**ANNOTATIONS OF ARTICLES.**

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**ECONOMIC SCIENCE**

O.S. Boikova

THE CONCEPT OF INSTITUTIONAL MECHANISMS TO SUPPORT INNOVATION ACTIVITY DEVELOPMENT

The paper examines the conceptual basis for the development of institutional mechanisms used to support the development of innovative activities at the meso-level. Innovative activity in the region is considered in the context of the prevailing economic conditions.

*Keywords*: concept, innovation, development, strategy, region

T.V. Boldyreva, I.M. Kublin

IMPROVING THE MARKETING APPROACH TO PROMOTE
RAILWAY FREIGHT TRANSPORTATION SERVICES

The paper discusses the issue related with upgrading efficiency of the railway marketing structures by means of improving the methods used to promote transportation services.

*Keywords:* marketing methods promoting services, transportation marketing, promotion, effectiveness of marketing activities

N.I. Borisova, A.V. Borisov

GLOBAL AND REGIONAL ASPECTS OF MODERN GREEN BUILDING DEVELOPMENT

The paper determines the key issues and important prospects for green building development in Russia and the Volgograd region under new economic conditions. The authors consider the examples referring construction of modern green buildings in and outside Russia.

*Keywords*: eco-friendly building materials, «green» technology, energy usage, energy efficiency, eco-modern house

O.Yu. Gordashnikova

MARKETING AND LOGISTICS RESOURCES OF QUALITY INPUT
AT PRODUCT LIFE CYCLE STAGES

The paper presents a research into marketing and logistics resources to improve the quality of machine building products at the stages of their life cycle.

*Keywords*: quality of products, stages of a product life cycle, marketing and logistics resources of the product quality

T.V. Goryacheva, M.P. Burenina

PREREQUISITES AND EXPERIENCE IN CREATING ENTREPRENEURIAL UNIVERSITIES

The paper deals with historical aspects for creating entrepreneurial universities using the experience of the American and European universities. The analysis focuses on the key differences in the process of transforming universities, and the role of entrepreneurship applied for the US and European universities. The authors determine the general reasons for developing universities of entrepreneurial type.

*Keywords*: national innovation system, entrepreneurial university, diversification of financial resources, competitive advantages of a university

А.V. Gugelev, S.V. Chistyakova, N. Gold

FAST FOOD RESTAURANTS: DEVELOPING COMPETITIVE ADVANTAGES

The paper provides an analysis of the current problems with the fast food industry in Russia and the USA. The authors analyze the background relating the development of competitive advantages of fast food restaurants.

*Keywords*: fast food industry, franchise establishments, total franchise model, marketing, competitive advantages, development strategy

M.I. Dyatlovа

PROSPECTS FOR PROMOTING RUSSIAN MEDICAL DEVICES TO INTERNATIONAL MARKETS

The paper is devoted to the present-day problems and perspectives related with promotion of medical devices produced in Russia to international markets.

*Keywords*: medical devices, medical industry, international market of medical devices, promotion

E.S. Kurbatova, A.V. Kuznetsova

OPTIMIZATING REVERSE LOGISTICS OF RETURN FLOW BASED
ON THE CLASSIFICATION AND MODELS OF REVERSE LOGISTICS

The paper deals with the characteristics of reverse logistics and its distinctive features under market conditions. The authors consider the models and classification of the return flows, and propose the ways for optimizing reverse logistics.

*Keywords*: reverse logistics, return flow, product, consumer, manufacturer

A.R. Muratova

EVOLUTION OF CROSS-CULTURAL MANAGEMENT UNDER THE CONDITIONS OF GLOBALIZATION

The paper is devoted to the review of evolutionary development of cross-cultural management. The authors prove the necessity of finding new approaches to the management of multinational personnel under the conditions of globalization, internationalization and transnationalism of business. The authors provide the definition of cross-cultural management, and basic objectives of cross-cultural analysis and personnel management system at enterprises.

*Keywords:* management, globalization, culture, communication, cross-cultural

E.A. Naumov, V.A. Kirakosyan

THE CONCEPT OF MODEL LAW “ON THE JOINT RESEARCH
AND COOPERATION IN THE FIELD OF RESEARCH AND DEVELOPMENT
OF HIGH-TECH INNOVATIVE PRODUCTS”

The underlying concept, aims, and object of legal regulation are in the sphere of research and development of high technology products. The general characteristics and evaluation of the status of legal regulation refer the participation of the state in the development of national innovation system.

*Keywords*: law, high-tech innovative products

A.V. Pakhomova, T.R. Gambarov

COMPARATIVE ANALYSIS OF THE TOURIST MOVEMENT PATTERNS AND TOURISM DEVELOPMENT FACTORS IN RUSSIA AND REPUBLIC OF AZERBAIJAN

The paper provides the comparative analysis of tourism movement patterns both in Russia and in the Republic of Azerbaijan under present-day conditions in the economy. The authors consider the factors which influence building the image of a country which organizes the inbound and outbound movements of tourists.

*Keywords*: tourism, analysis of the movement patterns, image, factors, analysis

E.V. Polyakova

FINANCIAL MARKET IN RUSSIA AND WAYS OF OVERCOMING THE CRISIS

The paper provides comprehensive characteristics of the trends in the development of financial market in in Russia under the present-day conditions in the development of the economy. The author presents the proposals for improvement of the financial market in Russia and the economy on the whole. .

*Keywords*: finance, financial market, economic crisis, world economy, anti-crisis proposals

N.M. Chikisheva, Yu.V. Zazulya

STRATEGIC PRIORITIES IN THE DEVELOPMENT OF THE INSTITUTE

The authors set out the priorities in the development of the Institute, which are based on the method of SWOT-analysis, and highlights the key drivers of strategic development of the organization.

*Keywords*: strategy, strategic development priorities

S.N. Yashin, E.N. Kulygina

CURRENT ISSUES IN THE DEVELOPMENT OF INNOVATIVE ACTIVITY AT INDUSTRIAL ENTERPRISES IN NIZHNY NOVGOROD REGION

The paper deals with the anaysis of innovations in Nizhny Novgorod region and discusses the potential resources to foster its development. The research is made into the tendencies to improve its image and attract investment to the industrial enterprises of Nizhny Novgorod region. The assessment is made as to the potential of innovative development of the region under current conditions.

*Keywords:* innovation policy, innovative development of the region, innovative activity, innovation, industrial enterprise

**PSYCHOLOGICAL SCIENCE**

N.S. Arinushkina

GENERAL THEORY AND METHODS FOR RESEARCH INTO THE PROCESS OF SOCILIZATION THE INDIVIDUAL

 The paper is devoted to theoretical and methodological issues of the process of socialization the individual, and considers the problems relating social positioning and criteria of a mature citizen. An empirical study is provided as to formation of civic consciousness at various stages of professionalization.

*Keywords:* citizenship, citizen personality, social positioning

A.A. Ponukalin

METHODOLOGICAL FRAMEWORK FOR A PSYCHOLOGICAL STUDY

The paper deals with the specific character of methodological framework for a psychological study in the context of the contemporary scientific study. The author proposes the tested set of methods which might be applied to solve theoretical and practical problems relating psychology. The set of methods include the theoretical method of systems analysis, the general scientific method of experimenting, an innovative method of “development”, and the methods of multidimensional scaling and arrange the characteristic features on the subjective scales of descriptive adjectives.

*Keywords*: systems analysis, the method of experiment, the method of development, multidimensional scaling, arrangement of characteristic features

**SOCIOLOGICAL SCIENCE**

I.V. Babayan, E.I. Pashinina

SOCIAL WELL-BEING OF CONTEMPORARY YOUTH
(A SECONDARY DATA ANALYSIS OF ALL-RUSSIAN POLLS)

The paper presents the results of the secondary data analysis which demonstrates the problems referring social welfare assessment and characteristics of social cohesion.

The analysis is conducted within the framework of the President grant for the support of young Russian scientists - candidates of science MK-753.2014.6.

*Keywords*: social welfare, social cohesion, social trust, vital satisfaction, values of the youth

D.V. Zaitsev

FORECASTING MODEL OF THE DYNAMICS OF SOCIO-ECONOMIC INDICATORS

The paper analyzes methodological problems related with forecasting Socio-economic and financial indicators, and reveals the forecasting potential of the method of formation and graphical analysis. Essential features of the method are provided, and the possibility of its application to forecast the changes in the social sphere, including the examples of the application of the method using real data graphs. The author proves the predictive character of the model for the analysis of statistical indicators.

This research is conducted with the support of the RFFI, project 16-06-00227 "Virtual DJ-station youth employment in modern Russia: conceptualization, measurements, and modeling".

*Keywords*: socio-economic indicators, information and graphical analysis, predictive model, forecasting the dynamics