**ANNOTATIONS OF ARTICLES.**

**ACTUAL PROBLEMS OF ECONOMICS AND MANAGEMENT**

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**ECONOMIC SCIENCE**

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MODELING INNOVATION AND INVESTMENT PROJECTS IN THE CONSTRUCTION INDUSTRY

The article presents approbation results for the imitation model to research implementation of innovation and investment projects in the housing construction industry considering a specific example of 101-apartment buildings in Saratov. The improved version of the calendar-and-network model demonstrating the main technological parameters of the project formed the basis of the imitation model. Utilization of the given model provided further insight into the possibilities needed to finalize the project.

*Keywords*: imitation, model, control system, innovative and investment projects, housing construction

L.S. Vereshchagina, S.N. Vereshchagin

POTENTIAL FOR IMPROVING COST- EFFECTIVENESS OF PRODUCTION QUALITY

The paper presents a comparative analysis to approaches related with understanding the essence of the category "quality", provides an insight into evaluating performance and efficiency measures in terms of MS ISO 9000, and demonstrates the need for implementation of MS ISO 9000 rules and regulations. Additionally, the paper considers approaches to the analysis and classification of quality costs used by the “Soviet”, Russian, American and Japanese researchers, and gives recommendations related with accounting and analysis of quality costs at industrial enterprises.

*Keywords*: quality management system, industrial enterprise, quality costs

S.A. Dmitrieva

UNIFORMITY AND INTERCONNECTION BETWEEN FINANCIAL   
AND NON-FINANCIAL ACCOUNTABILITY OF CORPORATIONS

Рассматриваются элементы финансовой и нефинансовой отчетности, зарубежный и отечественный опыт использования подобной отчетности, а также степень влияния на конечный результат деятельности корпораций.

*Ключевые слова:* корпорация, финансовая отчетность, стейкхолдеры, теория заинтересованных сторон

V.S. Kazeykin, S.A. Baronin, V.V. Bochkaryov , A.G. Yankov

DEVELOPMENT CHARACTERISTICS OF LOW-HEIGHT HOUSING CONSTRUCTION IN THE RUSSIAN FEDERATION FOUNDED ON PERFORMANCE ANALYSIS OF THE SUPPORT FUND FOR CONSTRUCTION INDUSTRY DEVELOPMENT

Analysis is made as to successful practices of the RZHS Fund being an effective state tool to meet the challenges related with providing Russian citizens with affordable and comfortable housing, primarily with low-height housing. The main trends in developing real estates repurchased by investors at the RZHS Fund auctions to construct low-height houses within the years 2010-2013 were presented using the official statistics, analysis reports and presentations on the results of the Fund activity provided by public officials during their presentations at workshops and conferences.

*Keywords*: low-height housing construction, Federal Fund for assistance in construction industry, land property

O.V. Krasnovа

A BUSINESS GROUP AS A DEVELOPMENT MECHANISM FOR AN INNOVATIVE PORTFOLIO IN MESOECONOMIC SYSTEMS

The article presents basic systemic factors of the innovative portfolio to the mesoeconomic system, and defines the position of business groups in the given system. The research is made into conceptual approaches to integrated corporate structures, and the main management principles for business groups. The focus is made on investigating the functions of business groups in the innovation portfolio of mesoeconomic systems. Challenges related with activity of domestic business groups are identified, and ways for the solution of the problems are proposed.

*Keywords*: innovative portfolio, program, projects, mesoeconomic system, business group

O.V. Maximchuk, T.A. Pershina

QUALITY OF SOCIETY LIVING STANDARD AS A RESULT OF THE MANAGERIAL DECISION TO CREATE A LIVING ENVIRONMENT

Theory and methodological practices provide evidence that a state mechanism can be used to impact the living environment of a person in terms of quality of his living standard. We provide a comparative analysis of the methods to test effective mechanisms of a state impact on the living conditions of a person. The research is conducted with the RGNF grant support No. 13-32-01009 "Improvement of the state management in the conditions of innovative development of economy as the direction of increase of social and economic level and quality of life of the population of the territorial subject of the Russian Federation".

*Keywords*: quality of life, public administration, living environment, standard of living, efficiency,

social and economic development

A.A. Mashina

AN INSIGHT INTO THE CONCEPT OF A REGION AS A PRODUCTION   
AND SOCIAL COMPLEX

In the near future the key issues of territories as modern production and social complexes will transform into local and integral territorial systems intended primarily for cooperative labour or team work and living in a community.

*Keywords*: production and social complex, territorial systems, import, customs policy, payback period, business program

A.D. Paymuk

TRENDS IN THE DEVELOPMENT OF LABOR POTENTIAL  
AT INDUSTRIAL ENTERPRISES UNDER CURRENT CONDITIONS   
OF EMERGING ECONOMY IN RUSSIA

The paper provides a complex description of trends in the development of labor potential at industrial enterprises under the present-day conditions of domestic economy. The given overview of scientific approaches relates organizational and economic mechanisms for the labor potential management at an enterprise.

*Keywords*: human resources, investment in human capital, labour potential, increase of personnel labor efficiency, evaluation of labour potential

L.I. Sudakova

A STRATEGY OF SOCIO-ECONOMIC DEVELOPMENT IN SAMARA REGION

The article describes the main problems of socio-economic development of Samara region. There are two options as to the future of socio-economic development of Samara region.

*Keywords***:** economic development strategy of the region, forecast, growth, gross regional product, investment policy

A.V. Sukhorukov

INTERRELATION OF COMPETITIVE AND INNOVATIVE STRATEGIES   
AT FURNITURE INDUSTRY ENTERPRISES

The paper considers interconnection between competitive and innovative strategies at enterprises of the furniture industry.

*Keywords*: innovations, furniture industry, competitive strategy, innovative strategy

A.A. Ulyanov

ANTITRUST DISADVANTAGES

The paper considers antitrust regulation practices in and outside Russia with specific reference to the negative impact of such practices on business.

*Keywords*: anti-trust, competition, antimonopoly regulation, antimonopoly investigation, state procurement

V.A. Hamidulina

TAXATION PRINCIPLES OF AN UNINCORPORATED JOINT VENTURE IN THE CONSTRUCTION INDUSTRY

The paper focuses on the characteristics of taxation management at unincorporated joint ventures in the construction industry.

*Keywords*: taxes, tax accounting, simple partnership, construction, joint activities

**PSYCHOLOGICAL SCIENCE**

V.I. Valovik

PSYCHOLOGICAL AND PEDAGOGICAL ISSUES   
OF STRENGTHENING STUDENTS MORALITY AND ETHICS

The author proposes a complex of psychological and pedagogical measures aimed at educating students standards of morality and culture. The principles of the given complex are based on the insight into the nature of ethical standards, the role of morality in the structure of a person’s mentality, and particular features of students in terms of their age characteristics.

*Keywords:* ethics and morality, training student, professional and moral culture of a student

E.V. Samal, N.O. Almazova

KEY ELEMENTS OF PROFESSIONAL SELF-ACTUALIZATION   
AND PROFESSIONAL ACTIVITIES OF CONTEMPORARY ENTREPRENEURS

The article presents the results of research into professional self-actualization and key elements of professional activity of a modern businessmen with different working experience. It is empirically proved that business people having different professional experience differ in terms of their professional self-actualization, in motivation of their achievements and developments, their career ambitions and ways of overcoming various challenges.

*Keywords*:business activity, individual entrepreneur, professional self-actualization, work experience

**SOCIOLOGICAL SCIENCE**

O.V. Lysikova

TRANSFORMING PRIORITIES IN THE BEHAVIORAL STRATEGIES

OF THE RUSSIAN TOURISTS

The article provided a sociological reflection of motives and values of the Russian tourists in the context of their behavioral strategies. Based on the results of a complex sociological research, the author analyzes transformation of preferences of the Russian tourists within 2005-2010. The effort to minimize the social barriers in the course of a tour is an important part of professional work of the tourist agents when they provide individual counseling for their clients.

*Keywords*: Russian tourist, behavioral strategy, scientific discourse, values, preferences, motive, sociological research, transformation

V.V. Matveeva, V.V. Chernikova, L.S. Jacovlev

AN INCREASING IMPORTANCE OF VIRTUAL SOCIALIZATION

Social adaptation becomes integrated into the virtual environment in modern societies. Traditional social experience is losing its importance. Subject forms of social practices are varied in virtual spaces. At the same time, the significance of the forms most distant from actual reality is increasing. Considerably, it results from the phenomenon of late adulthood. Meanwhile, fantasy culture is an intrinsic part in the life of the young people, as well as pseudo-documentary films by V. Guy-Germanica. In both cases, youth culture holds itself as counterculture. Virtual environment with socialization processes incorporated into its structure, offers a completely different set of actors, mechanisms and strategies.

*Keywords*: socialization, virtual spaces, youth culture, media environment, film construct