

## ABSTRACTS

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

**N.A. Goncharova**

#### INNOVATIONS AS GROWTH FACTOR OF ENTERPRISE COMPETITIVE STRENGTH

*The methodological approaches to the assessment of the enterprise competitive strength have been represented. The competitive strength concept has been proposed. The parameters of steady competitive advantages of an enterprise have been determined. The main areas of innovations effect on the competitive strength have been listed. The priority trend of modern economic management is the search for valuable information and the introduction of innovations.*

Innovations, information, competition, competitive strength, innovative activity, competitive advantages.

**O.S. Kovalevskaya, A.S. Afanas'yev,**

**T.A. Morgunova**

#### ON THE ISSUE OF UPDATING THE FIXED ASSETS ACTIVE PART TO DECREASE BUILDING COMPANIES' PURE RISKS

*To decrease pure risks, the complex assessment of the real wear of the fixed assets active part under the competitive market conditions has been proposed. The concepts and the role played by different types of the real wear of the facilities included in the fixed assets active part have been determined. The concept of economic wear of the fixed assets active part has been proposed.*

Building companies' pure risks, risk-management, updating management of fixed assets active part, economic wear of fixed assets active part, efficiency of building company's activity.

**A.A. Sapozhnikov**

#### NORTH-IRKUTSK TERRITORIAL PRODUCTION AREA OF FEDERAL SIGNIFICANCE

*One of the current features of spatial (regional) economics is handling administrative-territorial entities at different levels according to the federal (federative) structure of the Russian Federation. Within this approach, a municipal entity becomes a fundamental unit of modern spatial-economic division. Applying the municipal approach while studying special economic systems nowadays is objective necessity and allows taking into consideration both territorial (special) and administrative features of their functioning and development. North-Irkutsk territorial production area of federal significance is a separate, spatially and economically integrated sub-region of Irkutsk region. The legalization and development conception of North-Irkutsk territorial production area of federal significance must be based on the municipal approach, its principles being discussed in the article.*

Spatial (regional) economics, administrative-territorial entities, municipal entities, North-Irkutsk territorial production area of federal significance, development concept, municipal approach principles.

**M.I. Cherutova, T.V. Khmel'kova**

#### FEATURES OF SMALL BUSINESS ESTABLISHMENT IN THE SPHERE OF DESIGN

*The methodological basis for the establishment of a small business which principal activity is the provision of design services has been represented. The main stages of the business process from the search for a business idea, business plan development to the design company registration have been observed. The design development features and their impact on the creation of the new company have been shown.*

Small business, design services, design project, business plan, market, market segmentation, marketing, pricing, advertising, sales promotion, organization plan, financial plan, establishment and registration.

---

---

## Section 2. History, Political Science

**R.S. Akbulatov**

SOCIO-ECONOMIC DEPENDENCE OF THE TRANSITION FROM STATE-PLANNED TO LIBERAL PENSION POLICY ON THE TERRITORY OF THE RUSSIAN FEDERATION

*The prerequisites for the pension system reforming in 1990s in the Russian Federation based on the comparative historical materials are revealed. Using specific statistical data, the necessity for transition from state-planned to liberal pension policy is substantiated; the reasons for the change of the Russian pension law are analyzed.*

Pension, pension provision, state, pension policy, legislative framework, compensation, budget.

**E.A. Akhtamov, M.D. Sever'yanov, V.A. Kudashkin**

PERSONNEL POLICY OF THE YENISEY RIVER NAVIGATION COMPANY IN 1990S

*The article deals with the personnel policy of the Yenisey River Navigation Company in 1990s. The development of the personnel training system, the features of the river transport workers training at different levels and the characteristics of personnel training in 1990s have been revealed. The significance of the multistage system of the river transport workers training has been demonstrated.*

Eastern Siberia, the Yenisey River Navigation Company.

**N.N. Naumova**

ORTHODOX CONFESSION SCHOOLS OF THE YENISEI EPARCHY (1884-1917): SCHOOL BOARDS OF GUARDIANS EXPERIENCE

*The article highlights the experience of school boards of guardians and some guardians- enthusiasts of the religious affairs department schools in the Yenisei province in the last quarter of XIX - early XX century, outlines their rights and duties, analyzes the shortcomings in their work and the errors in the boards of guardians system organization.*

Religious affairs department school, guardian, church school board of guardians, the Yenisei eparchy.

**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.

**M.D. Sever'yanov**

KOLKHOZ MOVEMENT IN VILLAGES

*The article deals with collectivization history in the USSR at the end of 1920s - beginning of 1930s. The collectivization process itself is characterized; the causes for the economic-organizing weak sides of kolkhozes in the mentioned period are analyzed. The social consequences of collectivization are given as well.*

Land use, village, kolkhozes, sovkhoses, collectivization, kolkhoz movement, New Economic Policy.

## Section 3. Psychology, Pedagogics, Philology

**T.V. Bazaykina, L.A. Kul'gina,  
A.N. Rostovtsev**

DEVELOPMENT OF INTEGRATIVE TECH-

NIQUE OF COMPREHENSIVE COURSEWORKS DESIGNING

*The article reveals the essence of the developed technique of the comprehensive coursework designing (CCD). The organizational model of forming the competences of bachelors in the sphere of building construction while realizing the CCD technique has been given.*

Interdisciplinary integration, comprehensive coursework designing, training technification.

***A.A. Verbitsky, N.V. Zhukova***  
**BUSINESS GAME AS FORM OF CONTEXT EDUCATION IN PSYCHOLOGISTS' TRAINING**

*The article considers the possibility of future psychologists' professional competences development under the business game conditions. As one of context education forms, a business game allows forming the system of future specialists' professional activities in the process of their training. The article proposes specific types of didactic games and the students' recordable practical skills when students represent a model of the anticipated future professional activity (anticipation) that is reflected in their consciousness and make up the image of this activity in real time conditions.*

Professional training, professional future context, business game, theoretical knowledge integration, social context realization, anticipation.

***G.V. Golovin***  
**PEDAGOGICAL SPECIALIZATION POSSIBILITIES IN A TEACHER'S PERSONALITY-VOCATIONAL TRAINING**

*In the article, the efficiency and expedience of organizing the pedagogical specializations for future teachers' training during their final year is substantiated. Modeling teachers' personality-vocational activity similar to real work experience allows modernizing the content of teacher training courses from the personality-centered approach in order to ensure teacher's creative self-development, self-education and self-realization while transferring his or her knowledge and skills to students. The author views pedagogical specialization as specif-*

*ic educational space where there is a possibility to try various types of behavior and activities, to find oneself, one's attitude to people, to the world as a whole, both professionally and personally.*

Teacher' personality-vocational training; pedagogical specialization; problem-setting; self-determination.

***V.G. Kalashnikov***  
**PSYCHOTHERAPY MODELS ASSESSMENT WITHIN THE CONTEXTUAL APPROACH FRAMEWORK**

*In the article, the psychological context has been presented as a semantic recursive psychic mechanism. Based on such interpretation, the possibility of the contextual approach development as a general psychological methodology has been postulated. As one of its possible applications, the contextual criteria of a priori quality estimate of the existing psychotherapy models and counseling as well as the ones being developed have been proposed.*

Context, contextual approach, contextual estimation criteria, psychotherapy, psychological counseling, psychotherapy model.

***E.V. Lodkina, L.A. Shevchenko***  
**FEATURES OF CONTEMPORARY WOMAN'S SELF-REALIZATION**

*The article continues covering the problem "Socio-psychological aspects of a contemporary woman's self-realization" published in issue № 2, 2012. Based on the social-psychological researches conducted among the women of Bratsk district, it reveals the personality and purport-vital preferences of working and non-working women, and their terminal values significance is ranked.*

Person's socio-psychological aspects, woman's self-realization, self-realization criteria, purport-vital preferences, terminal values, instrumental values.

***E.B. Maslov***  
**FEATURES OF EDUCATIONAL AND PROFESSIONAL DEPRIVATION AMONG UNDERGRADUATE STUDENTS**

---

*This article contains the results of the educational and professional deprivation experimental research among undergraduate students demonstrating its connection with the motivation for a higher educational institution and profession choice, the profession values, the career and purport and life orientation. The educational and professional deprivation is regarded as a mental state caused by students' difference of ideas of their profession values and its implementation possibility in their professional activity under development. The result of the educational and professional deprivation is the professional re-self-determination and the subsequent professional reorientation of undergraduate students.*

Deprivation, educational and professional deprivation, professional self-determination, professional re-self-determination, professional reorientation.

**O.M.Osokina, A.N. Rostovtsev**  
SOME ASPECTS OF IT-COMPETENCE FORMING AMONG PUPILS OF 5-7 GRADES

*The article describes the method of IT-competence forming among pupils of 5-7 grades according to their age-related psychological characteristics. The methodology is based on the integration of academic and extracurricular activities.*

IT-competence, competencies development assessment.

**O. L. Podlinyaev**  
CONFLICT OF THE PARADIGMS IN MODERN EDUCATION

*The article analyses the methodological contradictions between two strategies of modern education: socio-dynamic and subject-dynamic. The core and the intension of the socio-dynamic and subject-dynamic approaches to the education construction are characterized; their comparative analysis is given. The article considers the place of the modern Russian education in the context of the alternative paradigms.*

Socio-dynamic approach, subject-dynamic approach, educational paradigm, humanization of education.

**E.I. Romanenko**  
CHILD'S ATTACHMENT TO HIS MOTHER IN ONE-PARENT FAMILY

*The features of a child's attachment to his mother in one-parent families according to J. Bowlby's fourth phase attachment stage were studied. Based on A.L. Venger's "Family Pattern" method, the symptom complexes typical of a child's emotional state were sorted out, and the analysis of the qualitative characteristics of a child's attachment to his mother in a one-parent family was given.*

Child's attachment to his mother, attachment types, attachment phases, psychological features of a child's attachment to his mother, one-parent family.

**L.O. Trushkova**  
THE LEXICOGRAPHICAL REPRESENTATION OF THE EMOTIONAL CONCEPT SADNESS

*The article represents the lexicographical analysis of the representational language means of the emotional concept SADNESS. The definitional analysis of the word-representative and its synonyms allows to single out some fundamental characteristics of the concept under consideration.*

Conceptualization, conceptual characteristic, lexicographical analysis, emotional concept.

**L.F. Chernyavskaya**  
ON THE CROSS-CULTURAL COMPETENCE IN THE PROCESS OF FOREIGN LANGUAGES TRAINING AT HIGHER SCHOOL

*The author views the issue of the necessity and significance of teaching cross-cultural competence in the process of training specialists doing a foreign language in different spheres: technical, economical and others.*

Cross-cultural communication, cross-cultural competence, national mentality, background knowledge, culture-oriented linguistics.

*Section 4. Sociology, Philosophy, Cultural Science*

*V.A. Kudashkin, M.M. Boyarinoва*

EVENKS' LIFE STRATEGIES IN BAIKAL LAKESIDE (BASED ON THE MATERIALS OF HISTORICAL AND ETHNOGRAPHIC EXPEDITION)

*The paths of historical development, sociocultural adaptation and economic lifestyle of the Evenks in contemporary conditions have been*

*viewed based on the materials of historical and ethnographic expedition taken place on January 21 – 30, 2012 in Nizhneangarsk district, the Republic of Buryatiya.*

Evenks of Northern Buryatiya, cross-cultural interaction, social responsibility of the state.