

Biological Science

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Testing of Heavy Metals in Drinking Water and Risk Assessment of Developing Ecopathology in Urban Population

Keywords: quality of drinking water; environmental pathology, risk of ecopathology.

Abstract: In Russia, the quality of drinking water remains one of the relevant of local environmental problems. Voronezh is a region where the problem of drinking water quality is particularly acute and has existed for a long time. This paper focuses on the quality of drinking water over the last five years and describes risk estimates of diseases caused by drinking water quality.

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Pedagogy and Psychology

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Competence Approach in the System of Professional Development of Educational Workers at Medical University

Keywords: competence approach; medical university; modernization of higher education; professional development of medical university research and educational workers.

Abstract: The paper describes the experience of implementing the competence approach in the system of professional development of medical university research and educational workers at the Department of pedagogy and psychology of the Institute of supplementary professional education.

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The Problem of Auditory-Intonation Culture of Singer-Pianist-Concertmaster. Melodic Intonation.

Horizontal Perspective

Keywords: auditory perception; triad of image-feeling-thought; inner hearing; voice intonation; formative role of breathing; resonator of music tones.

Abstract: The article reveals the main problems of auditory-intonation culture of a singer-pianistconcertmaster. The consideration of this issue makes it possible to clearly see the value of melodic intonation and horizontal perspectives that are directly included in the audio-intonation culture pianist.

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History, Philosophy and Sociology

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Formation of Endowment Insurance System as a Mechanism for Social Security of Russians

Keywords: social insurance; social security; social support; distributive system; endowment mechanism, pension.

Abstract: In this article the pressing questions of development of the system of social security in Russia are examined; the author proposes some measures to enhance its reformation. The author analyses the mechanisms of the system of social security and provides comparative descriptions of distribution and endowment forms of public welfare. The individual and collective forms of social conduct, affecting the functioning of the system of social security in Russia, are studied.

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Mathematical Methods and Models

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Effective Composite Operations in the Group of Points of an Elliptic Curve

Keywords: elliptic curves; composite operations; algorithms for point multiplication; fast precomputations.

page 26-31

Abstract: Recent studies have shown that it is possible to use more complex operations to accelerate the scalar multiplication by precomputations. Examples of such operations are composite operation. This article describes composite operations increasing the efficiency of scalar multiplication of a point on an elliptic curve.

Economic Sciences

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Prospects and Problems of Foreign Expansion of Russian Business

Keywords: foreign assets; mergers and acquisitions; problems of transnationalization; prospects of transnationalization; Russian multinational enterprises (MNEs); transnationality index; UNCTAD.

page 32-35

Abstract: This paper examines some prospects and problems of foreign expansion of Russian business given the fact that this has been a recent trend in Russia. On the one hand, Russian companies are expanding into international activities. But on the other hand, there are objective problems of international expansion, including those of the government and of businesses. Some solutions to those problems have been proposed by the author.

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Integration of Marketing Communications in Consumer Relationship Management of Secondary

Vocational Education Organization of Small Towns

Keywords: integrated marketing communications; small town; education organization; vocational education.

page 36-39

Abstract: This paper focuses on the application of the integrated approach to marketing communications in secondary vocational education institutions in small towns. The author developed and analyzed three ways to integrate marketing communications in customer relationship management of educational services. The results provide a basic framework for the development of customer relationship management of secondary vocational institutions in towns.

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Small Business: Features and Development Trends

Keywords: business; small business; entrepreneur; rural areas; agriculture; business functions.

page 40-42

Abstract: The article considers the evolution of the concept of business. Economic, social, environmental, moral and educational roles of small business in the economic development of rural areas have been assessed. Some tendencies of development of small agriculture business in the Russian Federation and its regions have been examined.

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Economic Policy in the Municipalities of the North

Keywords: investment attractiveness; methods of assessment; municipal formation; economic policy.

page 43-46

Abstract: In modern conditions of inter-budgetary relations an important direction of economic policy of the municipal authorities is the creation of conditions for attraction of potential

investors. The paper offers the technique for the estimation of investment attractiveness of municipalities, on the basis of which the features of the economic policy aimed at investment attraction in the Northern city districts have been revealed.

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Regional Development Based on Public-Private Partnership Mechanisms

Keywords: economic space; proprietorship relations; public-private partnership; regional development.

page 47-51

Abstract: The article provides organizational and economic rationale for public-private partnership (PPP) mechanism to enhance regional development considering the type and characteristics of spatial dynamics. We derive that regional development fundamental factors result into feasible socio-economic effect only if combined to production, technological or managerial innovations. Those can be integrated into a single production process in terms of PPP. The article also provides a method to estimate the growth potential of PPP, which is based on infrastructural capacity gap analysis.

E.N. Mazurova, E.S. Varaksina

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Improvement of Labour Organization at Enterprises

Keywords: labour organization; improvement; company; organization of work stations; sustainability of performance; activation and depletion of resources; labour productivity; integration of workers.

page 52-55

Annotation: The aim of the article is to develop measures for improving the organization of labour at the enterprises, aimed at the increase in labour productivity of personnel.

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Features of Development of Regional Socio-Economic Forecasting

Keywords: research; qualitative; concept of development; policy; socio-economic; forecasting; regional; resources; strategy; formation of programs; effective use.

page 56-59

Annotation: This paper examines conceptual and categorical study of socio-economic forecasting; the authors stress the importance of effective use of resources in the region. The preconditions of the formation of reasonable regional development programs, which serves as qualitative socio-economic forecasting, have been determined.

E.V. Miloenko

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Modern Concept and Main Indicators of Sustainable Development of Rural Settlements in the Tyumen Region

Keywords: biosphere; government program; indicators; concept; rural settlement; standard of living; sustainable development.

page 60-63

Abstract: The paper explores the modern concept of sustainable development of economic systems and territories in three aspects: ecological, economic and social. The author offers the main conditions, indicators of preservation of rural settlements on the example of the Tyumen region.

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Marketing Activities of Enterprises and Existing Approaches to its Management

Keywords: marketing activities; marketing planning; enterprise; marketing management.

page 64-71

Abstract: This paper outlines the goals and objectives of marketing. At the same time, the importance of strategic marketing in identifying and strengthening the positions of manufacturing enterprises in new markets has been indicated. The role of strategic marketing in combating competitors with similar products has been identified.

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Method of Calculation of Social and Economic Efficiency of Medical Institution

Keywords: profitability; medical institution; calculation procedure; financial durability; economic analysis; social efficiency; effective activity.

Abstract: The article presents a new method of calculation of social and economic efficiency of treatment-and-prophylactic institution. The comparative calculations of versatile LPU of Nizhny Novgorod have been analyzed. The authors come to the conclusion about efficiency of application of the proposed method.

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To the Question of Banking System and its Influence on the Development of Regional Economy

Keywords: credit institution; regional economy; regional banks; regional banking system; regional financial market; financial crisis; effectiveness of regional financial systems.

Annotation: The paper examines main features of regional development and market system in the context of economic reforms in Russia. The author analyzes the regional financial market. The impact of banking system as part of market infrastructure on the development of the regional economy in terms of innovation economy and the emergence of new forms of market relations has been examined.

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