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# Summaries

UDC 316.422

**Barysheva G.A., Arefiev P.V.**  
**INSTITUTIONAL DIFFERENCES IN ESTABLISHMENT  
OF INNOVATION INFRASTRUCTURE IN THE WORLD  
AND PECULIARITIES OF ITS FORMATION IN RUSSIA**

Institutional differences in establishment and formation of innovation infrastructure and character of social and economic development of the USA, Japan, European states have been determined. The conclusion on the fact that innovation infrastructure of industrial economics supports accumulation of information based on knowledge and optimization of subject activity in conditions of continuing scanty resources at formation of new institutions – «technology towns» was confirmed.

UDC 338.24.01:330.818(510)

**Ramazanov Zh.Sh.**  
**SOCIAL AND ECONOMIC MODEL  
OF CHINA AND LESSONS FOR RUSSIA**

Economic model of China development has been examined. Its features are analyzed, economic circumstances of the country is estimated. Successful actions of the PRC allowing keeping steady position during a crisis were analyzed.

UDC 338.24.01:330.818(520)

**Ramazanov Zh.Sh.**  
**EFFICIENCY AND APPROPRIATENESS  
OF APPLYING JAPANESE MODEL TO RUSSIAN ECONOMICS**

The Japanese economic model of the market has been considered. Peculiarities of the Japanese model are analyzed, the main features of this model are estimated, its advantages and disadvantages are analyzed. The positive effect for Russian economics using the Japanese model experience is described.

UDC 334.758.2

**Nekhoroshev Yu. S., Taran E.A.**  
**ANATOMY OF RUSSIAN RAID**

An attempt to give an overall review of corporate raid in Russia on the basis of the formed theoretical approaches, domestic experience of empirical study, analysis of the problems of existing legislation and mechanisms of this process regulation has been made. The improved definition of the notion corporate raid was proposed subject to Russian specific character. The main ways of development of Russian corporate raid were determined.

UDC 681.3.06

**Vais Yu.A.**  
**CONCEPTUAL MODELING OF RISKS  
IN INTEGRATED MANAGEMENT SYSTEMS**

The question of risk estimation and prediction in management system of business processes by example of public health has been considered. The models of quantitative probabilistic estimate of risk level at decision making are suggested. The developed mathematical

expressions allow predicting quality of decision making in information systems.

UDC 69.003:658.152

**Debelova N.N., Zavialova E.N.,  
Morozova L.A., Samoilyuk I.K.**  
**RISK-ANALYSIS IN INVESTMENT PROJECT**

External and internal risk factors have been analyzed; the notion «ambiguity» has been considered. The main risk types: financial; technical; under-effective demand; wrong market positioning; enterprise strategy; fraud; organizational ones are confronted. One of possible estimation methods of interest rate risk at decision making on investment projects is examined.

UDC 519.863:62.001.5

**Cherneta S.G., Gonchikov V.Ch.**  
**ECONOMICAL MATHEMATICAL MODEL FOR ESTIMATING  
SCIENTIFIC AND TECHNICAL DEVELOPMENTS**

The necessity of estimating scientific and technical developments at the stage of primary selection stage has been considered. The estimation model was proposed for making reasoned managerial decision of investment.

UDC 005.591.6:519.876.5

**Semiglazov V.A., Semiglazov A.M.**  
**MATHEMATICAL MODELS OF POLY-MARKET STRATEGY  
OF INNOVATION PRODUCT IMPLEMENTATION**

The technique of decreasing company realization costs due to goods sale on several markets simultaneously in quantities determined by cost simulator solution by nonlinear programming method with integer solution has been examined.

UDC 338.001.36

**Yurchenko A.V., Savrasov F.V., Yurchenko V.I.**  
**REAL PRICE OF ENERGY – FROM RESOURCES  
TO THE CONSUMER**

The problem of satisfaction of mankind energy needs without damage for the planet Earth and the problem of comfort energy demand satisfaction due to solar energy conversion into electric energy, more convenient for consumer, have been examined. The world and regional economics tendencies of using solar energy complexes are considered.

UDC 519.86

**Mitsel A.A., Efremov V.A.**  
**FINANCIAL ENGINEERING ON OPTIONS MARKET**

The main concepts and range of application of financial engineering on options market have been considered. The description of option pricing basic models as instruments of financial engineering is given. The perspectives of this direction development on current financial market are shown.

UDC 519.2+338.5

**Stepanova N.V., Terpugov A.F.**  
**DETERMINING OPTIMAL VOLUME**  
**OF PERISHABLE GOODS PARCEL**

The task of determining optimal volume of a parcel of products offering for sale, a part of which is perishable (for example, fruit, vegetables etc.) has been considered. The value of parcel volume providing maximal average profit from its sale is determined.

UDC 336.226.332

**Vazim A.A.**  
**THE POSSIBILITY OF EXCHANGING TRANSPORT TAX BY**  
**INCREASING EXCISE RATE AT IMPLEMENTATION OF FUELS**  
**AND LUBRICANTS**

Using the data of Federal Board of Treasury and Rosstat of the RF the possible consequences of refuse of transport tax and simultaneous increase of excise rates for implementation of fuel and lubricants have been analyzed. It is shown that this change in tax system allows obtaining positive results of social and economic policy to a larger extent than negative ones. Transport tax exchange to increase of excise rates simplifies the task of increasing income of the RF Road Fund. The possible fiscal consequences of various variants of increasing excise rate for implementation of fuels and lubricate materials were calculated.

UDC 378.147

**Moskovchenko A.D.**  
**GLOBAL SYSTEMATICS OF MODERN SCIENTIFIC KNOWLEDGE**  
**AND PROBLEMS OF HIGHER TECHNICAL EDUCATION**

The conceptual model of global systematics of scientific knowledge through ontological gnosiological and engineering-educational features has been proposed. Topicality of systematics for solving the problems of higher technical education is shown.

UDC 14:128

**Moskovchenko A.D.**  
**RUSSIAN COSMISM. GLOBAL PROBLEMS OF XXI CENTURY**

Regulatory ideas of N.F. Fedorov are the principles of autotrophic concept of mankind future of V.I. Vernadskiy. The author proposed the bio-autotrophic-cosmological approach to solution of modern global problems. Its main features are autonomy, optimality, harmonicity.

UDC 17

**Ardashkin I.B.**  
**FOUNDATIONS OF PROBLEM AS A FORM OF KNOWLEDGE**

Foundations of problem as a form of knowledge have been considered. The author supposes that understanding of such problem foundations is possible through the analysis of concepts «subject-object» and «subject-subject» relations as well as through the concept «virtuality».

UDC 17

**Chmykhalo A.Yu.**  
**ON THE PROBLEM OF INTERDISCIPLINARITY**  
**IN SCIENCE PHILOSOPHY**

Content of interdisciplinarity problem, its influence on further development of scientific and philosophic knowledge have been examined. Changes in treatment of epistemological sense of a number of phenomena singled out by the scientists in scientific cognition are stated. On the basis of examination of scientific discovery repetition the possibilities and perspectives of interdisciplinary (and wider – cross-cultural) synthesis for development of scientific knowledge are denoted.

UDC 101.1:316:321

**Scheglik M.V.**  
**RELIGIOUS MYTH AS A PRECONDITION**  
**FOR HUMAN SOCIETY EXISTENCE**

Phenomena of myth and religion, their content and functions have been analyzed. Myth and religion correlation is ascertained. Concepts of «the unconscious», «collective unconscious» and «archetypes» were analyzed in K.G. Yung's theory. Content of concepts «mythological symbol», «archetype image» is ascertained. The hypothesis of religious myth occurrence as a product of unconscious psychics was examined.

UDC 111.1(07)

**Suslova T.I., Suslov A.A.**  
**THE IDEA OF THE WORLD CONCEPT BY RUSSIAN TALE**  
**MYTHOLOGY**

The question of the world recognition archetype, understanding of universal world-organization on the basis of Russian tales has been examined. Myth and Russian tale correlation is demonstrated on the basis of spatial-temporal, socio-cultural analysis of our ancestors ideas about the world and their place in it.

UDC 001.2:008.001

**Kalinichenko S.S., Kvesko R.B.**  
**MYTHODESIGN AS SOCIOCULTURAL PHENOMENON**

Essence of mythodesign as a socio-cultural phenomenon has been studied. Different types of mythodesign including mythodesign in advertising sphere are singled out. Various conceptual models of mythodesign in advertising sphere are examined. Consideration of myth and advertisement correlation within mythodesign is in the focus of attention of authors.

UDC 316.472.4

**Khmylev V.L.**  
**SIMULACRUM CONCEPT AND SOCIAL COMMUNICATIONS**  
**OF MODERN RUSSIA**

Evolution of social communications of modern Russia has been studied. It was shown that Russian social communications obtain step-by-step post-modernist contours retaining specific character which is expressed in connection with material reality.

UDC 327:316.472

**Khmylev V.L.**  
**THE PROBLEM OF SOCIAL COMMUNICATIONS**  
**IN THE CONTEXT OF MODERN INTERNATIONAL RELATIONS**

The part of technological aspect of social communications in modern international relations has been studied. It is shown that information technologies made foreign policy of large states more restrained and responsible eliminating barriers of communications both in internal and international life.

UDC 00.009

**Kondratieva I.V., Kiriyanova L.G.**  
**COMMUNICATIVENESS IN CULTURE SCIENCE**

In conditions of modern information-oriented society the concept communicativeness acquires new senses and meanings. A role of communicativeness in scientific cognition, problems of cognition social conditionality as well as specific character of communicativeness in culture sciences are disclosed in the article. Culturology is considered as a universal scientific knowledge within which the analysis of new communication forms is fulfilled; and modern approach to organization of communicative space of scientific field is developed.

UDC 930.1

**Kirsanov O.I.**  
**QUOTATION, «NARRATION» AND TERMINOLOGICAL**  
**DESCRIPTION AS FORMS OF SCIENTIFIC FACT FIXATION**  
**WHEN STUDYING SPIRITUAL PHENOMENA OF THE PAST**

Various forms of scientific fact fixation used by historians at spiritual past investigation have been examined. The comparative analysis of advantages and disadvantages of these forms is given.

UDC 811.161.1

**Kozlova E.E.**  
**METHODS OF INTERPRETATION OF FOREIGN BORROWINGS**  
**IN NEWSPAPER DISCOURSE**

Interpretation of foreign borrowing semantics as demonstration of meta language consciousness have been analyzed; structural types of interpretation have been ascertained; general characteristic of meta operators depending on the method of interpretation has been presented.

UDC 101.1:316+152.27

**Konyukhova T.V., Konyukhova E.T.**  
**STUDYING THE PROBLEM OF SUCCESS AND PERSON**  
**SUCCESS IN CONTEXT OF INTERDISCIPLINARY APPROACH**

The problem of success and person success in context of interdisciplinarity has been covered. Categories through which success and successfulness formed in socio-cultural and educational space of modern society appear are shown. Essence and social-and-psychological characteristics of aim for successfulness are disclosed.

UDC 140.1

**Shevchenko L.V.**  
**AESTHETIC IN AGE OF «ONTOLOGICAL CRISIS»**

The problem of ontological status of modern culture with specific mediation means inherent to it has been considered. Possible aspects of this problem understanding in the field of language philosophy in context of differences in west and east-Christian traditions of thought are shown. The conclusion is drawn on the fact that explication of experience of Russian philosophy-religious thought and artistic philology is of great importance in overcoming of modern cultural «ontological crisis». There, east-Christian tradition of attitude to mediation means – word, image, where ontological depth has always been seen, was taken and creatively reviewed.

UDC 7.011

**Duminskaya M.V.**  
**AESTHETIC ACHIEVEMENT AS A METHOD**  
**OF DIALOGIC ATTITUDE TO THE WORLD**

Features of understanding aesthetic culture phenomena in situation of cultural paradigm changeability have been determined. In particular, a category of aesthetic achievement is disclosed. It reflects the most accurately, in methodological respect, principles of cultural relativity, pluralism, cross-cultural interaction typical for post-modernity.

UDC 30.304.2

**Korneeva T.B.**  
**TRANSFORMATION OF EDUCATION HUMANIZATION IDEA**  
**IN MODERN UNIVERSITY: CONCEPTUAL ASPECT**

The problems of dialogue of such tendencies of university education development as humanization and informatization have been considered. Education informatization influence on educational system development is analyzed. It is shown that overcoming of existing contradictions could be possible if personality functions are needed in educational process. The ways of resolution of knowledge and information conflicts are substantiated.

UDC 316:313.33

**Chirkova N.V.**  
**ANTHROPOLOGICAL SEARCH OF MODERN PEDAGOGIC**

New cultural-anthropological characteristics of modern person are called as the principle key points of modern pedagogical activity. Traditional definition of a person as integrity and stability of psychic and world-view mentality in modern conditions of innovation development is not appropriate. Such person does not possess thinking flexibility, ability of making unconventional decisions, being guided by situations of development uncertainty; he/she is not able of running the risk in activity and behavior. The author proposes to redescribe classical definition of a person. The listed characteristics are determined as the principle markers in constructions of modern pedagogical anthropology.

UDC 001.895

**Stepanova S.N.**  
**NOTION, STRUCTURE AND CONTENT OF INNOVATION**  
**PROCESS IN UNIVERSITY EDUCATIONAL ENVIRONMENT**

Notions of innovation, novelty, introduction have been disclosed. Various structures of innovation process in educational institutions are proposed to be discussed. The problem of efficient management by innovation introduction on the basis of modern management theories is actualized.

UDC 37.013

**Stepanova S.N.**  
**COMPETENCY APPROACH AS AN INSTRUMENT**  
**OF MODERNIZATION OF RUSSIAN EDUCATION**

The problem of competency approach to Russian education has been proposed for discussion; it has been compared with traditional system-action approach; the necessity of conversion of educational process result from a rank of job descriptions into the rank of professional capacity has been actualized.

UDC 378.4

**Pankova N.M.**  
**METHODS OF ORGANIZING CREATION**  
**IN MODERN UNIVERSITY**

The reasons of crisis situation formed in education in XX c. have been indicated. Views on education as the instrument which is used for forming a certain type of person within social system or reduction of education into narrow-purpose training do not reflect properly modern demands of society. What is the way of overcoming crisis situation formed in modern society? The importance of student individual features, his creative features and personal guideline is determined. The conclusion on the fact that creative features are the abilities of a man to find a particular view on ordinary and everyday things or tasks is made; the results can not be taken out of initial conditions. The main problems connected with creation are emphasized and methods of their solution are given.

UDC 17

**Makienko M.A.**  
**THE PROBLEM OF OBJECTIVE CHARACTER OF SCIENTIFIC**  
**KNOWLEDGE IN PHILOSOPHY OF G.DELEUZE**

The criteria of scientific ontology formation in philosophic system have been singled out. Scientific ontology in philosophy of J. Deleuze is reconstructed. The problems of scientific knowledge which occur at its characteristic as an objective one are revealed. The conclusion on the fact that the problem of subject-object relations is solved by J. Deleuze by introducing the concept of partial observer was drawn.

UDC 930.1

**Gaman L.A.**

**THE PROBLEM OF STATE AND LEGAL SENSE IN HISTORICAL AND PHILOSOPHIC CONCEPT OF I.A. ILYIN**

The ideas of outstanding Russian religious philosopher I.A. Ilyin (1883-1954), monarchist and conservative in beliefs, on value of state and people legal sense in historic development have been considered; they were distinctly stated during emigrant period of life. Their currency for modern Russian society is shown.

UDC 321.01

**Konkov D.S.**

**FEATURES OF POLITOGENESIS IN COUNTRIES OF FAR EASTERN REGION**

Mental, gender and ideological aspects of power structure process of establishment have been analyzed by example of ancient China, Japan, Korea and Tibet. Backbone factor of politogenesis in these regions is counteraction of centrifugal and centripetal forces based on ambivalence of traditional clan management structure. Various strategies of generation of politogenesis structure, one of which is nationality establishment, are properly implemented depending on degree of influence of major factors.

UDC 17

**Lutsenko A.V.**

**FUNCTION OF IDEOLOGY IN SOCIAL MODERNIZATION PROCESS**

Social-political and cultural-world-view components of the process of industrial-technological modernization of the second half of XIX – and beginning of XX c. have been analyzed and technologies

of keeping power of major owners in conditions of «capitalist impasse» have been estimated.

UDC 331.101.3

**Katasonov S.V., Titova N.N., Zhukova V.F.**

**SCRIPT PREDICTION OF MOTIVATION CONSTITUENT OF LABOR RELATIONS IN THE SYSTEM OF PUBLIC AND MUNICIPAL INSTITUTIONS**

The importance of script prediction has been determined. Categories for defining various types of labor relations were analyzed. Script predictions design of existing contradictions which are the main factor of conflict occurrence is offered as the main object of the work. The following conclusion was drawn: the methods of script prediction used before in studying labor relations considered the prediction from the subject positions of law, economics. The suggested technique allows examining interaction of economics and law for formal and informal motivation constituent determining people attitude to the made decisions, forming prediction of behavior of labor relation participants on macroeconomic level in different situations as well as calculating economical and social consequences of accepting standard-legal acts.

UDC 101.8:316.3

**Dil V.A.**

**TENDENCIES OF DEVELOPMENT OF MODERN EXTREMISM: YOUTH AND INFORMATION EXTREMISM**

Two tendencies of modern extremism – increase of influence of youth and information extremism have been studied. It is shown that they determine the features of the structure (transfer from hierarchized structure to network one), methods (transfer from force war to information one) and subjects (transfer from professional extremism to amateur extremism переход) of modern extremism.