**ANNOTATIONS OF ARTICLES.**

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**ECONOMIC SCIENCE**

V.V. Astafiev

QUALITY ASSESSMENT OF NEW BANK PRODUCTS

The article considers the quality and risk management of new banking products, and presents two groups of criteria for assessing the quality of banking products.

*Keywords*: product, quality, risks, evaluation

Yu.O. Glushkova, A.S. Sobyanina

INTERNAL AND EXTERNAL FACTORS OF FINANCIAL STABILITY

The article presents a research into the negative impact of internal and external factors of financial stability, which lead to various non-standard situations.

*Keywords*: Internal environment, external environment, management, Finance, financial services, financial stability, profitability of the enterprise

O.Yu. Gordashnikova

CLUSTER ANALYSIS OF THE FACTORS INFLUENCING INNOVATIVE DEVELOPMENT OF A UNIVERSITY

The developed classification of factors influencing innovative development of a university presents the results of cluster analysis of the factors which influence the performance of innovative development of a higher educational institution.

*Keywords*: factors, innovative development, higher educational institution, cluster analysis

S.A. Kuzmin

AN INNOVATIVE SELF-SERVICE PORTAL FOR EMPLOYEES

The article provides an example of integration of a self-service portal for the employees of an organization, the stages of integration, and the logic for selecting a mechanism for its implementation. Description of the scientific approaches used in the development help in the improvement of the potential of the introduced system.

*Keywords*: portal, development, self-innovation

M.R. Mamkeev

FORMS AND METHODS FOR INVESTMENT OF INNOVATIVE ACTIVITIES AND THE PROCESS OF THEIR SELECTION AT THE MESO LEVEL

The article discusses a variety of existing forms and methods for investment of innovative activities operating at the meso level. The proposed algorithm applied in the selection process can be used for the most promising methods of investing innovations at the meso level.

*Keywords*: forms, methods of investment, innovation, algorithm selection

O.A. Myzrova, I.V. Vostrova

EFFECTIVENESS OF REGULATORY ACTIONS   
OF THE BANK OF RUSSIA ON THE BANKING SYSTEM 2014-2016

The article considers the main problems and status of the banking system of the Russian Federation within the period 2014-2016, indicates the factors which influence the possibility and further prospects for its development, and analyses the measures needed to solve the presented problems.

*Keywords*: banking system, Central Bank of the Russian Federation, regulatory impact, analysis, factors

A.N. Plotnikov, D.M. Sycheva

METHODS FOR ASSESSMENT OF INNOVATIVE ACTIVITIES OF SMALL BUSINESS ENTERPRISES

The article deals with an interpretation of the concept “activity”, and describes the approaches to estimating efficiency of small innovative enterprises, innovative capacity and alternative options for innovative activity evaluation of these enterprises.

Keywords: innovations, innovative activity, innovative capacity, innovative activity, innovative activity evaluation

D.A. Plotnikov

MEASURES OF STATE INFLUENCE ON INNOVATIVE STRATEGIES OF ENTERPRISES AND ENERGY SAVING REFORMS

The author considers direct and indirect methods for stimulation of innovative developments of enterprises which are interconnected with energy savings.

*Keywords*: energy resources, power economy, innovative technologies, innovative strategy, energy efficiency, stimulation

I.N. Pchelintseva, A.I. Kosov

METHODS OF PROMOTING INNOVATIVE PRODUCTS   
ON THE MARKET

The paper considers the diversity existing between the forms of innovative products, the scheme of the innovation market, the properties and features of the market performance. Additionally, the analysis refers the current methods of promoting innovative products on the market.

*Keywords:* innovative product, innovation market, methods of promoting

V.V. Fateeva

THE METHODS AND VARIETY OF TOOLS FOR STIMULATING THE INNOVATIVE ACTIVITY OF AN ENTERPRISE

The author provides the methods and variety of tools for stimulating the innovative activity of an enterprise, and finds out the reasons for stimulation of innovative activity of enterprises.

*Keywords*: innovative activity of enterprises, promotion of innovation, incentive system, incentive mechanism, methods of stimulation of innovative activity of the enterprise

A.V. Fomenko, A.A. Postrigan

THE ROLE OF PORT ECONOMY IN THE OPERATION OF LOGISTIC SYSTEMS AT THE VARIOUS STAGES IN EVOLUTIONARY DEVELOPMENT

The analysis concerns the content and reasons for changing the role of seaports in the operation of logistics networks. The main functions of a modern seaport are defined. Classical approaches to understanding the evolution of ports and port facilities are considered. The concept of port evolution has been expanded in terms of structure and content, and the relationship between evolutionary development of ports, and changes in their functions related with the logistics supply networks.

*Keywords*: transport logistics, logistics supply chains, seaports, evolutions of port development

S.D. Shchekoturova, S.N. Yashin

METHODS FOR ESTIMATING THE LEVEL   
OF INNOVATIVE DEVELOPMENT OF AN ENTERPRISE   
IN THE CASE OF VSMPO-AVISMA COMPANY

The authors present the improved methods for estimation of innovative development of industrial enterprises to determine the results of innovation activity of the metallurgical company VSMPO-AVISMA. The conducted analysis refers the activities of the export-oriented company in the period of sanctions. This article was prepared with the financial support of RGNF. Grant No. 15-02-00102 a.

*Keywords:* innovation development, strategy, metallurgical enterprise, innovation activity, innovation potential

**PSYCHOLOGICAL SCIENCE**

S.V. Kuznetsova

A POLY-ADAPTIVE MODEL FOR PHYSICAL TRAININFG AT THE UNIVERSITY

The article describes a new poly-adaptive model, which is part of an adaptive recreation complex for physical education at the university. The author presents a model for socio-psychological and physiological adaptation of students with impaired physical health in the groups of remedial gymnastics.

*Keywords*: physical education in the University, preadaptive model, special medical group, group therapy, adaptive recreation complex, psychological support, adaptive opportunities of an individual

G.V. Eygelis

INTERRELATION BETWEEN THE PROPERTIES OF ATTENTION   
AND INDICATORS OF PROFESSIONAL ACTIVITY PRODUCTIVITY AND TEACHERS’ PROFESSIONAL BURNOUT

The article presents the results of the survey of secondary school teachers conducted in line with a set of psychological techniques. A research is made into the properties of attention which are significant in the profession of a teacher, and interrelation between the properties of attention and indicators of professional activity productivity, as well as psychological burnout relating secondary school teachers. The author analyses interconnection between the properties of attention of a teacher in terms of the age and teaching experience.

*Keywords*: properties, professional identity, professional success, professional burnout, teaching experience

**SOCIOLOGICAL SCIENCE**

G.G. Karpova, M.A. Truhacheva

REGULATION OF INFORMATION FLOWS IN THE MEDIA:  
EXPERIENCE AND MODERN TRENDS

Based on the analysis of legislation and the conducted survey, the author makes the focus on the practices relating transmission of knowledge over the media. Russia's transition from the state monopoly on the media to the democratic system with free access to any information, the problem arises with regulation of information flows. The article examines a set of measures used to protect the children and adolescents from the information harmful to their health and development.

*Keywords:* law, protection, socialization, information, media

A.Е. Kolobova

CUSTOMER SERVICES FOR THE SENIOR PEOPLE IN MODERN SOCIETY: INTERNATIONAL AND DOMESTIC EXPERIENCE

The article analyses various customer services provided for the senior people, and compares international and domestic practices in the particular area. The given approach helps in identifying the basic problems and perspectives for the development of services for the senior people in modern society. The article considers the bank and tourism services provided for this category of people.

*Keywords*: service, senior people, society, silver economics, senior customer, service economics, bank services, tourism services