

## Machine Building and Engineering

*E.A. Vysotskaya, A.V. Prokhorova*

*Voronezh State Agrarian University named after Emperor Peter I, Voronezh*

### ***Theoretical and Practical Issues of Increasing the Biological Resource of the Black Soil in Agro-Ecosystems of the Central Chernozem Zone***

*Keywords: agro-ecosystem; biological resource; humus; fertility; crops; processing methods; Central Chernozem region.*

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*Abstract: The article considers both theoretical and practical techniques of improving biological life of soil, based on the preservation of humus and general agro-ecosystem conservation. The authors provide the research findings on the impact of individual practices on the quality characteristics of soils of the Central Chernozem region.*

*D.V. Tiron*

*Ukhta State Technical University, Ukhta*

### ***Research Methods of Sedimentation Stability of the Oil-Based Mud***

*Keywords: nuclear magnetic resonance (NMR); oil-based mud; sag; sedimentation; ultrasonic measurements.*

page 10-12

*Abstract: The article deals with the basic methods of sedimentation stability of the oil-based mud, including equipment for measuring the size distribution of particulate materials (ultrasonic testing, NMR).*

*S.A. Ertman, Yu.A. Ertman*

*Tyumen State Oil and Gas University, Tyumen*

### ***The Results of Road Traffic Research in Tyumen City Intersections by Accidents Analysis Method***

*Keywords: road traffic; risk assessment of intersections; accidents analysis method.*

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*Abstract: The accidents analysis method for objective risk assessment of city intersections has been used. The scope, features and possible modification of the method are considered. The application advantages of the method have been verified by the examples of Tyumen's intersections which were focus accidents in 2014. The conclusions obtained give information for future research to improve traffic intersections and to management correction of drivers' psycho-physiological behavior.*

*R.A. Yuryeva, N.K. Maltseva, A.D. Kulpina, K.S. Yushkov, A.S. Ivanova*

*St. Petersburg State University of Information Technologies, Mechanics and Optics, St.*

*Petersburg*

### ***Features of Electromechanical Drive's Construction***

*Keywords: electromechanical drive; roller screw transmission; safety of nuclear power plants.*

page 21-23

*Abstract: The safety of steam turbine units remains the topical issues of nuclear power plants. This problem can be solved, in particular, in terms of the protection in the event of an accident due to the threat of increasing speed above a certain value.*

## Information Science, Computer Engineering and Management

*K.E. Amelina, B.N. Korobets*

*Bauman Moscow State Technical University, Moscow*

### ***Algorithmization of Organization Management as a Tool to Improve its Performance***

*Keywords: algorithm; algorithmization of activities; organization management.*

page 24-26

*Abstract: The article discusses the effectiveness of algorithmization of organization management. The necessity of taking into account the mathematical properties of algorithms in the formation of management algorithms is justified. The types of algorithms that are applicable in the study area have been identified.*

T.I. Leonova, L.V. Vinogradov, Yu.A. Kalazhokova

St. Petersburg State University of Economics, St. Petersburg

**Vector Approach in Evaluation and Optimization of the Quality of Objects**

Keywords: multi-criteria analysis; quality vector; objective function; Kemeny's median.

Abstract: The article presents the rationale for the use of a quality vector as a basis for assessing and optimizing the quality of objects; an optimization algorithm of the quality vector based on distinguishing between controlled and uncontrolled factors of the objects quality is described; the Kemeny's median to obtain the optimal solution has been used.

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## Economic Sciences

R.Sh. Abakarova

Dagestan State Institute of National Economy, Makhachkala

**The Sanction Crisis as an Opportunity for Development of the Russian Market**

Keywords: food security; sanctions; embargo; import substitution; agrarian policy; agriculture.

Abstract: The author discusses the sanctions imposed by Western countries. It's a signal to Russia that it has to develop its own resources. The today's embargo contributes to the domestic market development and winning a market share. The changes in the foreign policy can contribute to the growth of the Russian agricultural sector.

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D.A. Antipin, O.V. Antipina

Irkutsk State Technical University, Irkutsk

**Federal Target Programs as a Form of Budgetary Financing of Innovation**

Keywords: budgetary process; budget; government policy; innovation; management innovation projects; financing; federal target program.

Abstract: The article describes the federal programs related to the development of high technologies and the implementation of innovations. The features of the budget financing of federal target programs in innovation have been analyzed. The general trends related to underfunding of the majority of the analyzed programs have been identified. The government policies to support innovation investment have been analyzed.

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V.V. Vasilyev, A.I. Lychagin

Lobachevsky Nizhny Novgorod State University, Nizhny Novgorod

**The Shanghai Cooperation Organization. New Opportunities and Prospects in the Eurasian Space**

Keywords: SCO; perspectives of development; economic crisis; development strategy; economic cooperation.

Abstract: The article considers the main reasons for the formation of the SCO and investigates the conditions that have served as the catalyst for international significance and authority acquired by the SCO. The article analyzes the main perspectives of the economic crisis and global uncertainty.

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E.A. Gibelneva

Khabarovsk State Academy of Economics and Law, Khabarovsk

**Management Accounting of Expenses of Telecommunication Companies: Methodological Bases of Application of Accounting Records**

Keywords: business process; expenses; prime cost; accounting; telecommunications; management accounting.

Abstract: The purpose of the study is the development of a technique of management accounting of expenses of the telecommunication company. The relevance of the subject of research is defined by the need for the improvement of the applied procedures of management accounting of expenses. General scientific methods of research and special methods of accounting (double record) have been used. The author offers a system of accounts which is recommended to be applied in management accounting under autonomous option of accounting; also, all possible correspondence of accounts for realization of the process of formation of expenses of business processes and prime cost of communication services are

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given. The organization of management accounting of expenses according to the marked-out features will allow modernizing the process of making administrative decisions.

A.I. Dontsova

Lomonosov Moscow State University, Moscow

**Cyprus Precedence**

*Keywords: European Central Bank; Federal Reserve System; monetary policy.*

*Abstract: Cyprus has created a serious precedent for other problematic countries of the European Union: Greece, Portugal and Spain. Currently, every government anywhere in the world can look back at the Cyprus experience in making decisions with respect to their citizens and the financial system.*

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Yu.N. Egorov

Moscow State University of Instrument Engineering and Computer Science, Moscow

**The Conditions of Using the System of Total Quality Management (TQM) in Logistics Processes**

*Keywords: total quality management; Technical Control Department; logistics; school of quality management.*

*Abstract: The need for introducing the system of total quality management in logistics is justified. This requirement involves the use of modern logistics management concepts, such as “just in time” and Kanban technology. The drawbacks of the system of quality control implemented at the majority of Russian enterprises have been identified. The author substantiates the transition from quality control to total quality management system. The conditions for improving the quality management system in Russian organizations, including orientation to long-term benefits, refusal of administrative management, transition to dynamic management have been defined.*

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L.V. Ivanova, N.V. Ananyeva

Siberian Federal University, Krasnoyarsk

**Features of Commercial and Technological Processes and Outsourcing Opportunities**

*Keywords: outsourcing; life cycle; core and support functions; trade process.*

*Abstract: This article deals with the problem of outsourcing in retail. Particular attention is paid to the fact that support functions do not directly add value and are inherently costly. The purpose of the article is to identify the function of a retail enterprise for transfer to outsourcer.*

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N.V. Kamenetz

Surgut Oil and Gas Institute – Branch of Tyumen State Oil and Gas University, Surgut

**Industry Specific Cost Accounting for Production and Calculation of Works (Services) at Geophysics Enterprises**

*Keywords: costs; cost calculation; geophysical surveys; job order accounting system; cost center; direct and indirect expenditures.*

*Abstract: The article deals with industry specific expenditure accounting for production and calculation of the cost of Geophysical Research Branch features of the expenditure accounting for production and calculation of the cost of works (services) at geophysics enterprises.*

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V.V. Kolmakov

Plekhanov Russian University of Economics, Moscow

**Adjusting the Government Policy in Oil-Producing Sector in Response to Real Challenges and Threats**

*Keywords: economic crisis; human capital; modernization; oil prices; oil production; oil refining; production capacity; public policy.*

*Abstract: Current shifts and changes in the global oil market sufficiently affect the incomes of Russian budget, which keeps being the dominant source of finance for modernization and infrastructure development programs. Negative forecasts, that came true, have not been the news for Russian policymakers since recent times, as well as they fulfilled in 2008–2009. However, feasible changes in policy towards oil-producing sector became obvious 2–3 years ago. The article exhibits main changes in policy and estimates their prospective efficiency from the budget perspective.*

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N.V. Kulik

Dubai International Financial Centre, Dubai (UAE)

**Institutional Distance and Its Role in Regional Strategy Development**

Keywords: regional development strategy; distance factor; institutional distance.

Abstract: The article discusses theoretical and methodological aspects of institutional distance in relation to the development of companies' regional strategies. Institutional economic theoretical basis is presented. Main characteristics of institutional distance are analyzed from the perspective of the comparative institutionalization theory. The role of the institutional distance in defining companies' competitive advantage for regional expansion is demonstrated.

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T.A. Osechkina, O.V. Pastukhova

Perm National Research Polytechnic University, Perm

**Differentiation of Regional Housing Markets of the Russian Federation Using the Interactive Method of Cluster Analysis**

Keywords: cluster analysis; method of k-averages; aggregated indicator; dynamics equations.

Abstract: The results of the cluster analysis of the regions of the Russian Federation by the indicators of construction industry are described. The results are analyzed from the economic perspective. It is proposed to build an aggregated indicator of the development of construction industry by clusters with constant dynamics during 2002–2014.

page 71-74

M.S. Santalova

Moscow State Institute of International Relations (MGIMO), Moscow

**Modern Communication Tools in Investor Relations Activity**

Keywords: investor relations; social networks; IR blog; modern IR communication media.

Abstract: The article looks into modern social media (Twitter, social networks, corporate blogs) and their potential value in investor relation activity. The author argues that companies, which do not use them, miss an opportunity to attract investors, regular users of social media. The author stresses that even if a company decides not to participate in virtual international relations, it should nevertheless monitor opinions and comments on its activity in social media in order to deeper understand market sentiment. The author develops a scheme of introducing and use of social media (Twitter, social networks, corporate blogs) for IR-purposes.

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M.A. Sevodin, Ya.I. Kozlovskaya

Perm National Research Polytechnic University, Perm

**Equilibrium Position in Leontief's Type Models in the Case of Limitations and Initial Data Interval Uncertainty**

Keywords: convexity; economics; equilibrium position; interval uncertainty; production set.

Abstract: This paper discusses Leontief's type dynamic systems. There cases with limitations on the basic industries intensity have been analyzed. The existence of equilibrium positions is proved in the case of several types of non-convex intensities sets. The equilibrium position is estimated in the case of interval uncertainty of the model's matrices.

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A.I. Tikhonova

State University of Land Management, Moscow

**Investment Prospects of Non-Agricultural Activity in Rural Areas within the Framework of the Strategy of Sustainable Development of Rural Territories**

Keywords: alternative rural activities; employment of rural population; investment activity in agriculture; non-agricultural activities; rural tourism.

Abstract: In Russia, agriculture as a sector of the economy has a number of features, including the seasonal nature of agricultural work, the development of technology and the renunciation of manual labour, close-down of many agricultural enterprises owing to the crisis phenomena in the economy. In connection with these features in the agricultural sector there is an acute problem of unemployment among the rural population, the solution of which is impossible without the introduction of alternative rural, non-agricultural activities. For the maintenance and development of such activities by Order of the Government of the Russian Federation from 02.02.2015 No. 151-p the "Strategy of sustainable development of rural territories of the Russian Federation for the period till 2030" was approved. According to the author, young specialists, and experienced professionals and, of course, investors will be attracted to work in

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rural areas by the alternative forms of activity. The author examines possibilities for the implementation of commercial and investment projects in rural areas in the field of non-agricultural activities, and analyzes and selects the most promising, in his view, direction of this activity. In addition, the article convincingly explains why these areas are the most promising, and provides examples of several successful projects in the field of alternative activity in rural areas.

V.YU. Chernova

Russian University of Peoples' Friendship, Moscow

#### **Adaptation and Launch of New Soft Drinks Brands of Multinational Corporations in the Russian Market**

*Keywords:* brand; positioning; product launch; rebranding; restyling; brand adaptation.

*Abstract:* Over the past years, the Russian soft drinks market has been growing rapidly. According to experts, this trend will retain in the future. Hence, Russia will remain attractive to brands of large multinational companies. This article describes different ways of launching brands of the world's largest companies in the Russian market. The Coca-Cola Company experience in promoting beverages, the peculiarities of Russian perception of brands, and specifics of advertising campaigns of leading companies have been discussed. Conclusions about TNCs behavior under different conditions have been made.

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## **Historical Sciences and Archeology**

E.V. Levchuk

Surikov Moscow State Academic Art Institute, Moscow

#### **Fayum Portraits and Their Embodiment in Coptic Iconography**

*Keywords:* Hellenistic painting; Fayum portraits; technique; encaustic; tempera; material; epoch-making significance; portrait; iconography; Greco-Roman; Coptic; model; icon; Christ, Face.

*Abstract:* Fayum portraits appeared in the first century AD at the historical stage when the Egyptian and ancient cultures had gone a long independent path of development, and Christianity made its first steps. Fayum portraits are ritual in their purpose; they inherited the traditions of ancient Egyptian funerary masks and ancient Roman votive portrait, and organically absorbed the principles of both cultures. Stylistically Fayum portraits can be divided into three main groups: encaustic portraits, encaustic and tempera portraits and tempera portraits. The evolution of techniques was caused by a change in philosophy – the desire to emphasize the spiritual nature of images, resulting in the shift from encaustic technique to tempera painting, and leading to the transition from figurative to conventional images by flattening forms. Fayum portraits can be considered the first oil paintings in the history of art, breaking new ground in creative method of the artists, who inspired the creation of the Coptic and Byzantine icons.

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## **Pedagogical Sciences**

N.A. Anisimova, M.G. Anisimova, E.S. Agafonova

Stavropol State Medical University, Stavropol

#### **Communicative Orientation of Students' Training in a Foreign Language**

*Keywords:* communicative orientation; language stock; language disciplines; communicative competence.

*Abstract:* The article explores the possibility of using a foreign language in the development of communicative culture of future specialists. We offer a conceptually new approach to specialist training in a foreign language at university.

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S.V. Znamenskaya, E.S. Agafonova, V.A. Naumenko, M.V. Frantseva

Stavropol State Medical University, Stavropol

#### **Possibilities of a Foreign Language in Shaping Information Culture of Future Professionals**

*Keywords:* information culture; knowledge of a foreign language; intensification of information

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activities; training.

*Abstract: The article discusses the relevance of the possibility of a foreign language in shaping information culture of future professionals. The author offers a conceptually new approach to university training via a foreign language.*

N.L. Ivanova

*Surgut Oil and Gas Institute – Branch of Tyumen State Oil and Gas University, Surgut*

***The Individual Minute Method as an Indicator of students' adaptation to Anthropogenic Factors of the Environment***

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*Keywords: lack of exercise; individual minute; stress factors; students; level of adaptation.*

*Abstract: The article discusses the possibility of using the individual minute method to measure the level of students' adaptation to anthropogenic factors of the environment.*

N.S. Koshevaya

*Branch of Russian University of Peoples' Friendship, Sochi*

***Mathematical Training for the Development of Professional Competence Self-Design Model of Bachelor Students Majoring in Economics***

*Keywords: competence-based approach; pedagogical model; professional activity;*

*professional competence; self-design; constituting elements of the model; subjective contextual approach.*

page 107-114

*Abstract: The article describes a pedagogical model of "Professional Competence Self-Design" for Bachelor Students through mathematical training. According to the author, it is an effective pedagogical tool of professional competence development in Bachelor students majoring in Economics through the process of self-design.*

A.L. Pozdnyakov

*Kant Baltic Federal University, Kaliningrad*

***Modeling as a Pedagogical Phenomenon***

*Keywords: model; modeling of pedagogical activity; model optimization; stages of model design.*

page 115-118

*Abstract: The article considers the question of modeling of various processes, in particular, pedagogical processes. Various approaches, theoretical and methodological bases of solutions of various pedagogical tasks, including the development of a pedagogical model of professional training of cadets at higher naval educational institutions are considered.*

D.Yu. Ratushnyak, T.V. Burlakova

*Shuya Medical College, Shuya,*

*Branch of Ivanovo State University, Shuya*

***A Pedagogical Framework of Developing Medical College Students' Skills of Using Information Technology in Their Future Profession***

*Keywords: information technology; IT training; individual support; individual educational trajectory.*

page 119-122

*Abstract: The article deals with the description of a pedagogical framework which enhances the process of developing medical college students' skills of using information technology in their future profession.*

O.V. Flerov, A.V. Aniol, V.I. Egorov

*Witte Moscow University, Moscow*

***A Second Foreign Language as a Compulsory Discipline in Russia***

*Keywords: a second foreign language; globalization; communication; grammar; thought; development; English.*

page 123-125

*Abstract: The article justifies the introduction of a second foreign language as a compulsory discipline in Russia and outlines the main challenges of implementation of this innovation.*

O.V. Flerov, N.A. Rybakova, Yu.L. Pustovoitov

*Witte Moscow University, Moscow*

***Socio-Economic Sources of a Competence-Based Approach in Higher Education***

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*Keywords: economy; pedagogy; society; knowledge; skills; competences.*

*Abstract: This article deals with the essence of a competence-based approach as a new paradigm of training specialists in our country. The novelty of the article is in the study of key factors that influenced the emergence of a competence-based approach as an alternative to knowledge pedagogy.*

## Linguistics

*L.M. Kalyanova*

*Surgut Oil and Gas Institute – Branch of Tyumen State Oil and Gas University, Surgut*

### **Ways of Translating into Russian of Infinitive and Its Constructions in a Technical Foreign Text**

*Keywords: finite form of the verb; non-finite form of the verb; indefinite form of the verb; infinitive; objective infinitive construction; subjective infinitive construction.*

*Abstract: The article considers some ways of translation of infinitive and its constructions into Russian when reading a technical foreign text, using lexical and grammatical analysis of sentences, which contributes to better understanding of the content of the text.*

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*E.A. Polishchuk*

*Lomonosov Moscow State University, Moscow*

### **Business TV Journalism: Qualitative Study of the Target Audience**

*Keywords: business journalism; business TV; business television journalism; in-depth interviews; journalism in Russia; qualitative audience research; practical recommendations; target audience; TV programs; television.*

*Abstract: This article discusses the problem of audience's needs and expectations in business television journalism. The purpose of the article is to analyze the results of a qualitative study of the audience and identify the inherent qualities of the suitable business television journalism. Television business journalism is supposed to present information in a relevant, informative and illustrative form. The audience expects business TV journalists to raise the level of professionalism and be more attentive to the needs of different audience segments.*

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## Legal Science

*A.A. Pavlov*

*Razumovsky Moscow State University of Technology and Management (First Cossack University), Moscow*

### **Formation of Unified Notary Information System as a Way of Creating a Register of Marriage Contracts**

*Keywords: notary; notary certificate; marriage contract; protection of the rights of spouses; conclusion of marriage contract; property relations.*

*Abstract: The article considers the formation of unified notary information system as a means of creating a register of marriage contracts. The role of the notary in concluding marriage contracts, and the notary's responsibilities for entering the information into unified notary information system are discussed. The necessity of providing access to the marriage contact base to persons concerned is stressed. The opportunity of providing access and exchange in the unified notary information systems to other governmental authorities using an electronic signature of a notary, the possibilities of a unified notary information system, its advantages and disadvantages are described.*

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*S.M. Trashkova*

*Krasnoyarsk State Agrarian University, Krasnoyarsk*

### **Right to Appeal against Procedural Actions and Decisions as a Guarantee of Implementation of Legal Status of Juvenile Suspects**

*Keywords: guarantees of legal status; claim; legal representative; juvenile; accused; suspect; legal status.*

*Abstract: The article considers the aspects of understanding of the right to appeal against procedural actions and decisions as one of the guarantees of the legal status of juvenile suspects in criminal proceedings.*

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