**ANNOTATIONS OF ARTICLES.**

**ACTUAL PROBLEMS OF ECONOMICS AND MANAGEMENT**

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**ECONOMIC SCIENCE**

A.Kh. Askarova, O.A. Lukogorskaya

DEVELOPMENT PERSPECTIVES AND NATIONAL POLICY   
RELATING E-MONEY IN RUSSIA

The article deals with essence of e-money performing the same functions as other means of payment. The analysis focuses on the nature and characteristics, advantages and disadvantages of the electronic payment system, as well as the current state and development perspectives of electronic money market. The authors evaluate the possibilities to improve the system for smooth functioning of the e-money market in Russia in view of the national electronic security system.

*Keywords*: electronic money, national payment system, virtual segment of contemporary economy, legal status, federal law, security of the payment system

I.K. Burmistrova, I.M. Kublin

ORIENTATION ISSUES OF INNOVATIVE DEVELOPMENT   
AT ENTERPRISES UNDER UNSTABLE ECONOMIC CONDITIONS

The article deals with the problems of innovative development at industrial enterprises. The analysis includes the current problems that hinder the development of industrial enterprises under unstable economic conditions, and some of the possible measures to create a favorable environment for the development of innovative activities at industrial enterprises. This article was prepared as part of the public-sector targets of the Ministry of Education and Science of the Russian Federation (Project № 409-2014).

*Keywords*: innovation, industry, Hotelling theory, market

O.Yu. Gordashnikova, T.V. Orlova

RESULTS FROM THE CLUSTER ANALYSIS OF THE FACTORS   
INFLUENCING EFFECTIVENESS OF THE MECHANISMS TO CONTROL INNOVATIVE POTENTIAL OF ENTERPRISES

The paper deals with a classification of the factors that influence the management mechanism of the innovative potential of enterprises. The authors provide the results of the cluster analysis factors affecting efficiency of the mechanism for the management of innovative potential at machine-building enterprises.

*Keywords*: innovation potential, industrial enterprise, cluster analysis

V.G. Karpov, D.V. Kotov

ECONOMIC AND GEOINFORMATIONAL METHODS   
FOR OPTIMIZATION OF THE TRANSPORT INFRASTRUCTURE

The article deals with utilization of GIS to solve optimization problems relating the transport infrastructure in emerging areas, including the urgency of the problem and its economic content. The authors provide a critical analysis to the existing mathematical approaches used to solve optimization problems in the transport infrastructure. It is proposed to solve the problem using the GIS system in conjunction with the economic indicators which characterize the costs for relocating supplies. It is proposed to find the options for the development of transport infrastructure and evaluate the options using the method of dynamic calculation of investments.

*Keywords*: optimization, transport infrastructure, lines of equal time, lines of equal value, cost-effective, planning

L.S. Kovalskaya

PORTFOLIO ANALYSIS OF THE CONSTRUCTION INDUSTRY IN THE CRIMEA

The paper considers the economic issues of the market potential to the concept of the construction industry. The matrix to the formation of regional development strategies relating the market potential of the construction industry is presented, depending on the level of utilization of the market potential of the construction industry in the region and the rate in the development of the regional construction market. This matrix was used to define the strategies to be used by the regional authorities to improve its competitive potential.

*Keywords*: region, the construction industry, the market potential of the construction industry, the level of a region's potential

S.S. Kudryavtseva

THEORETICAL APPROACHES TO THE STUDY   
OF OPEN NATIONAL INNOVATION SYSTEMS

The article provides an overview of the basic definitions of the national innovation system. Theoretical approaches to the formation and development of open national innovation systems are summarized. The structure of the national innovation systems is presented.

*Keywords*: Innovation, National innovation system, Open innovation, State science and technology and innovation policy

S.M. Makeikina, S.I. Mamkina

A STUDY INTO THE SOCIAL EXPENDITURES   
OF THE REGIONAL BUDGET IN THE REPUBLIC OF MORDOVIA

The article deals with the social expenditures of the regional budget on the example of the Republic of Mordovia. The research is conducted using economic and statistical methods. The analysis focuses on the general dynamics of the budget expenditures relating social services, as well as its separate sections within a number of years. The analysis helps to identify the constraints, as well as prioritized areas for funding.

*Keywords*: regional budget, social spending, health, education, culture, film, physical culture and sport, the media

V.V. Malaсhovа

APPROACHES TO THE MANAGEMENT OF BUILDING COMPLEXES   
IN THE REGION

The article analyzes the existing approaches to the management issues, defines the administrative and economic methods relating the management of the building complexes in the region, and proposes a complex-adaptive approach to the management of a building complex in the region.

*Keywords*: building complex of the region, management, complex adaptive approach, administrative and economic methods

D.S. Malygin

CLASSIFICATION TO THE PROBLEMS OF SUPPLY CHAINS IN   
THE PRODUCTION OF CUSTOMIZED INDUSTRIAL GOODS

This article discusses the supply chains of the enterprises producing customized goods of mass consumption. The provided classification relates the supply chains problem in the production of customized products. The essence of the problems are identified and ways to solving the problems are presented.

Keywords: Production, logistics, personal order, individualized goods, supply chain

A.R. Muratova

HUMAN DEVELOPMENT AT THE CORPORATE LEVEL   
BY STRENGTHENING PARTNERSHIPS

The article deals with the issues related to the resolution of conflicts in the social and labor sphere of the Russian society, including the isolated areas of social partnership at the corporate level. The author developed and presented a system of indicators to measure the impact and effectiveness of the strategy for social partnership in a company.

*Keywords*: social partnership, the region's economy, conflict, contradiction, trade union, state, equality of partners, state control, balance score card, human potential

T.E. Romanova

PROSPECTS FOR THE DEVELOPMENT OF INTEGRATION PROCESSES   
IN RUSSIA BASED ON THE FOREIGN EXPERIENCE

The article proves the necessity of developing integration processes in agriculture. The author summarizes the experience of foreign researchers regarding the integrated formations, and estimates the possibility of its implementation in Russia. Directions for the development of integration processes in the agro-industrial complex are presented.

*Keywords*: integration, integration processes, agriculture

V.A. Hamidulina

MAINTAINING SROCKTAKING RECORDS AT INVESTMENT AND CONSTRUCTION ENTERPRISES UNDER THE CHANIGING REQUIREMENTS FOR THEIR ACCOUNTANCY

This article considers the characteristics of accounting stocks for investment-and-construction companies. The PBU 5/01 and IFRS 2 analysis, as well as the PBU "Inventory" project to identify the new requirements and compliances.

*Keywords*: construction, inventory, accounting, international standards

N.V. Tsopa

THE CONCEPTUAL BASIS FOR THE CONTROLLED DEVELOPMENT   
OF AN INVESTMENT-CONSTRUCTION COMPLEX

The article proves the conceptual approach for the controlled development of investment-construction complex. The focus is made on the four main blocks in the proposed concept of controlled development of an investment-construction complex.

*Keywords*: development, management development, to manage the development, building, building branch, building activity, investment and building complex

N.M. Chikisheva, N.V. Muller, O.S. Talalaeva

APPROACHES TO EVALUATING RELIABILITY OF AN ORGANIZATION

The article deals with multi-factor models predicting the probability of bankruptcy, and evaluation models for a company’s reliability. The analysis includes the existing methodologies for assessing a company’s reliability and creditworthiness.

*Keywords*: models of bankruptcy forecasting, methods of evaluation of the financial condition, model for assessment of a company’s reliability

**PSYCHOLOGICAL SCIENCE**

N.S. Arinushkina

FORMATION OF PROFESSIONALLY IMPORTANT QUALITIES:  
APPROACHES TO UNDERSTANDING

The article considers an approach to understanding the phenomenon of "professionally important qualities" of a specialist. As part of methodological approaches, the author gives the interpretation and understanding of the conceptual apparatus, and describes the basic characteristics and problems relating the formation of professionally important qualities of an expert.

*Keywords*: specialist, professional qualities, professionally significant qualities

G.V. Eigelis, V.Yu. Govorukhina

COPING STRATEGIES OF AN INDIVIDUAL DURING THE AGE CRISIS

The paper analyzes the theoretical significance of coping strategies and effectiveness of correct choice of the coping behavior. The results of an empirical study of the choice of co-ping strategies in the various periods of age-related crises are provided. .

*Keywords*: coping strategies, age crises, coping behavior, gender differences, stress-producing situations

**SOCIOLOGICAL SCIENCE**

V.V. Pechenkin, E.V. Potehina

THE BLOGOSPHERE AS A PLATFORM FOR PROFESSIONAL   
SELF-DETERMINATION

The authors offer an analysis of online interviews with young people regarding the blogs and online resources for organization of educational, professional and leisure activities.

*Keywords*: blog, blogger, network activity, choice of profession

L.S. Yakovlev, V.S. Kucherenko

GENDER DIFFERENCES IN THE STRATEGIES OF PREMARITAL BEHAVIOR AMONG YOUNG PEOPLE

The article discusses the features of the strategies of premarital behavior among boys and girls using the materials of histories presented orally. The authors find out the discrepancy between the mutual expectations.

*Keywords*: gender differences, youth, premarital relationships, socialization