

**СОДЕРЖАНИЕ НОМЕРА И АННОТАЦИИ МАТЕРИАЛОВ
И СТАТЕЙ НА АНГЛИЙСКОМ ЯЗЫКЕ
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**THE PROGRAMME
EXISTANCE OF INFORMATION IN THE PROSESS
OF INTERCULTURAL COMMUNICATION**

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Abstract

The analysis of anthropological way to the information is widely examined in this work. There are two points of view about existence of information above a man. The author also examine the idea of meaning.

Key words: information, communication function, communication practice, language phenomena.

**CURRENT PROBLEMS OF INTERACTION BETWEEN
FEDERAL EXECUTIVE AUTHORITIES AND CIVIL SOCIETY
IN THE FRAMEWORK OF «OPEN GOVERNMENT»**

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Abstract

In the context of globalization and democratization of the global space the question of mechanisms, processes and ways of regulating the relationship between government and civil society is becoming increasingly important. Open Government Partnership (OGP) is an international organization that was established in 2011 with the main purpose of the approval of the ideals of the open state, that is, on the one hand, the development of administrative professionalism, on the other hand, openness to civilian control.

Under the conditions of formation and development of civil society in modern Russia the question of mechanisms and ways of cooperation between the state and the society, using public resources in the information field is becoming especially urgent. The article presents the concept of «Open government», «open data», «main provisions of the concept of «Open government» partnership, «public initiatives».

It is emphasized that the social analysis of the openness of the federal executive bodies will help to identify ways to improve the work of departments within the concept of «Open government».

Key words: *the relationship between government and civil society, Open government, open data, public initiatives, institutional integration of governments, the information field, the social analysis.*

**THE SYSTEMS OF EDUCATION IN THE USSR AND IN THE WEST:
COMPARATIVE ANALYSIS
OF ADVANTAGES AND DISADVANTAGES**

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Abstract

In the context of globalization processes in the global economy there is some convergence and desire for uniformity in all spheres of life: economy, politics, culture, demography and others. However, the unification of education and science, in our opinion, leads to a drop in efficiency and slowdown in the development of human civilization. The article is devoted to the comparative analysis of soviet and western educational systems. The analysis was performed according to 11 criteria, each of which has its own specific feature. Convergence of individual elements of each of the educational systems will improve educational level of citizens, accelerate scientific and technical progress and will contribute to solving global problems.

Key words: *educational system, training period, tests, exams, rating.*

**THE TECHNOLOGY OF QUALITY MANAGEMENT
IN PROFESSIONAL EDUCATION**

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Abstract

Economic sanctions against Russia visualized acute need for a transition of the economy to an innovative way of development. A special role in this process is played by the banking sector. Training of bank personnel at high international standards is the main task of the educational system. Sudden and dramatic changes, which have occurred in recent years in financial markets, demand changes, both in the banking philosophy and banking education. Traditional training of bank employees today can not provide the level corresponding to the highest international standards, and attempts to direct copying of western models are not effective due to the differences in both banking systems, and education systems. These topical issues are discussed in the article.

Key words: *staff development, training of employees, continuing professional education.*

ON THE METHODS OF MONITORING THE MOTIVATION TO STUDY IN THE PROCESS OF TEACHING A FOREIGN LANGUAGE

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Abstract

The article considers the monitoring of motivation to study a foreign language. The author analyzes the description of motivation levels of students when studying a foreign language. Methods of pedagogical research of the phenomenon are also touched upon.

Key words: monitoring, motivation, training, functions, foreign language, levels of formation, efficiency.

THE TRAINING OF STUDENTS IN IT ESSENTIALS WITHIN THE FRAMEWORK OF CISCO NETWORKING ACADEMY

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Abstract

Experts in the field of information technology are in high demand in the labor market, but in reality, IT professionals do not always have the necessary qualifications and competence. Cisco Networking Academy is the largest virtual classroom on the planet: it simultaneously trains 1 million students. Cisco educational programs are designed so that they can be easily integrated into the academic process of educational institutions. Thus, students gain advanced knowledge and skills to enable them to stand at the head of the implementation of innovative decisions in their companies.

Key words: Cisco Networking Academy, IT Essentials: PC Hardware and Software, NetSpace, computers and peripheral units.

ECONOMICS

THE STRUCTURE OF THE REGIONAL ECONOMY OF THE REPUBLIC OF TATARSTAN

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Abstract

The article describes the structure of the regional economy of the Republic of Tatarstan. The structure of the gross output of products and services in various economic activities in the region demonstrates the need for the expansion of the real economy of the Republic of Tatarstan, as well as reducing the share of material expenses (intermediate consumption) in the cost of basic products.

Key words: structure of regional economy, gross regional product, gross value added, material expenses.

THE INNOVATIZATION OF HUMAN CAPITAL IN RUSSIAN ECONOMY

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Abstract

In order to increase productivity in Russia it is not enough just to introduce new technologies. The current leadership of the country, regions and companies should think about raising and training of professional personnel capable to bring creativity into their workflow. This class is distinguished by the ability to create innovations and improvements, thereby being innovators. The increase in the total number of this type of staff will serve as an incentive to improve market conditions.

Key words: *creativity, innovatization, innovator, new developments, capital.*

THE INNOVATIZAYION OF MANAGEMENT OF AN INDUSTRIAL ESTATE IN LOCAL ECONOMIC SYSTEMS

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Abstract

The article touches upon the questions of creation, accumulation, preservation, use and development of innovative managerial capacity of industrial estate enterprises in local economic systems.

Key words: *innovatization, management, industrial estate, local economic systems.*

THE PRESENT DAY STATE AND PERSPECTIVES OF INNOVATIZATION OF INVESTMENT FUNDS IN THE RUSSIAN FEDERATION

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Abstract

The article provides an analysis of the current state, trends and perspectives of innovatization of investment funds in Russia; recommendations to improve the effectiveness of the collective investment market of the Russian Federation were developed and proposed for implementation in «Broker, Credit, Service» asset management company.

Key words: *stock markets, unit investment trusts (UIT), management companies, the net asset value (NAV), self-regulatory organization (SRO).*

THE MANAGEMENT OF INNOVATION GOODS DEVELOPMENT AT AN ENTERPRISE

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Abstract

The article discusses general concepts, ways of generating ideas and planning structure during the development of innovative products, goods or services, the methodology of search and development of ideas is used for the further development of innovation.

Key words: *idea, concept of a product, product image, signs enumeration method, method of weighting coefficients, morphological analysis, method of forced coupling, synectics.*

INNOVATIZATION OF COMMUNICATION CHANNELS IN RUSSIAN ECONOMY

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Abstract

The article deals with the development of Internet advertising as a form of innovatization of communication channels in the structure of the present day Russian economy. The authors analyzed the key benefits of online advertising channels, compared with traditional methods of marketing promotion.

Key words: *Internet, advwertizing, commercials, marketing, market communications.*

THE APPLICATION OF A CLOSED MUTUAL FUND STRUCTURE AT THE INSTITUTE OF PUBLIC-PRIVATE PARTNERSHIPS

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Abstract

In the article the possibility of using new design of a closed-end mutual fund as an instrument of public-private partnerships is analized. As an example, a calculation of project financing structure of a large sports facility using a private mutual fund is given. On the basis of these calculations the advantages of using design in a mutual fund such projects are discussed. As a result, it is proved that the proposed scheme of a financial partnership is more profitable and has several other advantages over the traditional budgetary financing of social projects.

Key words: *closed mutual linvestment fund, mutual investment fund, public-private partnership, socially important object, national project, investments, finances.*

ACCOUNTING AND RISKS ANALYSIS OF LOGISTICS PROJECTS: METHODICAL APPROACH

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Abstract

This article discusses the questions of accounting and risks analysis of logistics systems for investment projects in the area.

Key words: *risks, logistics projects, investments, methodical approach.*

CLASSIFICATION OF METHODS AND TECHNIQUES OF BALANCE SHEET ANALYSIS

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Abstract

This article deals with the methods of economic analysis, including analysis of the balance sheet, the dialectical approach to the study of methods of economic processes in the enterprise at the stages of formation, development and completion; analyzes the characteristics of these methods, the use of scorecards and metrics, the reasons for their change, processes of measuring the relationships between them, which lead to the disclosure of the nature, content and form of the phenomena by means of induction and deduction.

Key words: *induction, deduction, horizontal analysis, vertical analysis, liquidity analysis, the balance sheet analysis.*

STATE FINANCIAL CONTROL AS A KIND OF FINANCIAL CONTROL

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Abstract

According to the Russian legislation, a significant amount of public authorities have power over financial control. The article examines the system of bodies of state power that carries out financial control.

Key words: *financial control, the state financial control, the system of bodies of state financial control.*

THE PECULIARITIES OF ORGANIZATION

OF A FAMILY BUSINESS IN RUSSIA

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Abstract

The article describes the peculiarities of opening family businesses as a phenomenon in the current economic conditions, the advantages and disadvantages of the family business, notes the significance of this form of business organization for the modern Russian economy.

Key words: family business, a family company, a family firm, family business advantages, disadvantages of family businesses.

LAW

THE OBJECTIVES OF PUNISHMENT FOR A CRIME: THEORY AND PRACTICE

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Abstract

In the present article the purposes of punishment applied to persons, who committed penal acts, are analyzed. The question of possibility of reformation and improvement of persons condemned to imprisonment is investigated. It is offered to consider a penalty for the committed crime as the punishment objective.

Key words: punishment, the punishment purposes, social justice, improvement of the condemned, the prevention of crimes, a penalty for the committed crime.

PRESENTATIONS

IN MEMORY OF LEONID BLYAKHMAN

«INNOVATIVE APPROACHES IN THE SYSTEM OF HIGHER PROFESSIONAL EDUCATION IN THE STRUCTURE OF NETWORK TRAINING»

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RESOLUTION