The article considers the historiographical issues of Russian national propaganda during World War I. The papers directly covering this range of problems are listed. The plots of the communications work presented by the Russian historians are revealed.

Russia in the beginning of XX century, World War I, historiography.

Section 3. Psychology, Pedagogics, Philology

to it presented in educational research papers. The review session organization in the process of individually oriented training has been proposed.

Review session, individually oriented training.

E.V. Falunina, E.V. Miroshnichenko

USE OF FOLK GAMES OF DIFFERENT PEOPLES FOR DEVELOPING GAME-TRAINING TO SOLVE THE PROBLEM OF INTERCULTURAL EXCHANGE (by the examples of Russia, Central Asia and Kazakhstan)

The analysis of Russia's multicultural educational environment has been conducted. The problem of low level of the Russian citizens' inter-ethnic communication and the absence of modern teachers' multicultural competence have been highlighted. The psycho-educational grounds for developing game-training as a practice-oriented technology for the subject "Multicultural Education" have been determined. This subject is intended for the students of pedagogical specialities of higher educational institutions using different peoples' games to solve the problem of intercultural exchange (by the example of Russia, Central Asia and Kazakhstan).

Multicultural education, inter-ethnic communication culture, teachers' multicultural competence, theory and practice of folk game.

T.N. Chekmareva

REASONS FOR DEVELOPING FUTURE TEACHER'S TOLERANCE AS READINESS TO WORK IN CONTEMPORARY RUSSIA'S EDUCATION

The reasons for developing tolerance as a future teacher's professionally important quality under the conditions of Russia's contemporary educational policy have been revealed and analyzed. The author's approach to the issue under consideration in the aspect of the system of techniques, base mechanisms and their characteristic features manifestation at different stages and levels of tolerance development has been presented.

Tolerance as a future teacher's professionally important quality, future teacher, mature personality, contemporary educational policy, Strategy for the Russian Federation national policy for the period through to 2025, Russian

Federation law "On Education", teacher's occupational standard.

A.R. Duiseeva

PROBLEMS OF MASTERS' TRAINING WITHIN THE SPECIALISM FRAMEWORK 050100 "TEACHER TRAINING"

Currently, the problem of teacher training is one of the most important trends in the contemporary teacher training system. Primarily, this is due to the higher education reform, which was conducted in view of global trends and demanded rethinking of the established fundamentals of organizing the educational process in higher education. In this regard, the most pressing topic for discussion in our country is the change-over to a two-level training system "Bachelor - Master". As part of this problem, there is a lot of discussion concerning the following issues: training content of the specialists having the Bachelor's and Master's degrees, the acceptance of such specialists by modern labour market, their role and place in the current market relations. The article covers the key issues of the changing role of education relevant to the Master's training within the specialism framework 050100 "Teacher training".

Master, teacher training, vocational education, pedagogical problem.

S.V. Mindeeva

POTENTIAL OF ACADEMIC SUBJECT «MATHEMATICS» IN THE PROCESS OF TECHNICAL STUDENTS' MEDIA COMPETENCE FORMATION

This article is devoted to revealing the potential of the subject «Mathematics» in the process of technical students' media competence formation. The author examines the significance of fundamental training at a technical university. The integration possibility of media education and mathematics is determined.

Media education, media competence, mathematics, technical college (university), engineer, potential.

Section 4. Sociology, Philosophy, Cultural Science

K.A. Mornov

PEOPLE'S IDEA: STUDENT'S VIEW

The article reveals the investigation results concerning BrSU students' notions about people's (na-

tional) patriotic idea, contemporary heroism and internal value system of young people.

National patriotic idea; contemporary hero's image; cultural values.