
Summaries

UDC 338.312

Barysheva G.A., Babenko I.V.
**LABOR PRODUCTIVITY IN METALLURGICAL INDUSTRY:
TENDENCY ANALYSIS**

The review of modern tendencies connected with issues of increasing labor productivity at metallurgical industry enterprises has been introduced. The main emphasis is put on defining the influence of institutional structures, division of labor within the frames of national and world cooperation, scientific and technological progress on labor productivity level. The main problems of enterprises connected with increase of labor productivity were determined; a sphere of tasks solution of which allows developing preconditions for increasing labor productivity at metallurgical industry enterprises was defined.

UDC 332.145

Vidyaev I.G.
**THE MAIN INSTRUMENTS OF CONTROLLING SOCIAL
AND ECONOMIC DEVELOPMENT OF TERRITORIES**

The instruments of controlling social and economic development of territories have been considered. It was established that in economic crisis conditions and owing to that the decrease of financial arrivals to the state budgets the indirect control methods play significant part. Such methods allow limiting the state budget expenditures to innovation development of the economy due to increasing the inflow of funds from non-state economy sectors.

UDC 69.003:658.14

**Vorobieva T.V., Kryuchkov E.N., Debelova N.N.,
Zavialova E.N., Samoiluk I.K.**
NATURAL CAPITAL IN ECONOMICS

Role of natural capital, its influence on the state of the system as a whole and its subsystems with predicting the tendencies of their development have been determined. Quantitative characteristics of natural capital role in social and economic development of the society were defined.

UDC 339.976.2

Ermushko Zh.A., Borisova L.M., Livshits V.I., Taran E.A.
CONTEMPORARY GLOBAL WORLD AND ITS PROBLEMS

The globalization process, its inconsistency and negative consequences have been considered. The comparative analysis of globalization influence of the world economy is introduced. The main sources of global problem aggravation are singled out.

UDC 519.866

Istomin N.A.
**MATHEMATICAL MODEL OF DETERMINING
OPTIMAL BORROWING INSTRUMENT**

The model of determining the optimal borrowing instrument from the point of view of the ratio of the risk of possible increasing the rate per cent and instrument service maintenance cost has been introduced. The example of applying the model for selecting the source of financing the regional budget deficit of Tomsk region is given.

UDC 330.33.01

**Anikina E.A., Borisova L.M., Ermushko Zh.A.,
Ryzhova M.V., Taran E.A.**
**CRISIS AS A SOCIAL AND ECONOMIC PHENOMENON
IN DEVELOPMENT OF COMPLEX SYSTEMS**

The interaction process between the self-organizing social and economic system and environment having certain energy level has

been considered. The example of this system – state is shown. The main problem within the frames of the state as a complex system – crisis management is identified. On the basis of using the multidisciplinary approach and the institutional theory tools, the self-organization theory of complex systems and theory of crisis the algorithm of developing the consultation program for selecting the path of Russia further development is proposed.

UDC 908(Kem.):33

Solovenko I.S.
**ECONOMIC FACTORS OF SOCIAL SITUATION
AGGRAVATION IN KUZNETSK BASIN DURING
THE CRISIS IN 1998**

One of dramatic stages in Kuznetsk Basin economic history has been shown. General and special economical problems of mining territory, their influence on social and political sphere were singled out. Close connection between deterioration of social and economic position and increase of workers and pensioners protest actions in Kuznetsk Basin in 1998 is noticed.

UDC 338.242.4

Antonova Z.G.
**RELATIONS OF STATE AND BUSINESS IN RUSSIA
AT THE CONTEMPORARY STAGE OF DEVELOPMENT**

Problems of relations of the state and big business at the stage of transition to a market economy have been examined. These problems are connected with imperfection of tax system, policy of law, financial crisis, general problems of national economics. A new frame of business and authority relations which is expressed through the mechanism for coordinating the economic interests of the state and big business, through the system of corporate social responsibility of large companies is proposed to be introduced for further reforming the national economics.

UDC 330.111.4

Nagornov V.I., Kolmatsuy A.I.
BUSINESS AS A PRODUCTION FACTOR

The essence of concepts «business» and «motivation» has been considered; «business motivation» and «labor activity motivation» have been analyzed. It was concluded that there is a difference between these concepts. It consists in the fact that the requirements of all levels of Maslow's hierarchy of needs are in the base of businessman motivation and labor activity motivation relies on needs being in the base of the pyramid.

UDC 330.43

Uliyaschenko V.V.
**INCREASING THE EFFICIENCY OF ENTERPRISE DESIGN
SERVICE FUNCTIONING ON THE BASIS OF OPTIMIZATION
OF THE DEVELOPED PROJECT PORTFOLIO**

The task of increasing the degree of applying labor resources of a company design departments has been solved on the basis of the developed economic and mathematical model for determining optimal complex of the developed projects considering the degree of their complexity.

UDC 338.46

Semiglazov V.A., Uliyaschenko V.V.
**FORECASTING MARKET SUCCESS
OF TELECOMMUNICATION SERVICES**

The design and analysis technique of performance and market potentials of telecommunication services has been introduced. The

product of these potentials allows estimating product competitive advantages and forecasting its market success – market share which this product may rely on. The model of determining the maximum service profitability on the basis of balancing between the price and market share designed by the proposed technique is introduced.

UDC 622.691.4.053:006.022

Vysotskaya N.V.

TRANSFORMATION OF QUALITY MANAGEMENT SYSTEM REQUIREMENTS IN CORPORATE STANDARDS

Growth of company competitiveness due to the product quality increase and development of more efficient system of organization and management of pipeline construction; development of conditions within the frames of competitive market environment establishing the priority of consumer interests and providing their guarantees in obtaining products of the required quality from the suppliers these are the aims of introducing Gazprom standards of 9000 series.

UDC 378.31:330.322.3

Anikina E.A., Ivankina L.I.

COSTS FOR GETTING HIGHER EDUCATION AS A SPECIAL KIND OF INVESTMENT

It is shown that changes in education system caused the appearance of a new competent participant of funding education at different level – population alongside with the government. It is grounded that under conditions of increasing demand for higher education service the prior methods of financing could not provide the scale specialist training at high level. A possibility of development of Russian system of higher education increasing individual costs was analyzed. It was concluded that there is a necessity of developing mechanisms of financing providing the expanding training of high skilled personnel at efficient use of society resources and decrease of redistributive process scale.

UDC 339.138:159.923.33

Kiseleva E.S.

APPLICATION OF SOCIONICS SCIENTIFIC DEVELOPMENTS FOR EFFICIENT IMPLEMENTATION OF A MODERN CONCEPT OF RELATIONSHIP MARKETING

The author gives the definition of the concept of relationship marketing; examines its occurrence, formation and development; indicates its main objectives. On the basis of socionics theory within the frames of relationship marketing concept the practical guidelines are given for more complete satisfaction of client needs and providing efficient work of the company personnel.

UDC 332.143

Salenko M.A.

DEVELOPING THE COMPOSITION AND STRUCTURE OF INFORMATION-COMMUNICATION FIELD OF RELATIONSHIPS OF REGIONAL INVESTMENT PROCESS PARTICIPANTS

The necessity of developing favorable conditions for investments and investment activities in the region by information and communication support of preparing and implementation process of investment projects has been shown. Tasks and functions were determined, composition and structure of information-communication field of relationships of regional investment process participants was developed. The necessity of using Internet-technologies for presenting territory investment opportunities and developing conditions for implementing the efficient communications between the investment process participants was substantiated.

UDC 001.2

Rubanov V.G.

PHILOSOPHIC COMPREHENSION OF SCIENTIFIC SUCCESSION

Scientific succession represents a poly-substantial and poly-functional socio-cultural phenomenon forming during many generations

of scientists. The complexity of successive process in scientific work is conditioned by functional set of scientific work.

UDC 165

Rubanov E.V.

PROBLEMS OF MODERN ECOLOGICAL EDUCATION

Modern ecological situation assumes rethinking of man attitude to nature. Formation of a new ecological world outlook requires its scientific substantiation. In this connection specialist training in the system of higher education should include ecological component: from simple forms of attitude to the nature one should pass to more complex, modern and first of all to noosphere and environmental ones.

UDC 17

Ardashkin I.B.

THE PROBLEM IN THE PHILOSOPHICAL BASES SYSTEM OF NATURAL SCIENCE SCIENTIFIC MODEL

A feature of understanding the problem in the system of philosophical bases of natural sciences scientific model has been considered. It is proved, that the problem is characterized within the framework of natural sciences extremely as a gnoseological phenomenon. All other properties and functions of the problem are conditioned by a priority of the true as a basic criterion of scientific knowledge.

UDC 17

Chmykhalo A.Yu.

ON THE ISSUE OF INTERDISCIPLINARY INTERACTION IN SCIENCE AND EDUCATION

Insufficient level of quality of modern domestic education appearing in insufficient development of creative thinking has been ascertained. One of possible strategies of constructing the system of training specialists suggests the necessity of expanding interdisciplinary interaction in specialist training. Involvement of humanitarian disciplines within the frames of the programs of training natural-science and engineering occupations specialists may stimulate the formation of esthetically and philosophically filled rationality principles which were needed by natural science during the whole history of its development.

UDC 1(091)

Goncharova N.A.

CRITICAL REALISM AND MODERN SCIENCE PHILOSOPHY

The main positions of critical realism as a direction of western science philosophy have been considered. Software works of English and American philosophers of 70–90ss of last century in natural science ontology were analyzed. Their ideas are topical at the current stage of scientific knowledge development and supplement scientific world view. The question on interaction of language and reality from the point of view of critical realism is raised. A medial position of critical realism relative to positivism and postpositivism is adjusted.

UDC 101.1:316.462:316.422

Chaikovskiy D.V.

POWER TRANSFORMATION IN DISCOURSE OF POSTMODERNISM

Transformation of the concept «power» in postmodernism philosophy has been considered. On the basis of the analysis of the works of J. Derrida, M Foucault et al. the accent shift from relationships «dominance – subordination» to the relationships «nominal constraint» is shown. Microphysics of power is disclosed in M. Foucault interpretation. Communicative bases of power in modern society are demonstrated.

UDC 101

Filippova T.V.

CORRUPTION MONOPOLISM OF POWER: CONCEPTUAL ASPECT

International experience of fighting with corruption contacts has been considered. Forms of appearance of corruption contacts in Russia

are analyzed. Thesis of the fact that determining the essence of appearance of corruption contact forms acts as a base for developing the efficient measures for fighting with this phenomenon is dominant.

UDC 17

Chukhno A.V.

L. WITTGENSTEIN: WAYS OF ATTITUDE TO THE WORLD

The article is devoted to L. Wittgenstein cogitative activity of «early» period of creativity. Some aspects of his understanding of logics and philosophy essence – also in the context of fundamental for this period difference of the methods of bringing content into «said» and «shown» are analyzed. The conclusion is drawn on the role of both ones in the general world view and its conciseness.

UDC 165.19

Tychkin P.B.

METHODOLOGICAL ASPECTS OF CONSTRUCTING MYTH AS AN ELEMENT OF POST-NON-CLASSIC SCIENTIFIC RATIONALITY

Transcendental methodology in philosophy of the XX c. has been analyzed in the context of the problem of mythological and scientific traditions relations; the methodological aspects of forming modern science ontology have been substantiated using the elements of myth logic.

UDC 141.33

Suslov A.A.

VIOLENCE PHENOMENON IN RUSSIAN FAIRY TALE

Its understanding and comprehension, its origin and forms of appearance in Russian tale stories have been considered in present paper from onto-gnoseological viewpoint. The violence phenomenon was discussed in conjunction with the mentality of Russian people.

UDC 168.522(281.9+273)

Krapchunov D.E.

HERESY PHENOMENON IN THE CONTEXT OF ORTHODOX TRADITION

The article reveals semantic antinomies forming the basis of the Orthodox world – view: holiness – sin, piety – impiety, faith – heresy. It is identified that aiming at life integrity makes heresy to be considered as division, break – off, life integrity loss and the loss of theoretical world – view basics. Heresies are exposed to be typologically stable in perception in the historical context and to be identified with each other. It is noted that tradition is characterized by considering heresy as dark phenomenon dimming the shining and purity of faith.

UDC 130.2

Krapchunov D.E.

THE PROBLEM OF CULTURE TURN IN THE CONTEXT OF AXIOLOGICAL APPROACH

Owing to the terminological diversity of the designation of basic shifts in culture the term «culture turn» was introduced with a justification of its use. The culture turn substance was analyzed and culture binuclear value structure was singled out. There exist two value nuclei in the context of culture tradition, and their change through the sharp contraposition takes place in the period of culture turn. Both values are present in culture and correlate with each other as actual and potential; culture turn is used to designate the change of roles – transition from actual value to paravalue, and vice versa.

UDC 316.776

Glukhov A.P.

MEDIA-IMAGE OF RUSSIA IN TELEVISION ADVERTISING: MODERNIZATION OR TRADITIONALISM

The article is devoted to the description of nationalist myth-rhetoric, communicative strategies and symbolic facilities of appeal turned to the television audience in the Russian advertising. On the basis of

the author's concept generated on principles of social constructionism, the attempt to define the character of refraction of inter-elite projects of modernization/ traditionalism, of Russia in the media environment of Russian television is introduced.

UDC 17

Pogukaeva N.V.

SCIENTIFIC-RESEARCH PROGRAM AS A CONTEXTUAL SPACE OF SUBJECT EXISTENCE

Principles and bases of modern science philosophy have been analyzed; characteristics of philosophic system of J. Holton have been stated; scientific-research program is introduced as a contextual space of subject existence.

UDC 378.16

Krygina M.V.

NEW INFORMATION-COMMUNICATION TECHNOLOGIES AS A FACTOR OF IMPROVING EDUCATIONAL PROCESS

Intensive penetration of new technologies into our life requires from educational system certain renewal according to the demands of modern society. Cognitive and information resources accumulated in the network open new opportunities of educational process optimization to students and teachers. Influence of new information-communication technologies on educational system development is analyzed.

UDC 378

Krygina M.V.

PERSPECTIVES OF HUMANITARIAN EDUCATION IN RUSSIAN UNIVERSITIES

Decrease of humanitarian education level in Russian universities determines the necessity of reviewing theoretical and methodological backgrounds of humanitarian education as well as conditions of realizing educational potential of humanitarian culture. A complex of tasks solution of which may get education to a new level is considered.

UDC 008

Lukyanova N.A.

COMMUNICATION-SEMIOTIC STRATEGIES OF CONSTRUCTING SOCIAL REALITY

Two communicative-semiotic strategies of constructing sociocultural realities: «discursive» and «presentation» symbolism basing on concepts of knowing the world by its construction in symbolic forms (theories of Ch.S. Pearce, A.N. Whitehead, S. Langer) have been determined. It was established that the stage of appealing to the experience of Someone is deactualized in mechanisms of constructing strategy «presentation symbolism» at interpretant formation. The interpretant function as a certain idea obtained sign implementation in sociocultural reality constructed in such way does not consist in knowledge presentation but in sensation structuring.

UDC 141.2

Berezovskaya O.M., Kiryanova L.G.

TENDENCIES OF ETHNIC-LANGUAGE PROCESSES IN CONDITIONS OF MODERN SOCIETY GLOBALIZATION

The present paper analyses globalization influence on the ethnic languages. The authors consider language transformations to be the most important cultural processes because languages are the first to reflect all social, political, economical, cultural changes occurring in our society. The authors analyze the following processes which tend to happen in languages: language integration, language regionalization, language differentiation, language compression. The authors conclude that these processes reflect globalization processes happening in modern society: language integration reflects homogenization; language differentiation displays the conflict between global and local phenomena; and spatial-temporal compression as a typical feature of globalization is revealed in language compression.