

Summaries

UDC 330.341:303.72

Selevitch T.S.
**THE ROLE OF THE STRATEGIC COMPETITIVE ANALYSIS
AT TRANSITION TO THE INNOVATIVE ECONOMY**

Features the transformational processes which take place in the world analytical idea are examined; genesis and features of the modern condition of the Russian analytical analysis caused by turbulent development of market processes are presented. Alternative kinds of the management analysis are offered, allowing more effectively proving and implementing solutions connected with Russia's transition to the innovative way of development.

UDC 330.341.4

Pavlenko A.N.
**GENESIS AND EVOLUTION OF THE CONCEPT
«RESTRUCTURING» IN DOMESTIC ECONOMY**

The questions on the origin of the concept «restructuring» are considered. The laws of evolution of the given concept during 1992–2008 are studied. On the example of domestic economy the points of bifurcation are defined, the stages of development of the concept «restructuring» are allocated.

UDC 338.24.01:336.71

Fedulova E.A., Alabina T.A.
**MATHEMATICAL MODELING AS AN INNOVATIVE TOOL
OF BANK ACTIVITY ANALYSIS**

The practical experience of application of the mathematical modeling for bank activity analysis is given. The basic directions of economic processes modeling and the problems connected with application of mathematical models for the practical analysis of bank activity are shown. Application of the models for the external and internal environment of the bank, as well as its clients – real and potential borrowers (the model of credit scoring), is investigated on the examples.

UDC 65.012.122

**Kataev M.Yu., Ifutin Yu.B., Emelyanenko A.A.,
Emelyanenko V.A., Borodin A.V.**
**THE PROCESS-ORIENTED APPROACH TO BUSINESS
MANAGEMENT**

The principles are studied and comparison of the traditional and process-oriented budgeting is made. Specific steps for introduction of the process-oriented approach at the enterprise are shown.

UDC 338.22+330.101+330.34

Schadilov G.A., Roschina I.V.
**THE SYSTEM OF THE CORPORATE SOCIAL RESPONSIBILITY
MANAGEMENT AS A CONDITION OF FORMATION OF THE
ACTIVE SOCIAL AND ECONOMIC SPACE**

The role of change in the nature of institutes of the government, business and society with application of modern methods of their interaction, applied both in domestic and in foreign practice, in formation of active social and economic space is shown. The main emphasis is made on studying the methods of the corporate social responsibility management system as an important tool of becoming of the insti-

tute of civilized business, being an integral part of the active social and economic space.

UDC 658.8

Yeryomina E.A.
**SUPPLY CHAIN MANAGEMENT:
APPROACHES, METHODS, MODELS**

The concept of supply chain management and its structure is examined. The review of various approaches to modeling of separate stages of supply chain management is carried out, several advantages and disadvantages of existing models are revealed.

UDC 332.146:330.341

Kaschuk I.V.
**FORMATION OF THE REGION'S BRANCH MARKET SYSTEM
AS A TOOL OF THE FEDERAL REGIONAL
POLICY IMPLEMENTATION**

The necessity of creation of the system of parameters of the branch market evaluation of competition at the regional level is analyzed. The industrial-and-territorial cluster is considered as a base category at formation of strategies and competitive advantages of regions. The conclusion is made on the necessity of formation of regional branch databases on the basis of complex models of quality and competitiveness of separate enterprises and industrial complexes.

UDC 353.5

Sidorov A.A., Silitch M.P.
**METHODICAL APPROACHES TO EVALUATION
OF SOCIAL AND ECONOMIC DEVELOPMENT
OF MUNICIPAL FORMATIONS**

The questions of social and economic development evaluation of municipal formations are examined. The analysis of existing approaches is carried out. The author's technique based on the complex of models is offered. The questions of interpretation and representation of the initial data and calculation results are exposed.

UDC 352.075:519.876.2

Chernyshyova T.Yu., Zakharova A.A., Mitsel A.A.
**HIERARCHICAL EVALUATION MODEL OF SOCIAL AND
ECONOMIC DEVELOPMENT OF MUNICIPAL FORMATION**

The problem of the city's social and economic development evaluation is examined. It is offered to use the hierarchical model which allows considering factors and criteria of social and economic development at stages of decomposition, analysis and synthesis of the problem.

UDC 657.491.3

Safonova L.I., Tsvetkova E.N.
**BUSINESS AND TAX ACCOUNTING OF NON-MATERIAL
ACTIVES IN CONDITIONS OF NEW ECONOMIC RELATIONS**

The comparative analysis of changes in the normative base of business accounting of non-material actives is presented. The rules of reflection of non-material actives on the accounts of business account-

ting are shown on the examples. The questions of tax accounting of the specified objects are examined and analyzed.

UDC 331.101.39:330.133

Chigoryaev K.N., Skopintseva N.A., Ulyaschenko V.V.
**EVALUATION OF COST OF THE HUMAN CAPITAL
ON THE BASIS OF INCURRED EXPENSES**

The influence of the human capital on financial results of an organization is examined. The model of the quantitative evaluation of the human capital allowing receiving the value of the human capital in the cost expression is offered. Expenses for the human capital are structured. The feedback from each kind of expenses is considered depending on specific factors.

UDC 331.52

Varshavskaya E.Ya.
**FLEXIBILITY OF EMPLOYMENT IN RUSSIA:
MACROECONOMIC ASPECT**

The necessity to consider changes in duration of working hours is proved at calculation of employment elasticity in the Russian Federation. The design procedure of employment elasticity by cumulative expenses of work is offered. Evaluation of employment elasticity in the Russian Federation, calculated by the number of the occupied population and by cumulative expenses of work, is presented.

UDC 330.35

Goryunova N.N.
**THE PROFILE OF RUSSIAN POVERTY: FACTORS
AND RISKS FOR WORKING POPULATION**

Factors and corresponding risks of poverty occurrence among working population of Russia are revealed. It is proved, that the reasons of poverty occurrence lay in the plane of the country's economic development: features of passing through business cycles on the wave of recession and crisis, the quality of economic growth on the wave of recovery. The directions of the strategy to the country's qualitative economic growth for overcoming poverty of working population are developed.

UDC 378

Shikanov S.V.
**MODERN PROBLEMS OF VOCATIONAL EDUCATION
OF PERSONNEL WITHIN THE LIMITS OF THE ECONOMIC
DEVELOPMENT OF THE RUSSIAN FEDERATION**

The competition and competitiveness of an educational establishment is examined. The system of evaluation of an educational establishment to increase its competitiveness in the market of educational services and creation of the monitoring system in an educational establishment with reference to the basic parameters of competitiveness, which could become the base for definition and maintenance of the high level of competitiveness, is offered.

UDC 331

Shikanov S.V.
**COMPETITION AS A MULTILEVEL SYSTEM OF AN
EDUCATIONAL ESTABLISHMENT STATUS EVALUATION**

The problems arising at training and retraining of personnel in the sphere of vocational education are examined. The measures on enhancement of efficiency and competitiveness of vocational education at personnel training are offered.

UDC 378.32

Ivankina E.A., Korneva O.Yu.
**MATERIAL AND INTELLECTUAL AVAILABILITY OF THE
HIGHER EDUCATION**

The interrelation of availability of higher education and its quality is analyzed. It is shown, that fast growth of education availability negatively affects its quality and efficiency, increasing a discord of labor markets and educational services, reducing the quality of the nation's

intellectual capital and putting under doubt the innovative transformation of the economy. The classification of forms of education availability is given, which will help to define priorities of development of the education system as a whole. The key problems are revealed and the variants of their solution are offered.

UDC 17

Ardashkin I.B.
**TRANSCENDENTAL PHILOSOPHY AS ORIENTATION
ON THE EXAMPLE OF PROBLEMLESS KNOWLEDGE**

The ideal of problemless knowledge on the basis of the figure of transcendental subject is examined. It is proved, that implementation of the project of knowledge on the basis of the transcendental subject is possible through the recognition of a problem as a negative fundamental of scientific epistemology.

UDC 17

Chmykhaylo A.Yu.
ON SOCIOCULTURAL FUNDAMENTALS OF MODERN SCIENCE

It is marked, that the process of globalization has led to elimination of essential sociocultural distinctions between countries and people. Nevertheless, significant qualitative and quantitative disproportions in the development of scientific researches depending on countries and regions of the world are observed on this background. These disproportions in many respects are caused by the policy of states in respect of science. The choice of priorities in carrying out of scientific researches within the limits of such policy is caused by geographical, geopolitical position of the country and its demographic potential, i. e. the same circumstances which define the sociocultural image of the country as a whole. In this connection it is considered, that for achievement of an adequate understanding of the modern condition of science it is necessary to address to consideration of a wider sociocultural context concerning geographical, geopolitical, and demographic aspects of science development as a social institute and a form of knowledge.

UDC 17

Makienko M.A.
**PHILOSOPHICAL APPROACHES TO DEFINITION
OF SCIENTIFIC ONTOLOGY**

The existing in philosophy approaches to definition of scientific ontology are analyzed. The criteria are formulated, allowing carrying out reconstruction of scientific ontology in the philosophical system. The conclusion is drawn, that dynamics of scientific knowledge actualize the problem of its apprehension by pluralistic of philosophical views.

UDC 140.1

Migurenko R.A.
THE METAPHOR IN NONCLASSICAL INTERPRETATIONS

Within the limits of the nonconventional understanding, the metaphor is presented as a symbolical form in the aspect of consciousness mythicity, as an ontological form of existence and a mechanism of mythicity functioning at the level of idea and language. The research of the metaphor in the new aspect expands the borders of its tractability and allows seeing in it not only the language specification of the «cultural» form of a symbol, but wider as well – as specification of consciousness symbols. Specific functions of the metaphor connected with the character of interaction between consciousness and mentality are defined. An attempt is made to describe the metaphor in the sense of consciousness mythicity in the holographic model.

UDC 140.1

Migurenko R.A.
**ON THE ROLE OF THE METAPHOR IN THE PHILOSOPHICAL
LANGUAGE OF CONSCIOUSNESS DESCRIPTION**

The influence of the natural language on formation and solution of the problem of consciousness, the role of the metaphor in scientific knowledge, the description of consciousness and its mythologization, the dependence of consciousness models on the description language are analyzed.

UDC 101.1:316.7

Konyukhova T.V.
**THE SYSTEM-FORMING ROLE OF SYNERGETICS
 IN TEXT READING AND INTERPRETATION OF MEANING**

Specific aspects of the synergetic approach application to reading and interpretation of the text meaning in the modern information-communicative context are examined. The double nature of the text is shown. Application of the bifurcational mechanism to the research of expansion of the range of emergent interpretations of the text in the nonlinear model of reading is revealed.

UDC 17

Vtorushin N.A.
**THE CATEGORY OF ALIENATION:
 THE GNOSIOLOGICAL ANALYSIS**

The gnosiological analysis of the category of alienation is carried out. The approaches helping to consider the problem of alienation are shown. The conclusion is drawn, that the problem of the person alienation does not receive enough attention, which leads to increase of alienation and aggravation of social problems.

UDC 159.955:141.201

Shtanko M.A.
**FORMATION OF THE POLITICAL REALITY CONCEPT
 IN NONCLASSICAL PHILOSOPHY**

The clause is devoted to the analysis of formation of the political reality concept in nonclassical philosophy. The definition of the fundamental category «reality» is given by means of its correlation with identical philosophical definitions. The variety of representations on political reality in philosophical concepts of the XX century is shown. The parity between social and political reality of a person is characterized.

UDC 159.955:141.201

Shtanko M.A.
**GENESIS OF THE PROBLEM OF POLITICAL REALITY
 DESIGNING IN PHILOSOPHICAL TRADITION**

The process of formation of the problem of political reality designing is analyzed on the example of political-philosophical concepts of the antiquity epoch, middle ages, revival, new time, modern age and post-modern age. The main stages of genesis of the designated problem are allocated and characterized. The mainframes of the political reality designing are defined.

UDC 930.1(44)

Trubnikova N.V.
**ANRI BERR AND THE «MAGAZINE OF SYNTHESIS»,
 LUCIEN FEVR AND «MOVEMENT OF THE ANNALS».
 SIMILARITIES AND DISTINCTIONS OF THE TWO
 PROGRAMS OF HUMANITIES RENEWAL**

The clause is devoted to the analysis of interaction, conceptual fundamentals and personal contacts within the limits of the activity of the two key humanitarian periodicals of France in the XX century – the «Magazine of synthesis» and the «Annals of social history». The conclusion is drawn, that the program of the «Magazine of synthesis», in spite of the opinion which has developed in the scientific environment, cannot be considered as a background of historical movement of the «Annals» because it has brought an original and significant contribution to the development of humanities.

UDC 176+177.6

Brylina I.V.
«PHILOSOPHY OF FATHER LOVING» N.F. FYODOROVA

The work of Russian philosopher-humanist N.F. Fyodorov «philosophy of the common cause» and its influence on the development of Russian spiritual culture and the modern scientific idea is analyzed. It is established, that he had created the original concept of the love philosophy which was turned to the human past and, subsequently, the new other concepts of love arose in Russian philosophy of love direc-

ted to the present and the future of the mankind. Conclusions are made, that his doctrine pawns the basis of biofiliousness of Russian philosophy as a whole and Russian Eros of the silver age in particular, as well as anticipates the occurrence and development in the XX century of the science on overcoming of death – immortality and a lot of new sections of modern scientific knowledge.

UDC 176+177.6

Brylina I.V., Berdnikova I.A.
THE GENDER APPROACH IN THE EDUCATIONAL PROCESS

The reasons and conditions of inclusion of the gender problematics into the educational space of the modern Russian society are analyzed. Conclusions are made, that in the process of youth upbringing and education it is necessary to consider the trinity of levels (governmental, public and individual) and conditions (psychological, ethical, philosophical) of spiritual upbringing and education of modern youth; whereas family, school and government should become a triune system of gender education.

UDC 130.2

Belyakov Z.S.
**THE INFLUENCE OF THE PHOTOGRAPHY PHENOMENON ON
 DEVELOPMENT OF THE SOCIAL THEORY IN THE XX CENTURY**

Consideration of the photography phenomenon as one of the objects of studying in the social theory in the XX century is represented. A variant of explication of interrelations between evolution of technical possibilities of photography, change of ways of judgement of the photography phenomenon within the limits of social knowledge and development of the social theory is offered. The possibility of definition of the named type of interrelation as an influence of the photography phenomenon on the development of the social theory is shown.

UDC 001.2; 008.001

Radchenko O.E., Vlasova S.A.
**TOLERANCE, MASS CONSCIOUSNESS,
 SOCIETY, GOVERNMENT**

The research of mass consciousness is of interest in the context of its interrelation with concepts of tolerance, society and government. The authors consider interrelation between mass consciousness, society, government, emphasizing one of its aspects – the mythological component of mass consciousness in mutual relation with society and government. Formation of the directive on tolerance of social relations undergoes a certain resistance from unconscious mechanisms of mass consciousness and demands overcoming these features by means of rational mechanisms, with this purpose the society mechanism of government is formed.

Tyukulmina O.I.
**THE PROBLEM OF ECOLOGICAL RISKS OF THE MODERN
 CIVILIZATION WITHIN THE LIMITS
 OF THE «TOTAL RISK SOCIETY» CONCEPT**

The concepts of «Risk society» and «Total risk society» are examined. The problem of ecological risks and their conditionality by riskogeneity of the modern society is analyzed. The conclusion is drawn on the necessity of formation of the new outlook, life style, new strategies and specific forms of existence in the environment of risks.

UDC 378.0143:316.422

Tyukulmina O.I.
**INNOVATIONS AS A FACTOR OF EDUCATION
 RISKOGENEOSNESS**

The problem of innovative risks in modern education is examined. The influence of modernizational processes on the educational system, the role of innovations in becoming and development of a person's outlook, and its socialization is investigated. The problem of innovative risks in the education system is analyzed. The conclusion is drawn, that innovations in the education process become a unique social mechanism, providing a perspective direction of the social development resource.

UDC 101.1:316

Sergeev V.K.
THE PHILOSOPHY OF HUMANISM
AND HUMANIZATION OF EDUCATION

An attempt of new understanding of education humanization is represented. According to the developed by the author concept of posthumanism, a new insight on the educational process of the modern society is offered.

UDC 378.4

Pankova N.M.
QUALITY CRITERIA OF HIGHER EDUCATION

Quality criteria of higher university education are analyzed on the example of the tendencies which have developed in the education system of the XX century as a reaction to the crisis of the carried out reforms from the point of view of traditional and qualitatively new functions of university education. The value of fundamentalization of education as expansion and deepening of fundamental preparation is defined. The conclusion is drawn, that humanization and humanitarization of education assumes the turn of education towards students' interests and needs, taking into account its individual abilities and opportunities.

UDC 378.316

Demytyeva S.V.
UNIVERSITIES OF RUSSIA AS AN ADAPTATION MECHANISM
FOR EDUCATIONAL MIGRANT (IN THE CONTEXT OF THE
SOCIOLOGICAL AND PHILOSOPHICAL ANALYSIS)

The analysis of dynamics of educational migration development in the context of existing possibilities of Russian universities is presented to act as an adapting mechanism of foreign pupils to another social-and-cultural environment. The conclusion is drawn, that as a result of successful adaptation of foreign students to the university's scientific-and-educational environment, the quantity of special knowledge and skills of foreign students smoothly flows into a high quality of preparation on the chosen specialty. In the given foreshortening, it is justified to count on restoration of former international prestige of the Russian education and increase of foreign investments into the national economy as a result of export of the Russian education in the intermediate term prospect.

UDC 330.101:172

Skoblin G.D.
NORMATIVE ECONOMIC SCIENCE:
PHILOSOPHICAL-ETHICAL SUBSTANTIATION

The parity of normative and positive approaches in the economic science is analyzed. The conceptual device is exposed from the point

of view of philosophy and ethics. The initial information for the research of the problem situation was statements of philosophers, including ethics questions. The boundary concepts to the «ideal» are described: norm, utopia, actual, possible. The main concept of the «ideal» – a subject of normative science by D.N. Keynes – is opened.

UDC 930.7:329

Guzarov V.N.
THE STRUCTURAL ANALYSIS OF THE RUSSIAN COMMUNIST
PARTY(b) APPARATUS: METHODOLOGY
AND HISTORIOGRAPHY OF THE PROBLEM

Methodological approaches of the Soviet historiography to the analysis of the party apparatus problems are considered. A critical evaluation to the basic publications on the given subject is given. The conclusion is drawn, that suppression by the Soviet historiography of achievements made by western scientists has not allowed creating original scientific works on the problem of the party apparatus.

UDC 004.81:159.9

Berestneva O.G., Dubinina I.A., Zharkova O.S.
THE ROLE OF COPING BEHAVIOR IN FORMATION
OF SOCIAL-PSYCHOLOGICAL COMPETENCE OF STUDENTS

The questions of students' social-psychological competence formation from the point of view of adaptation features to new conditions of vital functions and personal development are examined. The model of coping behavior at the initial stage of professional becoming and results of the research regarding the role of an intellectual resource of the person in the productive coping, received on the basis of the given model, is presented.

UDC 316

Chekhovskikh K.A., Kucheryavenko S.V.
FROM THE HISTORY OF BECOMING OF THE SOCIOLOGICAL
SCIENTIFIC DIRECTION OF THE LIBERAL ARTS EDUCATION
FACULTY OF UTI OF TPU

The history of organization and implementation of the economical-contractual scientific activity of the Liberal Arts Education Faculty of the Yurga Technological Institute (branch) of Tomsk Polytechnic University in the field of applied sociological researches, social and economic sphere of Yurga town, and establishments of communicative connections of YuTI of TPU with the economic entities of various organizational-legal forms and power structures of the city is represented.