

Pedagogical Sciences

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Pedagogical Experiment: Interdisciplinary Research Project for Civic Mindedness Formation to Counter Terrorist Ideology

Keywords: civic mindedness; counter-terrorism; ideology of terrorism; interdisciplinary research, pedagogical experiment.

Abstract: The paper deals with the possibilities of interdisciplinary educational projects aimed at raising civic mindedness to counter terrorist ideology in the educational environment of military schools. The author raises the questions of civic identity formation and ways of combating terrorist ideology. The article may be of interest to teachers and students of pedagogical universities, as well as for anyone interested in the problems of civic rights and counter-terrorism.

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N.A. Korbukova, E.G. Podkopaeva, A.A. Serdyukov, N.N. Karelina, I.V. Shelegin, R.V.

Shupeiko

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Physical Culture as Improvement of Scientific Organization of Work

Keywords: improvement of the organization of work; quality improvement; valuable potential; health.

Abstract: The paper discusses the problem of combining the process of improvement of the organization of work and "green" economy using the achievements of science, best practices and physical activity of an individual. The research work is performed within the state task (project No. 3191).

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Method of Modeling for Quality Control of Students Knowledge

Keywords: method of group data handling; self-organization theory; external selection criteria; constantly operating mathematical model; student knowledge quality.

Abstract: The paper discusses the problem of identifying the objective functions for quality control of students' knowledge. The paper presents an original method for identification of students' knowledge quality (SKQ) target functions, which operates under the influence of uncertain factors. The authors discuss a new approach to the management of SKQ based on the use of SKQ identification models and formation of constantly operating mathematical models (COMM) SKQ. The technique is based on the group method of data handling self-organization theory (GMDH). The methodology used modernized combinatorial GMDH algorithm that allows the model to identify samples with the number of independent variables significantly greater than 100, which allows for the use of the ranking variables algorithm. The system of criteria for optimal models selection and control parameters, allowing the use of the generated models to control SKQ is developed. The two groups of students of Lipetsk State Technical University (LSTU): PH-07-1 – major "Psychology" and AH-07-1 – major "Analytical Chemistry" is considered. Using the proposed method of identification of target functions for quality control of students' knowledge the students with a minimum SKQ were identified; the analysis of model structures was made; SKQ virtual optimization was completed; the organizational and pedagogical measures to improve the SKQ were taken. The proposed measures can significantly improve the SKQ (up to 20 %). Based on the concepts of a single information space an information complex for quality control of students' knowledge in LSTU was implemented to automate the identification process of SKQ management models.

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The Results of the Analysis of Informed Changes in the Domination Level When Modeling Disputes

Keywords: mediation; negotiation process; psychological factors; satisfaction.

Abstract: This study is devoted to the analysis of fundamental dispute psychological factors affecting the condition of the parties and, consequently, the dynamics of the conflict situation –

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factor “Dominance”. The research is based on an experiment involving two groups. The first group consisted of relatively active participants who, during the artificially simulated negotiation process consciously influenced the change in the severity factor “Dominance”. The second group consisted of relatively passive participants in this negotiation process has not carried out a deliberate influence on the change of this factor.

68 people who worked in pairs (34 pairs) attended the survey. Study participants interacted with partners to resolve existing disputes through negotiations. In each pair consisted of one person from relatively active and relatively inactive groups. We investigated the dependence of the degree of participant satisfaction with the negotiation process from a deliberate influence on the change in the expression of dominance.

The results indicate the following: in the study of the mutual satisfaction of the parties to the negotiations determined that after one of the negotiators tried to increase its dominance, appeared opposite the mutual dependence of intensity of the dominance of both participants: when the level of dominance of one, a decrease in the dominance of another. This mutual consistency in the changes of the level of satisfaction of the parties was not observed.

Culturology

A.A. Zavyalov

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Authorities and Media: the Problem of Correlation

Keywords: influence of media on contemporary society; interaction between media and politics; conflict aspect of power; new constellation of power; primary and secondary power tools; pluralist conception of power; symbolic activity; forms of power.

Abstract: This article describes the problem of correlation between the authorities and the media. Particular attention is paid to the influence of the media on the society. Similar studies in political science and Russian communication studies are still quite rare in comparison with foreign studies. The article fills this gap. The purpose of the article is-to determine the interaction between the media and politics. In the study, it was possible to identify that the media are not the power, but they are a space where the power is divided between the rival political and social actors. This communication networks are a key tool in the dissemination of power among the society.

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It is concluded that the media contribute to the emergence of new “power centers” that encourage new politically motivated public.

Information Science, Computer Engineering and Management

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Application of Nonlinear Markov Filtering in Receivers of Radar and Telecommunication Systems

Keywords: quasi-optimal signal receive; Markov process; nonlinear filtering; Johnson noise.

Abstract: The authors developed the Quasi-optimal receiving algorithm for AIM radar signals, based on Markov theory of nonlinear filtering. The evaluation of the effectiveness of the synthesized algorithm was based on semi-natural experiment of processing the mixture signal and Johnson and white Gaussian noise. It is shown that the developed algorithm allows for better reception of binary signal compared with an adaptive algorithm for the same a priori data about the signal.

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N.V. Bogdanov, E.V. Krotova, A.S. Shaburov

Perm National Research Polytechnic University, Perm

The Technique of Countering Attacks such as SQL injection

Keywords: SQL injection; information security; web services; SQL queries; vulnerability.

Abstract: The article discusses the method of attack on a remote web service such as SQL injection; the examples of such an attack are described; the causes of the possibility of its implementation are examined; methods of protection against this type of attack and their automation are formulated.

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The Assessment of LSB-Steganography Undetectable by RS-Steganalysis

Keywords: steganography; Steganos; low-order bit replacement method; LSB steganography; RS-steroidals; steganogram.

Abstract: This article considers the problem of determining the sensitivity difference of steganalysis based on double statistics to the detection of LSB steganography. A detailed description of RS-steganalysis is given. The results of application of RS-steganalysis to digital photos contain hidden information. The authors showed the results of the theoretical study of the correlation between the estimated length of the secret message produced by RS-steganalysis and the actual length of steganogram implemented by low-order bit replacement method.

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Economic Sciences

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Classification of Mergers and Acquisitions by Synergetic Effect

Keywords: cash flow; investment value; investment; operations; market value; mergers and acquisitions; synergetic effect; financial activity.

Abstract: The classification of mergers and acquisitions by the synergetic effect is proposed; it allows for more meaningful formulation of goals to be achieved through the M & A strategy, forecasting of the proposed changes by types of activity and setting targets for standards in the form of specific financial indicators.

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A.A. Bazhanov

Samara State Agricultural Academy, Samara

The Roots and Prerequisites of Retail Trade Development in Russia

Keywords: retail; retail markets; retail food chains; trade; shopping malls.

Abstract: The paper proposes a review of the retail trade from the perspective of the history of its development. The causes and patterns of development in each historical period were identified. Through the study of trade as a historical category the author outlined the future direction of development; the place of non-store retail formats was determined.

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D.A. Brazhnikov

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The Sociological Approach to the Analysis of the Process of Capital Legalization

Keywords: capital; legalization; public danger, crime; economic situation.

Abstract: The author analyzes the social nature of legalization of the capital at the end of the twentieth century; organized crime is considered as the primary source of legalization. Legalization as a social phenomenon has public danger.

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A.A. Gurbanov

Kuban State University, Krasnodar

The Evaluation of Social Development of Urban and Municipal Districts of the Krasnodar Region

Keywords: urban district; map of the Krasnodar region; quality of life; municipal district; zoning; social development; social services.

Abstract: The Krasnodar region as a subject of the Russian Federation has an advantageous economic and geographical position, unique natural resources, and favorable conditions; owing to its vast territory it is differentiated in the development of the economy, respectively of the economy and social sphere. The level of social development factors was evaluated by the following parameters: demographic potential; life expectancy; national staff; employment potential; employment; health; level of education; natural resource potential; the map based on the principles of zoning was constructed.

page 60-66

A.I. Karpova

Moscow State University named after M.V. Lomonosov, Moscow

Scope and Financial Aspects of Diversification in Russian Media Business: Case Study of Media Companies RBC, Gazprom-Media, National Media Group and CTC Media in the

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Period of 2004–2014

Keywords: media business; media holding; diversification; sphere of diversification; diversification strategy; deal; revenue.

Abstract: This article deals with the issue of diversification strategy in Russian media business by the example of companies RBC, Gazprom-media, National Media Group and CTC Media in the period of 2004–2014. The study provides an insight into the areas of financials and scope of diversification. The results showed that in the period under review the companies were interested in the assets in the production of television content and advertising. The largest number of sales accounted for more traditional markets – television and the press.

S.V. Kulikov, O.S. Ponomareva, T.V. Mayorova

Magnitogorsk State University named after G.I. Nosov, Magnitogorsk

Managing Competitive Advantages of Steelmakers under Optimization of Repairs

Keywords: competitiveness of enterprises; optimization of maintenance services; structure of repair cycle.

Abstract: The article defines the concept of competitive advantage. The main internal factors of competitive advantage of the organization were considered. The effect of the repair cycle equipment on the competitive advantage of enterprises of ferrous metallurgy was studied.

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E.I. Kulikova

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To the Question of Interpretation of the Notion “Region”

Keywords: region; socio-economic system; regional economy; concept; subordinate entity of the Federation; conceptual framework; potential.

Abstract: The article explains the role and importance of theoretical provisions of the regional economy. The author proposes the interpretation of the notion “region” from administrative-territorial, economic, technological, social and political perspectives as a structured and hierarchically organized social and economic system; the mechanism of activation of the elements of this system was described.

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S.Yu. Kultyshev, L.M. Kultysheva, D.E. Kharitonova

Perm National Research Polytechnic University, Perm

Identification of the Mathematical Model of Single Industry Economy

Keywords: problem of identification; mathematical model; single industry economy.

Abstract: The authors considered the problem of identification of mathematical model of single industry economy for the fish branch of the Russian Federation. This problem was reduced to finding the parameters of an approximate model of the industry in question.

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A.K. Orlov, A.V. Sokolskaya

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The Bases of Formation of Strategic Planning for Real Estate Companies

Keywords: development; innovation values; blue ocean strategy; strategic planning.

Abstract: The article examines the ways of expanding the existing market space and creating a new market for real estate companies (the so-called “blue ocean”). The analysis of the strategic plan for a single real estate development company – “Gals-Development”, and for the entire industry as a whole was made.

page 85-87

L.V. Parkhomenko, A.V. Parkhomenko, O.V. Shvadchenko

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Methodological Issues of Managing Gross Regional Product

Keywords: gross regional product; mathematical modeling.

Abstract: The authors consider the main problems related to the development of a regression model of dependence of the gross regional product on the determining factors and its application in the management of the region.

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N.A. Podgornova, O.P. Sukovatova, L.A. Chernobrodova

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The Role of Labor Migration in Region Economy Management

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Keywords: cluster analysis; intensity coefficient; labor migration; management of the region.
Abstract: The article discusses the role of labor migration in the regional economy. The cluster analysis was made; the most attractive regions for labor migration were identified.

V.N. Sinebnikova

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The Market Model of Saved Heat through Differentiated Tariffs for Energy Saving

Keywords: energy efficiency; tariff regulation; market for heat savings; block of flats.

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Abstract: The article proposes a market model of saved heat. The author defines the main stages of work of the market of heat savings. The estimation of benefits for each stakeholder was completed.

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Pedagogical Sciences

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The Amplitude of Motion When Performing Compulsories without Apparatus by Young Athletes in Artistic Gymnastics

Keywords: amplitude of motion; group structure; jumping; balance; artistic gymnastics.

page 105-107

Abstract: The paper discusses the studies on the amplitude of motion in the compulsory exercises of structural groups without apparatus performed by young athletes of basic training in artistic gymnastics. The analysis of the results showed that when performing the compulsory exercises the amplitude of motion of young gymnasts were in the range of $87 \pm 5^\circ$ to $173 \pm 5^\circ$.

Culturology

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The Implementation of the Cultural Policy in Kuban in 50–70s of the 20th Century

Keywords: cultural life; cultural policy.

page 108-110

Abstract: The paper discusses various aspects of cultural life and policy in Kuban in the 1950–70s. An attempt to reconstruct the situation of the cultural life, daily routine, public moods and the policy pursued by the state in the territory of Kuban during the studied period was made. The “forgotten” layer of social and cultural life of the inhabitants of the Krasnodar region in the 1950–70s was restored.

U Yao

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The Cultural Life of Migrant Workers in the Second Generation in the Chinese Megacity

Keywords: China; cultural life; cultural needs; megacity; migrant workers.

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Abstract: This author describes the cultural life of migrant workers in the new generation in China. The new generation of migrant workers young peasants who work in the cities. The article describes the features of those migrants’ cultural life in the Chinese megacity, and analyzes the causes of their low cultural needs.

Machine Building and Engineering

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“KogalymNIPIneft” – a Branch of OOO “LUKOIL-Engineering”, Tyumen

Failure Analysis of Infield Pipelines in the Tevlinsko-Russkinskoye Field

Keywords: accident pipeline; corrosion; steel grade.

Abstract: The aim of this work is to systematize pipeline failures and identify the main causes of the destruction of the metal, which will allow for minimization of hazards in the collection and preparation of the well production.

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Ecology and Nature Management

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The Environmental Assessment of the Trans-Urals Region of Bashkortostan and the Analysis of Rivers Contamination

Keywords: natural resources; soil erosion; water contamination; population morbidity.

Abstract: The areas with strong manifestations of soil erosion require the application of agro technical methods. We discuss plowing across a slope, chemicalization of agriculture, planting shelterbelts, taking water conservation measures along the rivers of the Urals. The author raises the problem of water contamination by heavy metals (mercury). It was found out that the main source of groundwater contamination with mercury in the Semenovskoye intake is the tailings storage of the Semyonovskaya gold processing plant. In this regard, the author emphasized the need for the analysis of statistical data on cancer incidence and other related diseases.

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Information Science, Computer Engineering and Management

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JSC “STAR”, Perm

The Advantages of Model-Based Design of Jet Engine Automatic Control System Software

Keywords: DO-178 standard; jet engine automatic control system; model-based design; process approach; SCADE Suite; software development.

Abstract: The paper considers the problem of avionics software development in connection with switching to new edition of DO-178 standard in Russian aviation enterprises. The possible solutions are considered also. The hypothesis of using model-based design as the best paradigm from the perspective of safety, certification and development is proposed.

page 124-127

Mazhar Jan, M.I. Filin

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Optimization of Network Load Based on LTE Advanced and Frequency Substitution

Keywords: LTE Advanced; frequency substitution; link aggregation.

Abstract: The authors discuss the main advantages of the aggregation of frequencies within the last generation of LTE networks. The analysis of the advantages and disadvantages of the technology in terms of infrastructure and development prospects was made. It was proposed to restart the frequency band of 1 800 MHz; the feasibility study was completed and the decision about the proposal feasibility was made.

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Economic Sciences

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Features of Socio-Economic Development of the Caucasian Mineral Waters Region

Keywords: tax policy; spa complex; resort and recreation.

Abstract: The problems of modernization of economic space of Russia and its territorial entities in modern conditions are considered. In this paper, we examine the current situation of the agglomeration of the Caucasian Mineral Waters, and define the factors hindering the successful socio-economic development of the resorts in the Caucasian Mineral Waters.

A.P. Gantimurov, A.E. Brom

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The System of Innovation Exchange as a Means of Maximizing the Total Profit of Enterprises in the Group of Industrial Enterprises

Keywords: informatization in industry; flows of information – basic unit of interaction; system of innovation exchange; group of industrial enterprises; innovations in production processes; search and introduction of innovations in the group of industrial enterprises.

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Abstract: The article emphasizes the role of information innovation for the industry. The group of industrial companies was analyzed. The conditions of creating a uniform system of innovation exchange were defined; the system will allow calculating of the effect of possible innovation and predicting the effect of the introduction of innovations in other production cycles, and calculating the KPI of employees responsible for finding and implementing innovations.

E.V. Lavrova

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Improving the Methodology of Planning of Regional Programs of Support for Small and Medium Businesses as a Strategic Resource for Regional Economic Growth

Keywords: state support for small and medium business; public-private partnership; small and medium businesses; program-targeted management.

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Abstract: The article discusses the strategy for the development and implementation of entrepreneurial potential as a strategic source of regional economic growth. The author proposes the principles of efficient use of program-targeted management and areas of work for financial support of regional programs of support of small and medium business.

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The Statistical Approach in the Assessment of Labor Migration for Social and Economic Development of the Region

Keywords: cluster analysis; labor migration; social adaptation.

page 141-144

Abstract: The author classified the groups of migrants by socio-demographic characteristics and the degree of social adaptation using the method of cluster analysis. The analysis of socio-economic information for the assessment of labor migration for the development of the region was made.

ZONGBIN ZHANG , WEI LIU

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THE INFLUENCE OF INTEREST RATE MARKETIZATION ON CHINA'S COMMERCIAL BANKS

Keywords: interest rate marketization; commercial bank; financial market.

Abstract: China's GDP grew by 7.4 % in 2014, which was the lowest over 24 years. External factor is that the international market is generally bad, and the internal factors are that China's economic development is unbalanced and the lag of reform of the financial markets. So the reform of the financial markets becomes the main direction of deepening reform in China in the next five years. The marketization of interest rate is the main objective of China's financial reform. Many developed countries have completed the market-oriented interest rate reform in the last century. The reform of interest rate marketization brings to the commercial bank of China both opportunities and major challenges.

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Biotechnology and Medicine

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New Opportunities in the Early Diagnosis of Primary Open Angle Glaucoma

Keywords: blood flow index; microcirculation; OCT angiography; primary open angle glaucoma.

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Abstract: The OCT angiography is a new non-invasive, motion contrast micro-vascular imaging modality. This diagnostic method allows for "separation" of the blood vessels from surrounding tissue on the entire depth of the scan and makes it possible to show retinal microvasculature. The quantitative analysis includes the calculation of blood flow index.