

Electronics, Measuring Equipment, Radioengineering and Communications

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Investigation of Possibilities of Multiaperture Diffraction Interferometer Scheme to Control Angular Values

Keywords: autocollimator; diffraction; diffraction measurement; interference; interferometry; optical inspection; angle measurement.

Abstract: The authors studied the diffraction control scheme of small angular displacements; it has high sensitivity, insignificant measurement error (2.5") and a simple construction. The mathematical model describing the light intensity distribution at the registration plane was presented. The experimental results obtained at Technical University (TU Ilmenau, Germany) confirmed theoretical provisions of the research.

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Pedagogy and Psychology

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Contemporary Foreign Pop Music as a Means of Teaching English to Non-Linguist Students

Keywords: pop music; song; lyrics; potential; means of teaching; authenticity.

Abstract: The paper analyses contemporary foreign pop music as a means of teaching English to non-linguist students. The author reveals its methodological potential and proves its effectiveness in teaching university students.

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History, Philosophy and Sociology

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Key Barriers to Economic and Social Modernization in Russia: Educational Perspective

Keywords: sociology of education; modernization; creative class; sociology of creativity.

Abstract: The paper describes key barriers to economic and social modernization in Russia. A sociological model of modernization was described with the creative class as its key resource, which in turn is a product of the education system. It was proved that the key modernization barriers are rooted in the lack of flexible and dynamic communication between education and labor market. The consequence of this problem is the problem of social self-determination of young creative human resources and their inability to successfully operate within their specialty. The need to build a dynamic flexible system of communication between education and labor market has been concluded.

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Access of Rural Population to Health Care Services in Conditions of Health Care Modernization

Keywords: access; doctors; health care service; patients; village.

Abstract: The paper describes the results of sociological research conducted in the rural areas of the Dalmatovo district in the Kurgan region; the author considers the problem of access of rural population to health care services in the context of recently completed modernization of the Russian healthcare. The access barriers to health care services for rural residents include: increased loads of rural doctors, commercialization of the Russian healthcare, long waiting lists to see narrow specialization doctors and get access to high-tech medical services.

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Philology

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Study of Proverbs as Ethnocultural Linguistic Means in the Russian Language Lessons (Linguistic Aspect)

Keywords: proverbs and sayings; ethnocultural means of language, text; unit of teaching.

Abstract: Proverbs and saying are an integral part of culture of any nation. The successful use of proverb not only increase the emotional value of speech but also gives an opportunity to describe a situation precisely and briefly with minimum linguistic means, but with maximal semantic capacity. A comprehensive study of proverbs and saying as the most compressed form of expressing ideas has been presented.

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Evolution of Tax Terminology in XVII–XVIII centuries

Keywords: tax; tax terminology; duty; word formation.

Abstract: XVII–XVIII centuries are a special stage in the development of Russian tax terminology. Tax terms generally have an original character and are formed by term formation models known from the previous stage.

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Characters' Typological Principles in S. Borodin's and I. Huseynov's Historical Novels

Keywords: historical novel; character; typological principle; paprallelism.

Abstract: In this article, characters' typological principles in S. Borodin's "The Stars of Samarkand" and I. Huseynov's "Judgement day" are studied. In both novels historical parallelism can be clearly observed. Both novels m cover approximately the same historical period.

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Quality Control

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Quality Assessment Model of Management Systems Certification Authorities

Keywords: accreditation; quality; monitoring; management systems certification; requirement.

Abstract: The paper analyzed the need to assess the quality of management systems certification authorities. The author developed and described the model of quality assessment of management systems certification authorities.

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Ecology and Nature Management

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The Content of Toxic Substances and Elements in Children's Toys Sold in the Jewish Autonomous Region

Keywords: toxic substances; quality of children's toys; toxic substances and elements in toys.

Abstract: The authors investigated the content of toxic substances and elements in children's toys sold in the retail network of the Jewish Autonomous region. It is established that children toys distributed on the territory of the Jewish Autonomous region, selected by random sampling in 2012–2014, are non-toxic.

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Economic Sciences

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Synergetic Effect from the Implementation of Industrial Policy and Public Procurement of Customs Union and Common Economic Space Countries

Keywords: integration processes; public procurement; synergetic effect; industrial policy; national economy.

Abstract: The paper analyzes the prerequisite of obtaining a synergistic effect from the formation of a coherent industrial policy through the development of the regulatory system of state procurement of Customs Union (CU) and Common Economic Space (CES). In particular, it is shown that the most significant direction of obtaining synergies from the creation of a unified system of regulation of public procurement is reflected in the implementation of the provisions of coordinated industrial policy and program documents in the field of development of the real sector of the economy of the countries of CU and CES.

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Self-Insurance of Losses Incurred from Disputed Card Transactions

Keywords: plastic cards; credit cards; self-insurance; banking provisions; card issuer risk insurance; card disputes; credit risk; chargeback.

Abstract: In 2015 issuing banks and acquiring banks will have to switch to the National Payment Card System. The significant infrastructure update together with settlement service via Central Bank of Russia stipulates the necessity of update and enforcement for issuer risk management. The maintenance of required liquidity level demands more effective management of cash-flow that means credit risk management. Provision for reserves is one of the necessary methods of credit risk self-insurance. The special feature of card operations are transactions disputed via payment systems. The paper explores the self-insurance tools for card disputes using the available provision forms.

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The Compact City Concept in the Context of Improving Territory Competitiveness

Keywords: compact city; territorial competitiveness; urban space development.

Abstract: Strategic guidelines of the authorities to increase territorial competitiveness have led to the creation of new concepts of urban space development. The compact city concept is one of them; it was described in the contemporary researchers' works. This paper discusses key features of this concept: an increase in population density, public transport development and access to services and jobs in the community and their impact on the Russian cities' competitiveness.

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Agricultural Cluster as a Factor of Regional Sustainable Development (Republic of Buryatia)

Keywords: agritourism; agro-ecological cluster; sustainable development; rural areas.

Abstract: In this paper, we examined the problems of agriecological cluster; the role of agritourism in formation of the agriecological cluster as tafactor of regional sustainable development is explained.

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Social and Economic Effectiveness of Investments in Oil Recycling

Keywords: Nelson index; standard machine for straight distillation of crude oil; effectiveness index of capital costs for oil recycling facilities construction ; recreated and transferred value; multiplier of investment in downstream processing of oil.

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Abstract: In this paper we propose a model to assess the socio-economic efficiency of investments in recycling oil, taking into account the Nelson index, capital costs for straight distillation of crude oil, assessment of the value added in terms of net production, multiplier of investment in the downstream processing of oil.

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Methods of Rational Expo-Business Management: Outsourcing and Outstaffing

Keywords: expo-business; expo-company; trade fair; outsourcing; outstaffing.

Abstract: We discuss the Make-or-Buy (MOB) problem in relation to expo-business. The running cycle of the expo-company specifics as the prerequisite for outsourcing and outstaffing is considered. The advantages are shown and frames of outsourcing and outstaffing application for expo-business are outlined. Recommendations on works distribution between the expo-company and outsourcers are made; some approaches for contractors' choice are specified.

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Factoring as a Tool for Business Funding

Keywords: accounts receivable; financing requirements; commercial loans; factoring; receivables management.

Abstract: The paper deals with the development of a range of services for business financing by asset based lending (ABL). It describes the basic kinds of ABL, one of which is factoring. The paper shows the advantages of this financial tool and the main differences from its modifications. It formulates perspectives of the development of factoring and ABL in Russia.

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Identification and Regulation of Spatial Price Discrimination

Keywords: spatial price discrimination; antitrust regulation; industrial policy; elasticity of demand; dominant position.

Abstract: The paper deals with the identification and regulation of spatial price discrimination in the context of the development of Antimonopoly regulation methodology. In particular, the problems of normative definition of spatial price discrimination and the practices of its regulation in the USA, EU and Russia have been discussed.

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Territorial Development Strategy for Ufa City Centre

Keywords: affected zone; historical center of the city; development of the territory; Ufa.

Abstract: The concept for development of the city centre of Ufa was based on the historical research of the city growth since its foundation. The affected zone of the city centre was determined.

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