

SUMMARY

URGENT PROBLEMS OF ECONOMY

Veretennikova I.I., Ph.D. in Economics, Assistant Professor, Chair of Financial Management, Belgorod State Technological University named after V.G. Shukhov

Sergeyev I.V., Ph.D. in Economics, Professor, Head of the Chair of Finance and Credit, Belgorod University of Consumer Cooperatives

Klimenko A.V., Post-Graduate Student, Chair of Economics, Belgorod University of Consumer Cooperatives

Factors Influencing Public Division of Labor P. 5–8.

The paper dwells not only on the factors influencing public division of labor at macro and micro levels but on the mechanism of the said influence as well.

Veretennikova I.I., Ph.D. in Economics, Assistant Professor, Chair of Financial Management, Belgorod State Technological University named after V.G. Shukhov

Sergeyev I.V., Ph.D. in Economics, Professor, Head of the Chair of Finance and Credit, Belgorod University of Consumer Cooperatives

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Public Labor Division Influence Mechanism on Production Efficiency. P. 9–15.

The paper dwells not only on the mechanism of public division of labor influencing the efficiency of production at macro and micro levels but on the methodological approaches to its determination as well. It is proved that public division of labor influences the efficiency of production not directly but indirectly through the forms of its manifestation (concentration and centralization, specialization and cooperation, combination and diversification of production, branch structure).

Sukhova L.F., Ph.D. in Economics, Professor, head of the Chair of Finance and Credit, Stavropol Cooperative Institute, (Branch), Belgorod University of Consumer Cooperatives

Uryadova T.N., Senior Teacher, Chair of Economic Analysis of Business Activity, SGAU

Substantiation of Company Financial Inconsistency (Bankruptcy) Assessment Indices. P. 16–18.

The paper provides grounds for the notions of indices of financial inconsistency (bankruptcy) of consumer cooperation organizations.

Rudychev A.A., Ph.D. in Economics, Professor, Chair of Economy and Organization of Production, Belgorod State Technological University named after V.G. Shukhov

Zelensky A.A., Engineer-Economist, Belgorod State Technological University named after V.G. Shukhov

Competitiveness Improvement of Building Materials Industry Companies. P. 19–21.

The situation in building materials industry and major trends of its development in order to ensure competitiveness require attraction of large scale investments and innovation solutions in cement industry. As a way to increase competitiveness of cement industry companies the authors offer to raise the level concentration, association in clusters in cement industry.

Doroshenko Y.A., Ph.D. in Economics, Professor, Head of the Chair of Strategic management, Belgorod State Technological University named after V.G. Shukhov

Zaikin A.A., Post-Graduate Student, Belgorod State Technological University named after V.G. Shukhov

Classification Aspects of Multifunctional Industrial Company Restructuring. P. 22–24.

The paper dwells on the classification properties of multifunctional industrial companies transformation in the frameworks of three approaches – historical, legal and strategic.

Doroshenko Y.A., Ph.D. in Economics, Professor, Head of the Chair of Strategic Management, Belgorod State Technological University named after V.G. Shukhov

Shevtsova I.A., Post-Graduate Student, Belgorod State Technological University named after V.G. Shukhov

Major Factors and Conditions Influencing Company Foreign Trade Development. P. 25–26.

The paper analyses both external and internal factors capable of influencing company's competitiveness while appearing in foreign markets, methods of state regulation of foreign trade activities.

Chizhova E.N., Ph.D. in Economics, Head of the Academic Department, Head of the Chair of Humanitarian and Economic Subjects, Belgorod State Technological University named after V.G. Shukhov

Komandakova E.S., Post-Graduate Student, Belgorod State Technological University named after V.G. Shukhov

Cost Management Organization at Industrial Enterprises. P. 27–32.

The paper dwells on the variants of creation of the cost management system at industrial enterprises; analyses foreign experience and offers the variant of the said service introduction at large Russian industrial companies.

Fedotova S.V., Ph.D. in Economics, Assistant Professor, Head of the Department of Finance, Belgorod University of Consumer Cooperatives

Matykhin S.S., Post-Graduate Student, Belgorod University of Consumer Cooperatives

Cost Accounting According to the Types of Activities in the System of Managerial Accounting. P. 33–38.

The paper examines on the modern methods of overhead costs distribution according to the objects of cost. Self-cost calculation according to the types of activities is one of the most progressive methods of cost accounting.

Chernysheva Z.D., Ph.D. in Economics, Assistant Professor, Chair of Accounting, Belgorod University of Consumer Cooperatives

Mikhailova I.G., Assistant, Chair of Accounting, Belgorod University of Consumer Cooperatives

Normative and Actual Methods of Cost Accounting and Calculation. P. 39–42.

Comparing the normative and actual methods of cost accounting and calculation the authors revealed their advantages and disadvantages and pointed out the peculiarities of their reflection in bookkeeping accounts.

Voronin V.P., Ph.D. in Economics, Professor, Voronezh State Technological Academy

Pavlova A.A., Head of the Financial Planning and Analysis Office, Financial Department, JSC “Concern “Sozvezdiye”

Shtefan V.I., Ph.D. in Economics, Deputy Director General for Economy, JSC “Concern “Sozvezdiye”

Company Future Development Strategy. P. 43–45.

The paper dwells on the formation of the company future image and offers measures on improving company position in the long-term period.

Karpov E.A., Ph.D. in Economics, Professor, Head of the Engineering and Economic Department, Head of the Chair of Economics and Management, Starooskolsky Technological Institute (branch), Moscow State Institute of Steel and Alloys

Akimov D.A., Science Degree Applicant, Starooskolsky Technological Institute (branch), Moscow State Institute of Steel and Alloys

Industrial Company Management Taking into Account the Analysis and Prognosis of Quality Costs. P. 46–49.

Quality management influences economic indices of a company both in the short-term and long-term period. Product quality is a cost formation factor in production influencing the product price.

Veklenko V.I., Ph.D. in Economics, Professor, Chair of Information Systems and Mathematical Modeling, Kursk State Agricultural Academy

Oleynikov G.P., Ph.D. in Economics, Assistant Professor, Chair of Economics, Management and Goods Expertise, Kursk Branch, Belgorod University of Consumer Cooperatives

Essence and Necessity of Agricultural Production Regulation. P. 50–53.

The paper provides grounds for the necessity and the task of state agricultural production regulation, systemizes the reasons, causing the necessity of regulation, clarifies the context, principles, forms and methods of state influence on the development of the given sector.

Kupriyanov S.V., Ph.D. in Economics, Professor, Head of the Chair of management and Foreign Economic Activity, Belgorod State Technological University named after V.G. Shukhov

Troshin A.S., Ph.D. in Economics, Senior Teacher, Chair of management and Foreign Economic Activity, Belgorod State Technological University named after V.G. Shukhov

Questions of Defining the Term “Restructuring” in Modern Conditions of Business Activity. P. 54–56.

The paper offers an approach to the definition of such terms as “restructuring”, “reorganization”, “reformation”. A number of properties were revealed which made it possible to single out common and characteristic features of the terms under study.

Podmolodina I.M., Ph.D. in Economics, Assistant Professor, Head of the Chair of Accounting, Auditing and Finance, Voronezh Cooperative Institute (branch), Belgorod University of Consumer Cooperatives

Voronin V.P., Ph.D. in Economics, Professor, Voronezh State Technological Academy

Bertaev T.E., Director General. PLC “Asyl-Astana”, Republic of Kazakhstan

On the Attraction of Foreign Investments in the Republic of Kazakhstan. P. 57–58.

The paper dwells on the organizational and economic aspects of foreign investments attraction in the Republic of Kazakhstan and measures on their stimulation.

Kalugin V.A., Ph.D. in Economics, Professor, Chair of Economy and Production Organization, Belgorod State Technological University named after V.G. Shukhov

Manina E.Y., Science Degree Applicant, Economist 1st Category, Planning and Economy Office, Federal State Organization “Belgorod Center for Standardization, Metrology and Certification”

Company Competitive Market Position Sustainability. P. 59–61.

The paper offers the method of integral assessment of the company competitive market position level, based on the sustainability of its competitive advantages.

Kochetkov S.V., Ph.D. in Economics, Assistant Professor, Chair of Company Economy and Management, Belgorod State University

Kochetkova O.V., Assistant, Chair of Strategic Management, Belgorod State Technological University named after V.G. Shukhov

Formalized Criteria of Company Innovation Capacities Development. P. 62–64.

Formalized criteria of company innovation capacities development (observed and latent variables) are based on the determination of the fundamental elements of its functioning, which determine the ability of a company on innovation activity and the readiness of the company innovation system for development.

Lyakhova N.I., Ph.D. in Economics, Assistant professor, Starooskolsky Technological Institute (branch), Moscow Institute of Steel and Alloys

Municipal Securities Market Development Trends. P. 65–71.

The paper dwells on the home and foreign experience of using municipal loans as one of the sources of budget deficit reduction. It suggests author's classification of securities and provides major factors hampering the issue of bonds by the organs of municipal governance, singled out by the professionals and extended by the author.

Lyakhova N.I., Ph.D. in Economics, Assistant Professor, Starooskolsky Technological Institute (branch), Moscow Institute of Steel and Alloys

Demyanenko M.S., Senior Teacher, Starooskolsky Technological Institute (branch), Moscow Institute of Steel and Alloys

Tax Securing of Local Budgets. P. 72–77.

The paper analyses the role of tax payments in local municipal units budgets; their formation and structure in the budget of the municipal district in the period from 2001 till 2005.

Podmolodina I.M., Ph.D. in Economics, Assistant Professor, Head of the Chair of Accounting, Auditing and Finance, Voronezh Cooperative Institute (branch), Belgorod University of Consumer Cooperatives

Investment Capacities of Russian Economy Development. P. 78–79.

The paper on the urgent problems of the investment activity of Russian business activity subjects.

Galkina E.V., Ph.D. in Economics, Assistant professor, Chair of Managerial Accounting and Auditing, Oryol State Institute of Economy and Trade

Auditor's Opinion Formation and Auditor's Statement Preparation. P. 80–83.

The paper dwells on the types of auditor's opinions depending on the type of the expressed in them opinions (unconditionally positive, opinion with remark, opinion with the inclusion of a part, negative opinion, refusal to express opinion), provides criteria on making the decision on the provision of the statement of each type taking into account the requirements of Russian federal standards for auditing activity and international auditing standards.

Mikhailova E.M., Ph.D. in Economics, Assistant Professor, Chair of Consumer Cooperation Economy, Sibirsky University of Consumer Cooperatives

Fedotova Zh.V., Assistant, Chair of Consumer Cooperation Economy, Sibirsky University of Consumer Cooperatives;

Level and Quality Life Assessment of the Population of Novosibirsk. P. 84–87.

The given paper is the first stage of research aimed at the study of perception by the population of social and economic situation in the city, assessment of consumer capacities of the population as well as social feeling of the population. The research results make it possible to more adequately assess social trends indispensable for improving the efficiency of managerial decisions.

Kosharny A.V., Ph.D. in Pedagogics, Assistant Professor, Chair of Personnel Management, Belgorod State University

Differential and Factor Analysis of Organizational Behavior. P. 88–92.

The paper dwells on the differential and factor analysis of organizational behavior. As criteria for differential analysis they chose gender, age, education, position, family and parental status. Motivation, direction of interactivity strategy and labor satisfaction are examined among the parameters of organizational behavior.

Lesnyak A.P., Post-Graduate Student, Belgorod State Agricultural Academy

Dobudko A.N., Ph.D. in Biology, Assistant Professor, Chair of Zoological Hygiene and Feeding, Belgorod State Agricultural Academy

Rabbits Efficiency Growing in Different Conditions of Central Black Soil Zone. P. 93–94.

The intensity and economic efficiency of rabbit growing is determined by the factors of climatic zones, the most important of which is temperature. The research proved that in the conditions of Central Black Soil it is reasonable to use rabbits of Sovetskaya chinchilla breed and keep them in the sheds.

Bocharova T.A., Science Degree Applicant, Belgorod State University, Executive Director of Association “Council of Municipal Units of Belgorod Oblast”

Practice of Analytical Assurance of Regional Management in Belgorod Oblast. P. 95–101.

The paper reveals the factors, which determine regional peculiarities of regional management analytical assurance. The influence of the said factors on the organization of analytical activity is manifested in the fact that in the situation of comparative stability it acquires systemic features and promotes the improvement of management efficiency.

Shlyachkova S.Y., Post-Graduate Student, Belgorod University of Consumer Cooperatives

Consumer Assessment of Goods Assortment in Drugstore Chains. P. 102–107.

The paper provides assessment of the clients satisfaction level with the assortment of goods in drugstores on the basis of consumer goods market segmentation.

Sopryzhenkov A.A., Post-Graduate Student, Chair of Marketing and Management, Belgorod University of Consumer Cooperatives

Peculiarities of Marketing Management of the Communal Housing Complex Units Activities. P. 108–111.

Communal Housing Complex (CHC) is at the stage of restructuring. It is a component of the population life quality factor. CHC is a complex artificially created system. Marketing management ensures competitiveness of modern CHC units. The paper offers marketing management model in CHC.

Kopteva I.I., Post-Graduate Student, Chair of Social Technologies, Belgorod State University

Social Marketing in the Sphere of Culture and Its Components. P. 112–114.

Marketing is a significant component in the activity of any modern organization. In the sphere of culture it is possible to use the techniques of social marketing. The paper discloses the essence of social marketing and the process of its realization as well as the social marketing strategy peculiarities.

Chemykhin A.V., Science Degree Applicant, Kursk State Technological University

Social and Economic Peculiarities of Entrepreneurship Emergence in Post-Soviet Russia. P. 115–120.

The paper dwells on the major social and economic conditions, which characterize the specificity of entrepreneurship emergence in modern Russia.

Dotsenko E.V., Assistant, All-Russia Correspondence Institute for Economy and Finance, Bryansk Branch

Outsourcing Integration in Risks Management Process at Small Company. P. 121–124.

The paper dwells on the problems of outsourcing integration in risks management process at small companies and offers company's restructuring stages on the basis of outsourcing, which make it possible to work out the problem of outsourcing the auxiliary activity from the company; singles out positive features of outsourcing implementation at small companies and factors hampering its development.

Vdovina I.V., Assistant, Chair of Statistics, All-Russia Correspondence Institute for Economy and Finance

Strategic Management Mechanism Formation. P. 125–127.

The paper reflects major directions of assessment of small enterprises strategic potential (case study in food processing industry) and offers the strategic management mechanism at small business companies.

THEORY AND PRACTICE OF COOPERATIVE MOVEMENT

Mostovshchikov A.G., Ph.D. in Law and Economics, Vice-Rector for Legal Questions and Economic Security, Sibirsky University of Consumer Cooperatives

Legal Foundations for the Activity of the Board of Consumer Societies Union. P. 128–132.

The paper analyzes the genesis and development in Russian law of the notions and structure of the governing organs in the unions of consumer societies. It researches the existing law provisions, regulating the relationship connected with the formation and activity of governing organs on the unions of consumer societies, the Central Union of Consumer Societies of the Russian Federation, including its Board. The paper concludes on the necessity of introducing alterations in the Statutes of the unions of consumer societies and Centrosoyuz of the Russian Federation.

Emtseva A.I., Scientific Degree Applicant, Belgorod University of Consumer Cooperatives

Major Directions of the Improvement of the Activities of Consumer Cooperation System Service Sphere Enterprises. P. 133–140.

The paper dwells on the problem of improving the activities of service sphere enterprises in consumer cooperation system. The paper provides the analysis of the modern situation at consumer cooperation system service sphere enterprises as well as the evaluation of the consumers' satisfaction level by the activities of enterprises, providing services. It offers methodological approaches to the assessment of accountancy indices, enterprise competitiveness, its capacity, service provision process and its quality.

PHILOSOPHY. CULTURE. SCIENCE

Nevleva I.M., Ph.D. in Philosophy, Professor, Head of the Chair of Social Work and Documentation Study, Belgorod University of Consumer Cooperatives

Zakharov A.M., Post-Graduate Student, Belgorod University of Consumer Cooperatives
Anthrop Principle and Its Modern Modifications. P. 141–143.

General contents of the anthrop principle is the establishment of interconnection between fundamental parameters of the Universe and the presence of man in it. The paper dwells on the philosophical necessity of the observer for the emergence of the Universe.

Nevleva I.M., Ph.D. in Philosophy, Professor, Head of the Chair of Social Work and Documentation Study, Belgorod University of Consumer Cooperatives

Nekrasova U.S., Post-Graduate Student, Belgorod State University

Personal Image as Act of Self-Identification. P. 144–146.

The paper dwells on such a reason for the existence of image as social self-identification. The problem of social identity is examined in historical and philosophic context and there comes the conclusion that image exists in two components: as “typical image” and “personal image”.

Moskvin V.A., Ph.D. in Psychology, Professor, Head of the Chair of General Psychology, Belgorod State University

Kabardov M.K., Ph.D. in Psychology, Professor, Head of the laboratory of Psychology and Psycho-Physiology, Institute of Psychology, RAS

Moskvina N.V., Ph.D. in Psychology, Assistant Professor, Chair of General Psychology, Belgorod State University

Belova A.N., Science Degree Applicant, Chair of General Psychology, Belgorod State University

Korneyeva S.A. Post-Graduate Student, Chair of General Psychology, Belgorod State University

Addictive Behavior and Its Neuro-Psychological Predictors. P. 147–150.

Neuro-psychological peculiarities in persons (105 boys in the age from 17 to 23) with addictive behavior were examined according to A.R. Luria’s methodology. Control group was comprised of the healthy young people (n=115) of the same age. In total 220 people were examined. The data can be used for differential diagnostics as well as for revealing risk groups while carrying out preventive psychological actions.

Tuzhilova M.B., Psychiatrist, Health Department, Belgorod Region

Ruzhenkov V.A., Ph.D. in Medicine, Head of the Chair, Professor, Chair of Psychiatry, Narcology and Clinical Psychiatry, Belgorod State University

Problems of Teenagers Social Functioning Deprived of Parents Care. P. 151–155.

80 teenagers deprived of parents care and raised in orphanages of the Belgorod Region were examined by clinical, psychopathological, psychological and statistical methods. It was proved that deprivational upbringing leads to significant deformations of a personality as well as in the sphere of interpersonal communications (high degree of aggressiveness, offence and suspicion), which will hamper optimal social and psychological adaptation after school.

Isayeva N.I., Ph.D. in Psychology, Professor, Head of Psychology Department, Belgorod State University

Khudayeva M.Y., Post-Graduate Student, Chair of Age and Social Psychology, Belgorod State University

The Problem of Personality Conflictological Competence in Psychological and Pedagogical Research. P. 156–159.

The paper dwells on different approaches to the definition of the notion, structure and criteria of a personality conflictological competence development.

Zhirov M.S., Ph.D. in Pedagogics, Professor, Head of the Chair of Culturology and Theology, Belgorod State University

Bovkunova Y.V., Post-Graduate Student, Chair of Culturology and Theology, Belgorod State University

Folklore Text and Discourse Phenomenon. P. 160–162.

Recently there has emerged a trend in modern science to define folklore text as discourse. We suggest that discourse be understood as the totality of verbal and apprehensive actions of

communicators, connected with the cognition, comprehension and presentation of the world by the speaker and comprehension reconstruction of world lingual picture of the producer by the recipient. An approach to folklore text as the discourse product makes it possible to define it as any sequence of language signs framed between two periods in communication. Thus folklore text is not identical with to discourse while being its product.

Nekrasov S.I., Ph.D. in Philosophy, Professor, Chair of Philosophy, Belgorod State University

Zakharov A.M., Post-Graduate Student, Belgorod State University

Globalization as Evolutionary Process. P. 163–166.

Modern interpretations of globalization are examined in the frameworks of evolutionary paradigm. The idea of globalization is developed both in the context of technological civilization evolution and spiritualist tradition. The analysis of the role of evolutionary ideas in social practice leads to the consolidation of evolutionary importance of tolerance.

Nevlev V.K., Ph.D. in Pedagogics, Professor, Chair of Social Work and Documentation Study, Belgorod University of Consumer Cooperatives

Slavko A.L., Senior Teacher, Belgorod Law Institute of MI of Russia

Morality Forming Principles of Fair Play in Modern Sports. P. 167–169.

The paper dwells on the principles of fair play, which form moral environment of modern sports. It provides analysis of the major theoretical provisions of fair play.

Korolyov B.N., Ph.D. in Philosophy, Professor, Head of the Chair of Philosophy and Society Study, Kursk Regional Institute for Further Training of Educators

Conceptual Approach to the Analysis of Middle Class in Modern Russia. P. 170–175.

The paper realized operationalization of basic terms of the topic, such as stratification, social structure, middle class and examined methodological prerequisites for the attribution of the middle class as a social subject.

Nekrasova N.A., Ph.D. in Philosophy, Professor, Chair of Philosophy, Belgorod State University

Goryainov A.A., Post-Graduate Student, Belgorod State University

Major Models of Human Corporality in the History of Philosophic Thought. P. 176–177.

The notion of corporality comes as one of the major methodological instruments for analysis of human existence and is studied by the representatives of different directions in theoretical thought. The analysis of immanent characteristics of the human body, determination of their role in the life of a man was the subject of research efforts of many thinkers in the history of philosophy.

Poddubny N.V., Ph.D. in Philosophy, Professor, Belgorod State University

Khalanskaya V.A., Assistant, Chair of Psychology, Belgorod State University

Influence of Interactive Methods of Teaching on Self-Organization of Students' Personality. P. 178–182.

The concept of self-organization enriches theoretical foundations of interactive teaching. In the frameworks of such approach the paper underlines the interconnection between the processes of personal and collective self-organization; singles out certain period of disorganization of collective and individual activity; discloses the peculiar features of personal self-organization in dependence of the level of psychological activity of a student.

Nekrasov S.I., Ph.D. in Philosophy, Professor, Belgorod State University

Struchaev M.V., Post-Graduate Student, Belgorod State University

World Picture Phenomenon. P. 183–184.

The paper analyses the world picture phenomenon and discloses its specific features; dwells on the influence of world picture on its bearer; shows methodological importance of world picture in the process of knowledge synthesis into a single system.

Zhukov A.V., Ph.D. in Philosophy, Assistant Professor, Chita State University

Mythological and Religious Visions of the Population of the Baikal Region in the Period of Early Nomadic States (5th century BC-12th century AD). P. 185–189.

Prolonged armed conflicts and intensive trade ties of nomads with surrounding and far away agricultural civilizations in this period made governors understand the necessity of ideological shaping of their power with the help of strange religious systems, among which the most widespread were Nestorianity, Manichaeism, Buddhism, and Islam.

Zhukov A.V., Ph.D. in Philosophy, Assistant Professor, Chita State University

Mythological and Religious Visions of the Population of the Baikal Region in Bronze Epoch. P. 190–195.

On the background of emergence and development of Nomadism and Semi-Nomadism, emergence of metallurgy and production households, development of trade and exchange on the territories of the Baikal Region and Central Asia in the Bronze Epoch there emerged a prototype of central Asiatic culture and ideology and traditional mythological and religious system, which in the home historiography is named by the not completely correct notion “Shamanism”. Obviously it is more correct to speak about the presence of certain common European and Asiatic archetypical religious elements, which were developed in a number of mythological and religious traditions of the Baikal Region and Central Asia.

Vangorodskaya S.A., Ph.D. in Sociology, Senior Teacher, Chair of Social Technologies, Belgorod State University

Kolpina L.V., Ph.D. in Sociology, Assistant Professor, Chair of Social Technologies, Belgorod State University

On the Problem of Socio-Cultural Determination of Atypical Perception of Reality. P. 195–198.

The paper makes an attempt to study perception as a social phenomenon. A special attention is paid to socio-cultural mechanisms of atypical perception of reality.

Nekrasova N.A., Ph.D. in Philosophy, Professor, Chair of Philosophy, Belgorod State University

Batsanova S.V., Post-Graduate Student, Belgorod State University

Gender Relations and Gender Culture as the Subject of Socio-Cultural Analysis. P. 199–201.

Gender relations are complex and contradictory part of social relations. These are not only relations between men and women but also between culturally constructed imaginations about the masculine and feminine as fundamental social categories responsible for the distribution of roles among individuals and access level of people to social benefits depending on social gender.

Kurilenko E.N., Ph.D. in Sociology, Assistant Professor, Head of the Chair of Sociology and Psychology of Management, Kursk Branch, Oryol Regional Academy of State Service

Shikov M.I., Director, PLC “Blits”

Diagnostics of the Student Self-Governance Organs Efficiency Activity Directions. P. 202–205.

The paper analyses the efficiency of student self-governance organs in regional higher educational institutions. Major points of the paper are based on the results of sociological study

“Conditions and influence of student self-governance on the educational environment of a higher educational institution” carried out by the authors in 2002-2006 in six institutions of the city of Kursk. The analysis of the study results made it possible to determine the role of student self-governance, the efficiency of different directions of the activity of student self-governance and major problems in its development.

Dankova Zh.Y., Ph.D. in Sociology, Deputy Director for Research, Belgorod Institute of State and Municipal Management (branch), ORAGS

Formation and Development of Student Youth Intellectual Potential: Socio-Technological Approach. P. 206–209.

The given paper dwells on the problem of formation and development of intellectual potential in higher school students and provides grounds for socio-technological mechanism of managing the said process.

Sokolova T.S., Ph.D. in Philology, Assistant Professor, Chair of the Russian Language and Methodology of Teaching, Doctor's Degree Applicant (Research Advisor, Ph.D. in Philology, Professor V.K. Kharchenko), Belgorod State University

The Language of Russian Folklore as Strategic Resource of Spiritual Culture. P. 210–214.

The language of Russian folklore is the basis of strategic resource of the Russian people spiritual culture. As socio-cultural phenomenon folklore language served the basis for the formation of literature language that is why it is possible to consider that folklore verbal code is the reliable source of ethnic and cultural information in the traditional and variable frameworks.

Rashina G.N., Methodologist, Belgorod Medical School

Rationality as the Fundamental Principle of European Culture. P. 215–219.

The vision about rational scientific knowledge are being revised at present. Today it is impossible to comprehend many phenomena and discoveries only with the help of classical scientific rationality due to the fact that rationality exist and functions alongside with other different from science forms and types of knowledge.

Kulabukhova M.A., Ph.D. in Philology, Assistant Professor, Head of the Chair of Humanities, Belgorod State Institute of Culture

Kulabukhov D.A., Assistant, Chair of Humanities, Belgorod State Institute of Culture

Name as Constant of Culture Ecology. P. 220–223.

The given paper is devoted to the analysis of the name as a phenomenon of culture ecology. According to the authors the name is not only the unique way of verbal designation. but in the realm of culture itself it is means of nation's culture reflection.

Andreyeva S.M., Ph.D. in Pedagogics, Assistant Professor, Chair of the Russian Language and Cross-cultural Communication, Belgorod State University

Pulenkova E.O., Assistant, Chair of the Russian Language and Cross-cultural Communication, Belgorod State University

Ethnic and Lingua-culturological Characteristics of Russian Fairy Tales Text. P. 224–228.

The paper provides ethnic and lingua-culturological characteristics of Russian fairy tales language.

Guskova E.A., Senior Teacher, Chair of Personnel Management, Belgorod State University

Psychological Conditions for the Realization of Students' Creative Potential in Higher School Academic and Educational Process. P. 229–232.

The paper analyses the term “creative potential”, clarifies its correlation with the term “creativity”, substantiates the study model of the students’ creative potential realization efficiency at higher school.

Kashkarov S.P., Post-Graduate Student, Socio-Theological Department of Belgorod State University, Chief Officer, Belgorod City Administration Department of Education

Peculiar Features of Socio-Cultural Interactivity of Political and Religious Systems. P. 233–237.

The paper dwells on secular and theological understanding of the state and church in the context of their interactivity.

Khoroshun N.A., Head of Editing and Publishing Center, Belgorod State Technological University named after V.G. Shukhov

Typical Model of Negative Ecological Interaction in Training of Future Engineers. P. 238–240.

The paper offers a compact conceptual model, which makes it possible from single methodological positions to form ecological knowledge of future engineers of different kinds.

Lopin R.A., Teacher, Belgorod State Institute of Culture

Metaphysical Anthropology in A.S. Khomyakov’s Philosophy. P. 241–245.

The paper dwells on the anthropological concept of A.S. Khomyakov – leader of the Slavophil movement at the beginning of the 19th century. The basis of his viewpoint was traditional for Russian consciousness of the time Orthodox world outlook. The paper analyses the influence of Christian outlook on the formation of anthropology in his historiography and philosophy as the apologetics of Christian concept of a man.

Koreneva E.N., Methodologist, Chair of Social and Economic Studies, Belgorod State Institute of Culture and Arts

Readiness as Condition for Action. P. 246–248.

The paper dwells on different definitions of the term “readiness” from the point of view of Psychology and Pedagogics; types of readiness and its structure and components.

Kosolobova I.V., Post-Graduate Student, Belgorod State University

Comical as a Category of Language and Culture. P. 249–253.

The paper dwells on the problem of comical as a category of language and culture. As a rule comical is regarded as esthetical and literature study phenomenon. But many questions connected with the emergence of comical remain open. It is known that at the basis of comical there lies contradiction. From linguistic and cultural point of views at the basis of such contradiction is the fact of frames clash. The said linguistic and cognitive mechanism is realized in the form of expression, contrast and anomaly.

Kharlamov A.A., Post-Graduate Student, Chair of Philosophy, Belgorod State University

Changes of Subject-Object Component of Scientific Activity Under the Influence of Information Technologies. P. 254–257.

Modern information technologies are changing their paradigm lying at the basis of scientific research in the field of professional activity. Adaptation and accumulation of scientific knowledge is carried out through the information network system. Scientific knowledge becomes the most important component of the research activity of researchers-subjects. That is why the essence of scientific knowledge, research activity, their specificity, functions and structure and interconnections with information technologies at present are becoming the subject of philosophic comprehension.

Shevchenko O.A., Post-Graduate Student, Research Center for Specialists Training Problems, Moscow, Senior Teacher, Starooskolsky Technological Institute (Branch), Moscow Institute of Steel and Alloys

Major Characteristics of Higher Educational Institution Context Type Textbook. P. 258–261.

The paper provides major characteristics of a context type textbook for higher educational institutions. The said textbook helps solve major problems of professional education; while the characteristics provided by the author serve as the basis for the requirements to the context type textbook creation.

Frank V.V., Assistant, Chair of Foreign languages, Belgorod State University

Phenomenon of “American Dream” and Its Reflection in the Philosophy of the USA. P. 262–264.

The paper dwells on the concept of “American dream”, its emergence and the most important features, gives definition of the said concept and provides major ideas of different trends in American philosophy, which influenced the creation of the ideas of “American dream”.

Skornyakova N.S., Post-Graduate Student, Chair of Social Technologies, Belgorod State University

Diagnostics of Mass Media Functioning in Religious Situation Regulation. P. 265–269.

Religious situation is of special interest as the object of managerial influence. Diagnostics of mass media influence on religious situation presupposes two stages: determination of major parameters of mass media activities in religious situation and study of functions carried out by it.

Reflexive Educational Environment as the Factor of Further Professional Training System Development. P. 270–273.

Shumakova I.A., Post-Graduate Student, Chair of Pedagogics, Belgorod State University

The paper dwells on the ideas of reflexive environment organization in modern science. A number of peculiar features of reflexive educational environment were revealed.

Golubeva Y.V., Post-Graduate Student, Belgorod State University

Functional and Semantic Peculiarities of Gesture Kinemes. P. 274–277.

The paper makes an attempt to analyze the semantics of gesture kinemes and describe their types and functions on the basis of the data of such adjacent with linguistics sciences as paralinguistics, semiotics, psychology and psycholinguistics.

NATURAL SCIENCES

Semenenko S.V., Ph.D. in Science, Assistant Professor, Chair of Non-Food Products Study, Belgorod University of Consumer Cooperatives

Bessmertny V.S., Professor, Chair of Non-Food Products Study, Belgorod University of Consumer Cooperatives

Dyumina P.S. Assistant Professor, Chair of Non-Food Products Study, Belgorod University of Consumer Cooperatives

Yarovoy A.A., Post-Graduate Student, Chair of Non-Food Products Study, Belgorod University of Consumer Cooperatives

Spinel Synthesis With Low Temperature Plasma Flame. P. 278–281.

The paper provides the results of the study on the synthesis of red, green, and blue color spinel. The authors worked out the technology of spinel production using low temperature plasma flame. Such properties of spinel as refraction ratio, density and micro hardness were studied.

Magomedov G.O., Ph.D. in Science, Professor, Chair of Baking, Pasta and Confectionary Production, Voronezh State Technological Academy

Miroshnikova T.N., Ph.D. in Science, Assistant Professor, Chair of Baking, Pasta and Confectionary Production, Voronezh State Technological Academy

Lobosova L.A., Post-Graduate Student, Voronezh State Technological Academy

Confectionary Foams on the Basis of Fruit Sugar. P. 282–287.

The paper provides the experimental research results of the process of foam formation and foam stability of confectionary foams on the basis of fruit sugar. It was proved the influence of fruit sugar on the properties of foam forming solution and foam.

Moskalenko N.I., Ph.D. in Physics and Mathematics, Assistant Professor, Chair of Natural Sciences, Belgorod State University of Consumer Cooperatives

On One Property of Weingarten's Hyper Surface Normal. P. 288–289.

The paper analyses hyper surface of n-measured Euclid's space; there was obtained the functional dependence criterion of scalar and average curvature of hyper surface with the help of the normal of the said hyper surface.

Zhaldak N.N., Ph.D. in Philosophy, Assistant Professor, Chair of Philosophy, Belgorod State University

Capacities of Linear and Matrix Diagrams of Existence. P. 290–294.

The technique of figurative presentation of logical knowledge, the technique of knowledge and comprehension processing, the technique of teaching logical thinking and expression of thoughts through linear and matrix diagrams of existence are optimal for the solution of broad class of problems connected both with the creation of artificial intellect and purposeful formation of the human intellect.

LEGAL PROBLEMS OF MODERN SOCIETY

Ustinovich E.S., Ph.D. in Politology, Assistant Professor, Vice-Rector for Research, Kursk Institute of State and Municipal Service

The Notion and Structure of Federal Organs of Power Information Activity in the Russian Federation. P. 295–297.

The paper analyzes the notion "information activity" in modern legal science literature and offers the structure of information activity of federal executive organs of power in the Russian Federation.

Voronova O.N., Senior Teacher, Chair of Civil Law and Procedure, Law Department, Belgorod University of Consumer Cooperatives

Relationship Between the Freedom of Will and Regulations on Providing Obligatory Share in Inheritance. P. 298–300.

In the given paper the author comes forward with the idea that the volume of regular payments to the obligatory heir should not exceed the volume of the obligatory share of the said heir. Due to the fact that the volume of obligatory share is known it is possible to determine the volume of a monthly support of the obligatory heir. Payments by the heirs could be stopped since the moment the paid volume becomes equal to the volume of the obligatory share.

Kostina O.V., Assistant, Chair of Civil Law and Process, Belgorod State University

Correlation Between Land and Civil Law in the Regulation of Land Plots Transactions. P. 301–303.

The paper dwells on the problems of correlation between land and civil law provisions and the possibility of their application in regulating land plots transactions.

Vnukova V.A., Post-Graduate Student, Belgorod State University

Medication Supply of Privileged Categories of Citizens. Legal Analysis. P. 304–308.

The paper analyses legal aspects of medication supply of privileged categories of citizens. It was proved that the mechanism of citizens' social guarantees realization in this sphere is of civil and legal character.

EDUCATION PROBLEMS

Shcheveleva G.M., Ph.D. in Pedagogics, Professor, Chair of Physics, Voronezh State Technological Academy

Myakotina M.V., Senior Teacher, Chair of Automation and Industrial Electronics, Stankoskolsky Technological Institute (branch), Moscow State Institute of Steel and Alloys

Adaptation Training Center Activity in the Professional Educational Environment of Higher School. P. 309–312.

The paper dwells on the activity of adaptation training center in the frameworks of the program on realization of variable educational trajectories, its organizational and methodological basis and ways of its practical implementation in the professional continuous educational environment of technological higher school.

Mityaeva A.M., Ph.D. in Pedagogics, Assistant Professor, Chair of Andragogics and Acmeologic Pedagogics, Oryol State University

Influence of Individual Styles of Students' Academic Activity on the Quality of Teaching Bachelors and Masters in Higher School. P. 313–318.

The paper dwells on the problems of continuous development of students' individual styles of academic activities with two level study system at higher school and their influence on the quality of learning material comprehension through new forms of academic process organization.

Segedina N.N., Post-Graduate Student, Belgorod State University

The Problem of Innovation Processes Sociological Diagnostics in the Regional System of Education. P. 319–323.

With the implementation of the priority national project "Education" science and general public pay more attention to the problems of development insufficiency of innovation processes in the system of education. In the given situation diagnostics of innovation processes in the regional education system is of special interest.

FOREIGN EXPERIENCE

Ian Macdonald, Director General, International Cooperative Alliance

Cooperative Communities – Territory Without Strife? P. 324–327.

The paper dwells on the problems and major directions of the development of international cooperative movement.