

Land Sciences

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Economic Importance as a Factor in the Quality Selection of Settlements for Automated Small-Scale Mapping

Keywords: automated generalization; GIS; small-scale mapping.

page 7-12

Abstract: The paper presents solutions to the problem of quality selection of settlements for small-scale mapping. The authors disclose the concept of the economic importance of the settlement for the automated generalization.

Pedagogy and Psychology

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Basic Components of Mathematical Competence of Future Oil and Gas Engineers

Keywords: components; mathematical competence; knowledge; skills; motivation; professional qualities; oil and gas engineer.

page 13-17

Abstract: In this paper, the mathematical competence of a future oil and gas engineer is considered as a unity of epistemological, praxeological, axiological components, ensuring the ability to solve theoretical and practical problems of engineering which are important in the professional activity of modern professional engineers and technicians.

Professional Training

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The Role of Internet Technologies in the Development of Communicative Competence of the Future Tourism Industry Professionals

Keywords: Internet technology; information and communication technology; information literacy; communicative competence; tourism industry; interactive technology; Internet.

page 18-20

Abstract: The paper describes the importance of Internet technology as a necessary condition for the development of the communicative competence of tourism industry professionals. The authors raise the questions about the need for the introduction of information technologies in the study of psychological disciplines.

History, Philosophy and Sociology

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The Principles of New Global Ethics

Keywords: ethics; globalization; justice; principle; equality.

page 21-27

Abstract: The paper deals with a new emerging global ethics related to the processes and trends of globalization.

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Image-Symbols in the National Works of Art of the Ethnic Minorities of Mountainous Region of Vietnam

Keywords: sacred; adoration; symbols of gods; national ethnic minorities; Vietnam; nomadic life.

page 28-32

Abstract: Vietnam consists of 54 ethnic groups, ethnic minorities that for the most part have lived in mountainous northwestern part of Vietnam. This geographical factor has to be considered as it defines the richness of primitive art and the typical features of the ethnic culture of the given region. In particular, national paintings of the ethnic minorities of Northern Vietnam are presented by the ethnic communities of Dao, Thai, Nung, Kao Lan, San-Diu. These artworks reflect the sacred world of spiritual relations between people and gods and have deep philosophic symbols. Also, this idea underlies the unity of philosophic Confucian ideas and confessions mixed with indigenous beliefs

Engineering

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Justification of Methods of Calculating Thermotechnical Characteristics for Perspective Universal Coolants

Keywords: heat transfer coefficient; heat flux; food kettles; coolant; propylene glycol; catering.

Abstract: This paper discusses the possibility of using the methodology to calculate the coefficients of heat transfer and the heat flux, as well as their dependence on the temperature of the cooking medium in boiling kettles with indirect heat. The novelty of this paper is that the methods previously used to study the standard coolant - water - are available for use in the calculation of the universal characteristics of the perceptive universal coolant - aqueous solution of propylene glycol.

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Computer Science

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Application of Standards Method for Measuring Students' Professional Competence

Keywords: competence; competence assessment; standards.

Abstract: The paper describes a new approach to assessing students' professional competence; the approach is based on a cognitive model reflecting the influence of the studied disciplines on the professional competences formation. The main idea is to standards method to measure the level of competencies and competence development. The offered method can be applied to evaluate students' professional competence studying at different specialties at any stage of education.

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Structure of Selling Text for an Online Store

Keywords: conversion; factors; online store; text.

Abstract: The paper classified the factors influencing the conversion of an online store. The factor related to the text description of a product sold in an online store is investigated. On the basis of a random sample of 30 products the results of the optimal text size of 1 000 to 2 000 characters have been produced.

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Ecology and Nature Management

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Case Study of Teaching Logging and Timber Processing Technologies

Keywords: timber processing; harvesting; training; technology; university.

Abstract: The paper describes a case study of Petrozavodsk State University of teaching logging and timber processing technologies and the history of the department of technology and equipment for forestry industry.

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Economic Sciences

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The Essence of Tax Control

Keywords: financial control; tax system; tax management; administration, public finance; tax authorities.

page 49-51

Abstract: The paper studies the basics of tax control in the system of state financial control. It describes the problems of tax control and tax administration in the system of effective public finance management. Tax control is designed to prevent tax evasion, ensure timely flow tax payments in full in the budget system. Its goals and objectives have been revealed.

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Features and Performance Assessment of Construction Companies in the Housing and Construction Complex of the Region

Keywords: housing and construction complex; developer enterprises; features of development, performance evaluation, government monitoring.

page 52-56

Abstract: The paper discusses features of development of housing and construction complex in the region; assesses the efficiency of the developer enterprises, highlights the need to improve the government monitoring of their activities.

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Implementation of a Unified Foreign Trade Policy of the Customs Union

Keywords: Customs Union; integration; WTO; regulation of foreign trade policy.

Abstract: Due to the crisis in the global economy, the problem of implementation of foreign trade policy of Customs Union member countries has become very important. The paper analyzes the problems encountered by Russia, Belarus and Kazakhstan in the implementation of a unified foreign policy. A comparison with other integration associations in the world is provided. The emphasis is put on the projection of economic problems in member countries of the Customs Union on the activities of the whole association. The fact that trade policy is still focused on the export of raw materials is underlined. The issue of high-tech goods trade is considered. The problem of difference interdependence of the Customs Union member countries remains relevant. The expansion of trade with other countries leads to a significant reduction in the effectiveness of the existence of the whole association. A number of problems are analyzed in terms of the rules of the WTO, as the WTO plays a key role in the international trading system. Today, Russia is the only member of the WTO of all the Customs Union countries.

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Management of the Region as a Socio-Economic System

Keywords: region; socio-economic system; management; quantitative and qualitative development.

page 63-65

Abstract: The region as a socio-economic system includes certain elements that are compulsory. These include: socio-cultural sphere, regional facilities, living standards of the population of the region, companies and organizations, political system and the environment.

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Methodological Basis for the Development and Implementation of the Company's Strategy in Business Analysis

Keywords: business analysis; strategic analysis; strategy.

page 66-71

Abstract: The successful performance of the company in the market largely depends on its ability to react properly to changes in the external environment and implement changes in business, while keeping its competitive advantage. This is facilitated by a business analysis which allows managing changes based on identified needs of the organization to meet the requirements of stakeholders. This paper describes the relationships between business analysis and the development and implementation of the company's strategy; objects of research of

business analysis have been defined. The author provides the grouping of the methods which are used in business analysis. Also, the author proposes to use special techniques such as PESTLE-analysis and Porter five forces analysis in assessing the external environment of the company through business analysis. Recommendations which can be used for the analysis of the internal potential of the company, its strengths and weaknesses, the analysis of the strategy implementation have been made.

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Program for Improving Profitability and Cost Optimization in the Framework of Increasing Financial Stability of the Company

Keywords: initiatives; oil and gas industry; cost optimization; increase in profitability; financial stability.

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Abstract: The paper describes the main methods of improving the financial stability of the company. In today's economic and political tension, the author proposes a program for increasing profitability and cost optimization so as to strengthen the financial stability of oil and gas companies. The main stages of development and implementation of the program, the initiatives and universal methods to control the programs have been defined.

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Investment Policy as the Basis of the Financial Growth of Municipalities

Keywords: investment policies of municipalities; venture capital funds; corporate financial resources; budgets; target program; financing; financial growth; investment, budget process.

Abstract: The authors discuss the opportunities for the development of municipalities through the increase in the investments and target programs of economic development.

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Key Factors Hindering the Functioning of Special Economic Zones as a Tool of Regional Economy Development

Keywords: special economic zone (SEZ); complex of problems.

Abstract: The paper describes the key factors hindering the operation of special economic zones on the territory of Russia. The Russian Federation has had two waves of creation of special economic zones. The first attempt was doomed to failure due to the fact that the attempt to create SEZ and develop regulatory framework was made too late. The second wave took place in the mid 2000-s, when the existing authorities tried to correct errors. They developed the regulatory framework, provided the necessary infrastructure, proposed the real tax preferences for the SEZ residents; however, even despite enormous efforts from the state, the project of SEZ at this stage have not produced the expected effect.

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The Negative Effects of Changes in Consumer Preferences for Activities Typographic (Printing) Publishers

Keywords: publishing market; share of reading population; level of culture and education; state support.

Abstract: Over the past 20 years the share of reading population has decreased by 2 times; the level of functional illiteracy of students has reached 10%. In addition, the book industry has been reducing the number of its point of sales.

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N.Yu. Novikova

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The Role of Agricultural Consumer Cooperatives in the Development of Small Business in Rural Areas (On the Example of the Tyumen Region)

Keywords: agricultural consumer cooperatives; small farms; farms; peasant (farm); Tyumen region.

Annotation: The paper defined the role of agricultural consumer cooperatives in the

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development of small farms in the region: farms and households. The author analyzed the dynamics of the development of agricultural consumer cooperation in the Tyumen region.

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The Basic Rules of Brand Positioning of a Construction Company

Keywords: positioning; brand; construction company.

Abstract: Brand positioning is the creation and retention of a certain brand image in the minds of consumers. Accordingly, the market for construction products has to create and maintain a position of the brand. On the one hand, the correctly formulated and implemented concept of brand positioning of a construction company allows achieving its financial performance, but, on the other hand, it enables to earn extra income by expanding the segment.

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The Genesis of the Concept “Controlling” with Respect to the Impact of Changes in Social Paradigms

Keywords: controlling; controlling system; social paradigm; systemic paradigm; neoclassical paradigm; institutional paradigm; genesis of controlling.

Abstract: The paper discusses the effect of change in social paradigms on the evolution of the concept ‘ ‘controlling’ ’, change in its semantic load and main functions. The author’s approaches to the definition of ‘ ‘controlling’ ’ on the basis of the existing dominant systems paradigm are proposed.

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International Likhachov Scientific Conference – a Platform for Presentation of Economic Content of Global Socio-Economic Trends

Keywords: economic analysis; information field; progressive development of economy; International Likhachov conference.

Abstract: In the present study, the author reveals the essence of scientific discussions that form independent information field of economic issues of the society in the system of ensuring the sustainability of the development of modern economic entities. The author attaches a special importance to the role the International Likhachov Scientific conference, which contributes to the development of intercultural and cross-regional analysis of the economic content of modern socio-economic conditions both in Russia, and in the world.

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Benchmarking As a Tool for the Study of the Construction Market and Creating Competitive Advantages

Keywords: construction market; benchmarking; competitive advantages.

Abstract: Benchmarking is one of the sections of marketing; it deals with the investigation and analysis of products, technologies, methods and solutions from leading companies to be introduced in the economic activities of the company.

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Legal Science

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Problems of Qualification of Certain Types of Activities as Rendering Telecommunications Services Subject to Licensing

Keywords: communication services; correspondence delivery; Internet access; Internet-café; judicial practice; licensing

Abstract: The paper is dedicated to solving the problems of qualifying certain types of activities as rendering telecommunications services subject to licensing. The author draws attention to the current judicial practice of administrative prosecution of legal entities and individual entrepreneurs for violating Part 2 of Article 14.1 of the Code of Administrative Offences of the Russian Federation.

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Political Science

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Modern Civil Society: A Synthetic View of the Phenomenon

Keywords: civil society; political society; social capital.

Abstract: The paper deals with contemporary approaches to civil society of different academic schools and different parts of political spectrum. An attempt to link civil society and political society, good society, social capital is made. A synthetic view on the notion of civil society, enabling to use this concept as a heuristic instrument and tool for political actions, has been presented.

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