

## Land Sciences

M.A. Kholshina, T.N. Biche-ool

Tuva State University, Kyzyl

### **Modern Distribution of the Population of the Republic of Tuva**

Keywords: city; migration; density; population distribution; region; village.

Abstract: The paper analyzes the population and grouping of Kozhuums of the Republic of Tuva by density of rural population in 2012.

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## Pedagogy and Psychology

A.A. Gadetskikh

Voronezh Institute of State Fire Service under EMERCOM Russia, Voronezh

### **Pedagogical Conditions of Professional Adaptation of Disabled People to Work in the EMERCOM of Russia**

Keywords: professional adaptation of people with disabilities; pedagogical conditions of adaptation.

Abstract: In the context of Russia's integration in the European educational space the problem of professional rehabilitation of people with disabilities has become urgent. In Russia, this problem is not solved, as inclusive education is not widespread. This paper describes the experience of the developing and testing of pedagogical conditions of the professional adaptation of people with disabilities, involved in inclusive education in the EMERCOM of Russia in the Voronezh region.

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I.V. Gogoleva

Yakut State Agricultural Academy, Yakutsk

### **Pedagogical Model of Motivational Support of Learning Activities of Students**

Keywords: motivational support; learning activities; motivation; interdisciplinary integration; economics courses; general mathematical discipline.

Abstract: The paper deals with the problems of motivational support of learning activities of university students, and the main requirements for the development of the pedagogical model of motivational support of students' learning activities. The author emphasizes the pedagogical conditions for its implementation through teaching of general math courses for bachelor degree study program in the field of economics.

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## Architecture and Construction

A.A. Bindanda

Russian University of People's Friendship, Moscow

### **Architectural and Artistic Aspects of Health Care Facilities in Angola**

Keywords: composition in the architecture of hospitals; symbols; relief; light; color; atrium.

Abstract: The paper is devoted to the use of architectural and artistic techniques as a means to enhance and improve the quality of health care in Angola. The author proposes the basic concepts for the creation of favorable environment of patients in medical institutions of Angola.

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S.V. Chizhov, S.A. Kuznetsov

St. Petersburg State University of Railways of the Emperor Alexander I, St. Petersburg

### **Thermal Stresses as a Factor Affecting the Duration of Initiation of Reinforcement Corrosion in Concrete**

Keywords: thermal stresses; concrete.

Abstract: Thermal stress condition of the bulk concrete influences the duration of the period of corrosion initiation in reinforced concrete. The thermal stresses cause micro-cracking in the protective layer of the structure, causing accelerated penetration of "dangerous" particles for the reinforcement (chlorides, carbon dioxide, which reduces the pH in the carbonization

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process, oxygen and water). This paper describes the main types of thermal effects and gives the basic principles of their calculation.

## History, Philosophy and Sociology

A.A. Barieva

Kazan State University of Architecture and Construction, Kazan

### **Ways of Strengthening Public Health and Development of Social Potential of the Region**

Keywords: sociology of medicine; sociology of health; compulsory health insurance; market of medical services.

page 23-25

Abstract: The paper discusses the disadvantages of the Russian budget model of health care. The main directions and practical recommendations to optimize public health care of the region in the transforming society have been outlined. These include develop: overcoming paternalism, promoting a healthy lifestyle and human health as the main value of life.

## Engineering

V.E. Kireenkov, A.N. Ivanov

St. Petersburg National Research University of Information Technologies, Mechanics and Optics, St. Petersburg

### **A Two-Wavelength Diffraction Technique of Distance Measurement**

Keywords: diffraction; distance measurement; Hilbert transform; moiré interference.

page 26-30

Abstract: The paper deals with diffraction technique to measure the spatial position of an object by using two laser sources with different wavelengths. The superposition of the diffraction patterns with different periods leads to the occurrence of moiré fringes. The envelope curve of result pattern is obtained by the Hilbert-Huang method. Reducing measurement errors in this technique occurs through the use of an equivalent wavelength.

## Ecology and Nature Management

V.N. Efanov, E.N. Vypryazhkin, E.M. Latkovskaya

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Sakhalin Research Institute of Fisheries and Oceanography, Yuzhno-Sakhalinsk

### **Current Condition of Sediments in the Busse Lagoon (Aniva Bay)**

Keywords: Busse lagoon; sediments; particle size distribution; organic carbon; hydrogen sulfide; petroleum products; salt extraction pH.

page 31-37

Abstract: The studies in July 2013 found from the coastal zone to the central part of the lagoon there was a reduction of particle size of sediments. The bottom sediments pH varied from north-west to south-east in the upward direction. Organic carbon content increased from the coast to the central part of the lagoon. Hydrogen sulfide in the sediments decreased from the north and north-east to the south and south-west. Oil content in the sediments of Busse Lagoon at the time of the study was small and in the range of permissible concentrations.

## Economic Sciences

R.Sh. Abakarova

Dagestan State Institute of National Economy, Makhachkala

### **Food Security in Russia**

Keywords: food security; agriculture; food dependency; economic security; state regulation.

page 38-40

Abstract: The paper focuses on the features of food security in Russia. The author shows the degree of importance of agricultural production to ensure food security of the country. Economic and food security are discussed in detail. The foundation of economic security is food security, which is addressed in this paper.

V.V. Bagmetov

Kuban State Technological University, Krasnodar

**Improvement of Economic Tools to Increase Effective Demand in the Housing Market**

Keywords: housing market; purchasing power; negative factors; economic tools; role of region.

page 41-44

Abstract: The paper examines the factors of increasing the effective demand in the housing market. The economic tools to stimulate demand in the housing market through the mechanism of mortgage loans and preferential tax treatment have been highlighted. The ways to improve tax incentives regarding the interests of the region and the population have been proposed.

K.A. Vasilyev, T.V. Vasilyeva, O.A. Sartakova, E.V. Kaygorodova

Kemerovo State Agricultural Institute, Kemerovo

**Current Status and Prospects of Development of Dairy Farming in the Kemerovo Region**

Keywords: dairy farming; agriculture; food safety; dairy cluster.

page 45-48

Abstract: The paper is devoted to the topical issue of providing the population with milk in the context of the problem of food security in Russia. The authors analyze the current state of dairy cattle in the Kemerovo region, identify the main problems, and proposed perspective direction of the industry development.

A.S. Vetrov, E.M. Dushevina

N.I. Vavilov Saratov State Agrarian University, Saratov

**Assessment of Company Competitiveness in the Service Sector**

Keywords: competitiveness assessment; criteria and indicators of competitiveness; model of service quality management system.

page 49-53

Abstract: The paper proposes ways to improve the competitiveness of domestic industrial companies, including companies providing additional services to public and business. The authors describe the assessment procedure of competitiveness, and allocate the criteria, general and generalizing indicators characterizing the level of competitiveness of the domestic enterprises and firms. In conclusion, the paper discusses and analyzes the model of service quality management at domestic mechanical engineering enterprises.

Y.V. VOLKOV

Financial University under the Government of the Russian Federation, Moscow

**Russia In The International Technologies Exchange**

Keywords: globalization; innovation; innovative development of economy; international technologies exchange; international technology cooperation; world economy; research and technology development.

page 54-57

Abstract: The paper is devoted to the problem of Russian integration into the international technologies exchange system (ITE). The author analyzes the main ways of ITE, considers the facts technological cooperation of Russia with foreign partners, problems and prospects of Russia's participation in the ITE system.

E.V. Galdanova

East Siberian State University of Technology and Management, Ulan-Ude

**Spatial Factors and Potential Development of Agriculture in the Region**

Keywords: potential; region; agriculture.

page 58-61

Abstract: The paper considers the spatial potential and the specifics of its evaluation with regard to a combination of factors influencing the development of agricultural sectors in the region.

I.Z. Gafiyatov, G.K. Gabdullina

Nizhnekamsk Institute of Information Technology and Telecommunications – Branch of Kazan National Research Technical University named after A.N. Tupolev, Nizhnekamsk

**Corporate Structure as Economic System and Object of Analysis**

Keywords: corporation; holding company; financial and industrial group; parent company; horizontally-and vertically integrated structures.

page 62-68

*Abstract:* The paper describes different approaches to the definition of holding and financial and industrial groups; the authors analyze the role of major business associations in the economy of the Republic of Tatarstan.

V.A. Dikareva, A.A. Semenova

Moscow State University of Civil Engineering, Moscow

**Trends in the Development of Investment and Construction in Russia**

*Keywords:* construction; development; investor; developer; investment and construction activities.

*Abstract:* In the paper, the problems of optimization of physical training of enforcement officers through the design of health-saving activities by professional and physical training staff. The importance of health-caring competence in the structure of professional activity of instructors and teachers and the directions of their training for health-saving activities has been stressed; the stages of design of the given activity were defined.

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S-A.Sh. Dovtayev, R.M. Makhmudov, Kh.M. Makhmudov

Chechen State University, Grozny

**Fixed Assets and Intangible Assets as Capital and Problems of their Accounting in Market Conditions**

*Keywords:* method of proceeds; period of enjoyment of property; contribution to charter capital; contractual cost; property.

*Abstract:* The need for intensive involvement of intangible assets in the course of business, on the one hand, and the lack of theoretical, methodological and practical study of issues of accounting and analysis of intangible assets in the market, on the other hand, necessitate further improvement of accounting and analysis of intangible assets and indicate the relevance of this study.

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D.Z. Zalibekova

Dagestan State Institute of National Economy, Makhachkala

**Aspects of International Double Taxation**

*Keywords:* international double taxation; country-importer; country-exporter; taxable income; taxpayer; tax agreements; resident.

*Abstract:* The paper discusses the issue of international tax relations, related to arising contradictions between interests of countries-exporters and countries-importers of the capital. The international tax law does not contain rules that forbid international double taxation. Any state has an absolute title in accordance with positions of national tax law to raise taxes on the territory. Therefore, numerous and complex negotiations at the international level are required to solve suchlike problems.

page 80-83

O.E. Kichigin, G.N. Nikolaeva

Institute of Law and Business, St. Petersburg

**The Structure of State Regulators in Oil and Gas Sector**

*Keywords:* state regulation of economy; structure of oil and gas industry; economy of oil and gas industry.

*Abstract:* The paper generalizes and systematizes the approaches to the definition of the key regulators of modern oil and gas companies. The feature of economic activities in the oil and gas market of is the state regulation, which for the enterprises of this industry seems to be the most important factor determining the direction of development of modern enterprises.

page 84-89

E.V. Kutishcheva

Lipetsk Institute of Cooperation – Branch of Belgorod University of Cooperation, Economics and Law, Lipetsk

**The Study of Bank Loans Classification in the Lipetsk Region**

*Keywords:* bank loan; classification of loans; corporate loans; retail loans.

*Abstract:* The paper analyzed the structure of bank loans in the Lipetsk region by traditional and non-traditional features of classification, including the intended purpose, credit terms, method of repayment, method of charging interest, nature of turnover, date of loan application,

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*type of interest rates, method of assessing creditworthiness of a borrower, and collateral.*

*M.A. Mareeva*

*Russian University of Peoples' Friendship, Moscow*

***External and Internal Problems of Printing Industry Development in Russia for the Current Period***

*Keywords: printing industry; crisis situation; level of culture and education; libraries; promotion of printed products.*

page 96-98

*Abstract: Printing industry is a complicated sector, which depends on a variety of internal and external factors, such as the economic and political situation in the country. The industry makes a great contribution to the socio-cultural component of the population. Due to the strong correlation of socio-cultural and economic factors, the printing industry is always in condition of instability.*

*S.P. Mongush*

*Tuva Institute for Exploration of Natural Resources, Siberian Branch of the Russian Academy of Sciences, Kyzyl*

***Aspects of Assessing Interregional Relations in the Republic of Tuva***

*Keywords: region; development; resource; communication; economic issues; investment activity; interregional economic relations.*

page 99-102

*Abstract: The paper considers the aspects of interregional relations in the Tuva Republic, taking into account the investment component influencing the development of the natural potential of the region. The barriers to the development of interregional investment relations of the Republic have been identified.*

*P.V. Ryabenko*

*G.V. Plekhanov Russian University of Economics, Moscow*

***Organization and Evaluation of Management in an Integrated Business Group***

*Keywords: integrated corporate structure; GK "PIK"; evaluation of integrated structures; profitability indicators; development.*

page 103-106

*Abstract: The paper discusses theoretical and practical issues of creation and evaluation of integrated corporate structures. The author examines the problems related to the activity of these structures in the modern economy.*

*S.Yu. Suchkova*

*Gzhel State Industrial Arts Institute, Elektroizolyator*

***Brand History and its Key Points***

*Keywords: brand; brand values; brand history; brand asset.*

page 107-109

*Abstract: The history of a brand increases the value of its assets. Brand asset is a reflection of the brand values for a certain period of time, ensuring its profitability. If the brand history is connected with the country and corresponds to its identity, it causes the right associations, and makes the brand image brighter*

*O.M. Tsybikdorzhieva, V.G. Belomestnov*

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***Problems of Re-Industrialization, Use and Development of Industrial Potential of the Real Sector of Regional Economy***

*Keywords: modernization of fixed assets of the enterprise; industrial potential; the real economy of the region; re-industrialization.*

page 110-113

*Abstract: The paper considers the problem of using and developing industrial potential of the region, re-industrialization of the real sector of the economy in the Republic of Buryatia*

*A.M. Chernysheva*

*Russian University of Peoples' Friendship, Moscow*

***The Process of Implementation of Direct Marketing in the B2B Market***

*Keywords: direct marketing; packaging; letter; leaflet; brochure; ah-stopper.*

page 114-116

*Abstract: The success and effectiveness of direct marketing campaigns depend on careful planning of mailing, text writing, design and packaging of a catalogue, the content of the message, and the enterprise database of existing and potential clients in the B2B market.*

*L.M. Shahshaeva*

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***Problems and Solutions of Sustainable Socio-Economic Development of the Republic of Dagestan***

*Keywords: sustainable development; strategy; problems; prospects, efficiency.*

*Abstract: When developing a strategy for sustainable development of the country it is necessary to focus on the formation of the prerequisites to create and implement a long-term potential for economic growth, improve the quality of life of the population, ensure the effective reproduction and the modernization of agriculture, industry, strengthen economic and environmental security.*

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*E.S. Shlenskova*

*Moscow State University of Civil Engineering, Moscow*

***Direct Marketing in the B2B Market***

*Keywords: industrial market; direct marketing; marketing tools.*

*Abstract: The main advantage of direct marketing in the B2B-sphere lies in conveying messages to specific customers through direct contact, enabling companies to save money on advertising campaigns, which do not always attract many consumers. There is a huge difference between personal and impersonal communication: the first type is always more effective than the second one, as it is based on addressing a consumer by name both in writing and in a face-to-face meeting. In the B2B market, personal contact is one of the most important factors of communication.*

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