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**ECONOMIC SCIENCE**

M.V. Bgashev

MISCONCEPTIONS ABOUT MANAGERIAL LEADERSHIP:   
GENDER PERSPECTIVE

The article considers the current approaches to the leadership issues and definitions of leadership, provides distinction between the concepts «power" and "influence», formal and informal leadership. The emphasis is made on the gender aspects of leadership.

*Keywords:* leadership, leader, power and influence, followers, formal leadership, gender aspects of leadership

Y.O. Glushkova, E.M. Kalinicheva, M.M. Kulkov, Y.Y. Pavlyukova

A STUDY OF FOREIGN ECONOMIC ACTIVITY   
OF MEMBER STATES OF THE EURASIAN ECONOMIC UNITY

We consider the foreign economic activities of the members of the Eurasian Economic Union which is an international organization pursuing economic integration of the region. The conducted research refers the export and import statistics by country and by year.

*Keywords*: foreign economic activity of the Eurasian economic Union, export, import, countries

N.A. Zamatyrina

FORMATION AND ESTIMATION OF THE TAXABLE CAPACITY OF A REGION

The article presents a methodology aimed at creating and estimation of the taxable capacity in a region under conditions of structural changes. The methodology relies on the development of practical recommendations needed for upgrading efficiency of financial resources on the regional level.

*Keywords*: taxable capacity of a region, structure of the taxable capacity, tax relations, tax planning and prognostication, local taxes

N.V. Kazakova, I.K. Vadyunina

SOME ASPECTS OF INTEGRATING SCIENCE CONDUCTED AT UNIVERSITIES INTO NATIONAL INNOVATION SYSTEMS

The paper discusses the processes relating integration of the science work conducted at universities into the national innovation systems. It is shown that a modern university is a key factor in the development of the national and regional economy, and a source of human resources.

*Keywords:* university, spin-off, the national innovation system

S.S. Muntyaev

CURRENT STATE AND PROSPECTS FOR QUALITY OF COMMUNICATION AND TELECOMMUNICATION SERVICES IN RUSSIA

The paper examines historical aspects regarding the development of quality standards for the services associated with fixed and mobile communications, market development, telecommunications services and mobile communications services in Russia.

*Keywords*: the market of telecommunication services, telecommunication services, mobile communications services, fixed communications, quality of communication services

A.N. Plotnikov, D.M. Sycheva

A REVIEW OF THE CURRENT APPROACHES TO UNDERSTANDING THE CONCEPT «INNOVATIVE ACTIVITY OF AN ENTERPRISE»

The paper deals with the essence of the concept «innovative activity», including the factors which impact the innovative activity of an enterprise. The indicators characterizing the level of innovative activity are described.

*Keywords*: innovative efforts, innovations, innovative activity

A.P. Plotnikov, D.V. Safiyanov

SOME ASPECTS OF FINANCIAL LEASING DEVELOPMENT  
FOR PASSENGER TRANSPORT IN SARATOV

The paper considers the issues related with improving the capital value assessment in the process of leasing transactions and selection of schemes for lease payments depending on the impact rate on financial results.

*Keywords:* company, passenger transport, financial leasing, cost of capital, a scheme of leasing payments

I.N. Pchelintseva, K.A. Shapovalova

CONTEMPORARY FORMS OF CREDIT UNDER MARKET CONDITIONS

The paper presents the classifications of modern forms of lending under market conditions, including the summary of the characteristics of credit forms and aspects of their classification. The priority is given to the new classification of credit forms under current market conditions.

*Keywords*: Forms of credit, subject of credit relationship, terms of loan, contractual nature of the loan, classification features

D.S. Semyonov

EVALUATION PROCEDURE FOR QUALITY OF PRODUCTS IN THE CONTEXT OF SEGMENTS OF MACHINE-BUILDING ENTERPRISES

The paper considers the method applied to estimate the quality of products, and presents a model for estimation of relationship factors with key clients.

*Keywords*: quality of products, customer satisfaction

T.R. Sergazieva

CREATION OF THE CENTRE FOR THE LEADING PROJECT MANAGEMENT WITHIN THE STRUCTURE OF ORGANIZATION MANAGEMENT

The paper deals with the issues referring creation of the initiative group as part of the organizational structure at small and medium business construction enterprises in order to implement medium-term (and/or long-term) investment projects. The emphasis is made on the benefits of creating a think-tank for the centre of the enterprise.

*Keywords:* staff management, organizational structure, construction company, an initiative group

L.O. Serdyukova, A.A. Kolbasina

APPROACHES AND METHODS OF EVALUATION   
INVESTMENT ATTRACTIVENESS OF AN ENTERPRISE

The paper presents the approaches to financial reporting methods and methods of investment attractiveness of companies, analyzes their strengths and weaknesses, as well as their applicability in practice.

*Keywords*: investments, income, investor, investment attractiveness, financial performance

P.V. Terelyansky, A.S. Melnikov

FACTORS DETERMINING INNOVATIVE DEVELOPMENT   
OF URBAN AGGLOMERATIONS

The paper discusses the issues related with development of urban agglomerations, and analyzes the methods for assessment of the level urban agglomerations development.

*Keywords*: agglomeration, innovative development of agglomerations, agglomeration development factors

D.V. Filippov, Y.V. Nikanorova

APPROACHES TO THE DEVELOPMENT OF FINANCIAL STRATEGY   
OF AN ENTERPRISE AND PRINCIPLES OF ITS DEVELOPMENT

The paper deals with the process of the development of financial strategy of enterprises, and presents different approaches to the development of financial strategy of enterprise. The focus is made on the principles of its development, and most effective ways for developing the financial strategy of enterprises.

*Keywords:* financial strategy, business management, development of financial strategy, principles of financial strategy

**PSYCHOLOGICAL SCIENCE**

O.G. Gracheva, D.V. Pavlishchev

EMOTIONAL BURNOUT AMONG THE PSYCHIATRIC HOSPITAL EMPLOYEES

The authors describe the approaches to explaining the phenomenon of «emotional burnout» in foreign and domestic psychology. The results of the research provide the analyzed differences in the manifestation of the syndrome “burnout” among the psychiatric hospital workers having different specificity of professional activity.

*Keywords:* emotional exhaustion or burnout, depersonalization, psychotraumatic factors, emotional response, burnout phase

G.V. Eygelis, M.S. Palmova

FACTORS AFFECTING PROFESSIONAL SELF-ACTUALIZATION OF A PERSONALITY

The article presents a brief theoretical analysis of the views of foreign and domestic psychologists on the concept of self-actualization, and identifies the most significant factors influencing the process of self-actualization of a personality in professional activity. The authors examine the relationship of reflection, value orientations and self-actualization among the representatives of the professions, such as «man – sign system», and reveal some positive correlations between the scales that can be used by psychologists in practice.

*Keywords*: self-actualization of personality, self-development, self-understanding, acmeological approach, reflection, value orientation, professional activities

**SOCIOLOGICAL SCIENCE**

A.D. Lyubimova, Yu.B. Lamikhov

REPRESENTATION OF «MATERNITY CAPITAL» PROJECT   
IN MODERN MEDIA

Attempts are made to revise the discursive strategies implemented by the media in the coverage of the social program «Maternity Capital». The conducted discourse analysis refers the Russian printed newspaper «Arguments and Facts», and is made to identify the ways of the media practices design and implementation of the parent capital. The revealed discursive strategies of mass media are connected with forming ideas about the maternity capital and manipulations relating the project.

*Keywords:*maternity capital, family policy, discourse analysis, government programs

S.I. Mufazdalov

A MODEL FOR THE PUBLIC SAFETY EFFECTIVENESS SYSTEM:   
SOCIOLOGICAL ANALYSIS

The article presents the analysis to the model of formation effective social security systems. The focal points of the model are the factors that allow for upgrading the efficiency of the police. The description of the model is accompanied by the analysis of publications related to the relevant factors affecting the credibility of the police, and the public image of the police.

*Keywords*: Social trust, trust police, professional societies