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**ECONOMIC SCIENCE**

E.S. Avdeeva, V.V. Mironova

USING EXCESS PLANT CAPACITY TO ENHANCE ITS INNOVATION ACTIVITIES

Analysis of innovation activities at foreign-invested companies in Saratov oblast revealed the main directions in the development of their innovation activities, as well as excess capacities needed for upgrading their productivity and reducing expenditures which are considered the basis for enhancing innovations of a company.

*Keywords*: innovations, innovative policy, reserves, indicators of efficiency of a company

A.A. Bardakov

CURRENT APPROACHES TO THE PRE-PROJECT MONITORING
OF REENGINEERING BUSINESS PROCESSES AT INDUSTRIAL ENTERPRISES UNDER MODERN ECONOMIC CONDITIONS

The paper presents the characteristics of the pre-project analysis conducted in the course of implementing the program of reengineering business processes at industrial enterprises. The author provides a summary of the current approaches to reengineering business processes under current economic conditions. The paper provides the structure of the main phases and requirements to the results of the pre-project study of the business model used at an industrial enterprise.

*Keywords*: business process reengineering, pre-project analysis, formalization, algorithmization, plan vs. actual analysis, data flow diagram (DFD- scheme)

A.V. Borisov, А.А. Parashchenko

CURRESNT ISSUES AND SOLUTIONS TO TRAINING QUALIFIED ENTREPRENEURS (A CASE STUDY OF THE VOLGOGRAD REGION)

The paper reveals the main problems related with training skilled workers for entrepreneurship purposes, and considers the main reasons for closing small business companies under new economic conditions. The author presents the data of a sociological survey, and analyses the main reasons for decreasing of interest toward entrepreneurship among young people. The paper considers successful implementation of the issues related with training skilled personnel for entrepreneurship in Volgograd region, which can serve as an example for other cities and regions in Russia.

*Keywords*: level of development of entrepreneurship, small and medium enterprises, problems of training, youth, training of qualified personnel, personnel training

N.I. Borisova, E.V. Shipkova

TACKLING CONSUMPTION PROBLEMS WITH LOW LEVEL UTILITY SERVICES IN RUSSIA AND ITS REGIONS

The paper considers consumption problems relating housing and public utilities services in Russia within the period of several eras and decades, and processes relating their formation and transformation.

*Keywords*: housing and communal services, utility tariffs, the scope of public services, housing and utilities, management companies, water supply, heat supply, the culture of consumption services

А.V. Gugelev, A.V. Tatyanina

SUPPORTING STRATEGIC MANAGEMENT IN A DOWN ECONOMY TO PROVIDE EFFECTIVENESS OF ENTERPRISES

The paper analyzes priority of strategic management amid economic crisis.

*Keywords*: strategic management, crisis, crisis management

G.G. Djavadyan

USING A COMPREHENSIVE APPROACH TO PROMOTE INNOVATIVE ACTIVITY AT INDUSTRIAL ENTERPRISES

The paper considers the measures and mechanisms needed to stimulate innovative activity of industrial enterprises at all levels of management.

*Keywords:* stimulating, innovative activity, tax stimulation, innovation culture, innovation infrastructure

I.I. Ishmuradova, A.A. Shakirova

REENGINEERING AND MODELLING BUSINESS PROCESSES
IN COMMUNICATION AND TELECOMMUNICATION AREAS

The paper deals with the issues of reengineering and modeling of business processes in the sphere of communication and telecommunications.

*Keywords*: reengineering, modeling, business process, business task

A.I. Naumov

THE CENTRAL FOCUS IN IMPROVEMENT OF LABOR RELATIONS AT THE CORPORATE LEVEL

The paper discusses the issues related with regulation of social and labor relations in the context of today’s Russia. The author considers the issue of staff size as one of the present-day policies in the area of social and labor relations. The provided analysis refers the core principles of improving the management of social and labor relations in the major companies, such as OAO Russian Railways, OAO Gazprom, and OAO Sberbank Russia. The author proposed the main directions for improving the labor relations in today’s Russian companies, which can help facilitate the development of the whole social and labor sphere.

*Keywords:* social and labor relations, regulation, social guarantees, salary, staff, experts, heads, workers, turnover of staff, adaptation

A.N. Plotnikov, D.A. Plotnikov, Ju.A. Trupjakov, G.R. Sham'enova

ISSUES IN ASSESSMENT METHODOLY OF THE TAXABLE CAPACITY OF A BUSINESS ENTITY AND SOLUTIONS

The paper deals with the problems for assessing the taxable capacity of an economic entity, and considers the ways for their solution.

*Keywords*: taxable capacity, economic entity

V.G. Sankov, F.S. Shaidenko

ROLE OF TRANSPORTATION IN SUPPLY CHAIN

The paper describes the role of transportation in the supply chain. The authors define the problems related with transportation services in Russia, and identify the possibilities for their improvement and enhancement.

*Keywords*: Transport, supply chain, logistics, consignor, consignee, cargo

L.O. Serdyukova, M.A. Zemliyanova

STRATEGIC PLANNING AND PRINCILES OF CORPORATE FINANCE

The paper presents the proposals for application a step-by-step process of corporate financial strategy based on object-oriented and functionally-oriented approaches to profit generation as a target business ratio.

*Keywords*: strategy, planning, function, management, finance, enterprise, business, process, marketing, personnel, organization, coordination, profit, business

D.L. Usov, А.О. Olkhovik

THE ROLE OF CREDIT INSTITUTIONS IN ATTRACTING INVESTMENTS FOR A REGION

The provided analysis focuses on the role of credit institutions in the formation of investment potential of a region.

*Keywords*: investments, investment potential, credit, banking sector

V.A. Hamidulina

ANALYSIS OF THE STATUS AND TRENDS IN STIMULATING INVESTMENT TO THE CONSTRUCTION INDUSTRY IN RUSSIA IN A DOWN ECONOMY

The paper shows the dynamics of property prices, average property prices in the Volga Federal District, and bank ranking regarding the volume of mortgage loans. The investigation focuses on the tendencies in the development of investments into the construction industry based on the official outlook regarding the rate of mortgage loan activity and housing development on the whole. The analysis is aimed at identifying the factors which influence the primary real estate market in Russia, in the Volga Federal District, and Saratov region within the period from 2010 to 2014.

*Keywords*: construction, investments, the primary real estate market, mortgage lending, infrastructure to support youth entrepreneurship

A.N. Hatsenko

OPTIMIZING CENTRALIZED MANAGEMENT OPERATIONS FOR PRODUCTION QUALITY

The paper deals with optimization issues of centralized management operations relating production quality.

*Keywords*: standardization, management, quality of production

**PSYCHOLOGICAL SCIENCE**

J.A. Abrosimova

CONCEPTS OF CREATING INNOVATIVE THINKING THROUGH TRAINING

The paper considers the concepts of creating innovative thinking through training, including its aims and objectives, and provides the classifications and dynamics of participants’ needs regarding this type of training. The paper presents the basic tendencies relating the changes in the trainer's attitude or ideas of creating innovative thinking in terms of the changes in the public needs.

*Keywords*: training, innovation, the development of innovative thinking, tehnonomical and sotsionomical professions

I.A. Ralnikova, A.A. Rudakova

VITAL PROSPECTS FOR SENIOR HIGH SCHOOL STUDENTS IN RURAL AREAS

The article highlights the issues for scientific analysis of the vital perspectives for an individual, and psychology of the adolescent. The authors show the specifics of designing the vital perspectives for the senior high school students in the rural areas.

*Keywords:* life perspectives of personality, adolescence, rural students

**SOCIOLOGICAL SCIENCE**

А.Yu. Bendrikova

ATTITUDES TOWARDS THE ELDERLY IN ALTAI REGION: SURVEY RESULTS

The paper provides the characteristics of the basic principles, which determine the research themes and methods of social behavior in relation to the elderly and old people in contemporary Russian society. Results of the sociological research determine the social status of the elderly in Altai Territory.

*Keywords*: elderly, Altai, social activity, age stratification, the Union of Russian pensioners

N.A. Muraveva, V.A. Muraveva

TOLERANCE. INTERETHNIC RELATIONS AMONG THE STUDENTS
IN SARATOV OBLAST

In paper provides the analysis relating the national policy in Saratov oblast, its aims and objectives, including the forecast relating the dynamics of the scheduled events compared to 2012, and identifies the factors which determine interethnic relations. The presented sociological research deals with the issues of tolerance and interethnic relations among the students, defines the distinguishing features of tolerance, and confirms the need for a systematic work targeted to promote tolerance between the various cultures within the university environment.

*Keywords*:tolerance, inter-ethnic relations, ethnic and cultural policy, monitoring, students, events, survey, culture, conflict