**ANNOTATIONS OF ARTICLES.**

**ACTUAL PROBLEMS OF ECONOMICS AND MANAGEMENT**

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**ECONOMIC SCIENCE**

T.V. Boldyreva, M.D. Boldyrev

THE USE OF FUNDRAISING FOR NON-PROFIT ORGANIZATIONS

This particular article attempts to research the potential strength of Fundraising as a source of financing for a non-profit organization. Despite the fact that this method has gained huge popularity in the Western world, it is still a fairly new development in Russia and there is a lot of work to be done. Fundraising as such has the capacity to be integrated with Entertainment industry in Russia as well as many cultural segments in the country; however this article will focus on Fundraising in the non-profit cultural organizations. Additionally this paper discusses potential renovation of the law background in Russia to support more effective fundraising and enticing more people to donate.

*Keywords*: Fundraising, non-profit organization, financial management, financial resources of the enterprise, modern tools of attracting funds, objects of culture

D.P. Kryukov

COLOR VALUE IN MARKETING COMMUNICATIONS OF INTERNET RETAILERS

One of the features of the internet retailers is the use as a trading platform sites, where there is often only presented visual information. In connection with this increasingly important to the visual design of the trading platform, including its component such as color. Color is a means of visual communication has a significant effect on the psycho-intellectual state of man. Color value as an effective tool of marketing communication underestimated by market participants. However, the ever growing competition and a gradual decrease in the effectiveness of traditional methods of marketing communications is forcing market participants to seek alternative methods of communication, based on visual perception . Empirically sound use of color as a means of marketing communication has a positive impact on increase sales.

*Keywords*: marketing communications, internet commerce, visual communication, color in marketing

V.N. Kryuchkov

FORMING AND TRANSFORMATION OF THE INFORMATION FLOW IN THE EDUCATION

In the article are examined the scope and composition of the information flow in the University, its assimilation, conversion to the subjective knowledge, are given justifies the requirements for the sources, the forms of data, the direction and the distribution of the flow.

*Keywords*: The flow of information, learning, knowledge, creativity

B.S. Onoprijchuk

RESEARCH BEHAVIOR OF ECONOMIC AGENTS IN THE CATEGORICAL TRANSACTIONS

In this paper a new method for analyzing the behavior of players in the ultimatum transactions, expanding the capabilities of prior experimental research by increasing the number of rounds of transactions. Analyzing the dynamics of perfect and imperfect transactions, the author highlights the rising trend of transactions in which the player making an offer, asked himself a large sum, and, conversely, reduce the number of transactions in which the potential transaction amount was divided equally between the partners by the end of the experiments. Particular attention is drawn to the fact that, firstly, the ultimatum, which proposed to divide the amount of the transaction equally, never been rejected, and second, the player pushing ultimatum never asked myself less. An interesting attempt to find a «middle ultimatum», i.e. average relative amount of funds requested by the player to make a bid , which in this pilot study was established at the level of 56,6%. On the whole, summing up the research, the author points to the existence of economic paradox partner benefits available imposes a crucial conditions with which the default both partners agree.

*Keywords:* experimental economics, experiment, ultimatum transactions, axiom selfishness, transaction

A.N. Plotnikov, A.I. Akchurin

PROJECT ANALYSIS AND COMPOSITION OF THE CONTROL SYSTEM OF INNOVATION AND INVESTMENT PROJECTS IN HOUSING CONSTRUCTION

In article results of research are given in the sphere of the design analysis. The methodological and methodical principles and the provisions of the design analysis developed in relation to innovative and investment projects in housing construction are described. For innovative and investment projects in housing construction the original structure of blocks of the design analysis is recommended. Blocks are considered in a consecutive mode or in a forward and iterative order.

*Keywords*: design analysis, composition, control system, innovative and investment projects, blocks of the design analysis

D.R. Pyzhov

THE RESTRUCTURING AS AN INSTRUMENT OF ENTERPRISE MANAGEMENT

The article is devoted to the role of restructuring in the process of managing the enterprises. The article identified and analyzed the main problems for which it is expedient to resort to the restructuring process. The main stages of restructuring, tools and procedures for the successful conduct, control and completion of the restructuring process.

*Keywords*: Restructuring, factors external and internal environment, stages of restructuring, the restructuring concept

E.P. Resnick, V.T. Denisov, L.V. Panushkina, A.E. Reznik

ON THE IMPROVED GOVERNANCE ENTERPRISE-PRODUCERS   
OF AIRCRAFT COMPONENTS

Highlight ways of improving management effectiveness evaluation methods of management guidelines to identify provisions and their implementation.

*Keywords*:management, enterprise-producers, labor costs, aircraft components, reserves

A.I. Semenov

THE ADMINISTRATIVE REGULATION FOR THE ESTABLISHMENT   
OF ENTERPRISES AND HIGH RISKS AS PROBLEMATIC ZONES   
OF FORMATION OF FAVORABLE INNOVATION CLIMATE IN RUSSIA

The possibilities of Russian innovative entrepreneurs in organization and conduct of business in the country. Significant regulation for the establishment of enterprises, difficulties of access to key resources, as well as high risks. A comparison with other countries. The article is built based on the results of the survey business environment for both domestic and foreign sources. Suggestions for improvement of innovation climate.

*Keywords*: public administration, innovation, key resources, national innovation system, registration of companies, risks

O.V. Sysoeva, N.V. Kazakova

ROLE OF ENTREPRENEURIAL UNIVERSITY IN THE DEVELOPMENT   
OF SMALL INNOVATIVE ENTERPISES

The paper discusses the concept of «entrepreneurial university»; features and characteristics of such universities as well as the requirements to them are given. It is shown that the entrepreneurial university is a key factor in the development of regional economy and a source of personnel. The small innovative enterprises (or spin-off) are built on the base of the entrepreneurial university and link government, business and university. The commercialization of scientific results becomes the university's mission. The impact of the legal framework on the development of an entrepreneurial university is considered. The major characteristics of spin- offs are discussed.

*Keywords*: entrepreneurial university, spin-off, commercialization

D.T. Huin

INVESTMENT PROCESSES IN THE VIETNAMESE BUSINESS

In recent years significantly increased the role of the Asia-Pacific region in the global economic system, which in today's global economic crisis show a significant recovery of the economy. One such promising economically countries is Vietnam. The article investigates the development features medium-sized businesses in Vietnam, as a fundamental sector of the economy.

*Keywords*: medium business, foreign investment, infrastructure paradoxes, export orientation, market socialist economy

T.A. Shevchenko

REGIONAL INNOVATION SUBSYSTEM IN THE MODERN ECONOMY:  
PECULIARITIES AND PROBLEMS

The main problems of improvement and increase of efficiency of regional innovative processes are considered in the article. The analysis of expenses for scientific researches and development as most important factor of stimulation of a gain of new knowledge has brought.

*Keywords*: innovation; the innovation process; private indicators; consolidated indicators; regional studies; social-economic development

S.N. Yashin, S.D. Karlina

ASSESSING THE LEVEL OF INNOVATIVE ACTIVITY OF INDUSTRIAL ENTERPRISES ON THE BASIS OF PERFORMANCE ANALYSIS   
OF STATISTICAL AND FINANCIAL STATEMENTS FROM 2007 TO 2012

The analysis of six basic indicators of industrial enterprises’ innovation activity is presented in this article. A design procedure grounded on bookkeeping financial statements of enterprises is proposed. Based on this method there are results of estimation of four Russian industrial enterprises including their five years activity. According to the total indicator of innovation activity there is given the value of current status of industrial enterprises’ innovation. Corresponding guidelines aimed at choosing of industrial enterprises’ strategy innovation development are proposed here.

*Keywords*: innovation activity, innovation potential, indicators of innovation activity, the total indicator of metallurgical enterprise’ innovation activity, financial statements

**PSYCHOLOGICAL SCIENCE**

S.V. Kuznetsova

PROFESSIONAL ADAPTATION IN THE ASPECT OF PHYSICAL AND MENTAL HEALTH

Psychophysiological aspects of professional adaptation, the influence on it of such factors as young specialist's health culture and other subjective characteristics on successful adaptation are discussed in the article. Article also provides results of personal characteristics of students with health problems research, conducted with the aim of optimisation of the new forms of educational process organisation methods, including some psychological techniques aimed at forming of health culture.

*Keywords*:professional adaptation, health culture, students with health problems, personality traits, physiotherapy; methods of educational process organization

V.I. Saninsky

THE PROBLEM OF PREVENTION OF DISADAPTATION STUDENTS  
TRAINING IN PEDAGOGICAL PRACTICE

In connection with socio-economic changes in modern society, special attention is given to improving the quality of professional training of students. Now there is a need for specialists, able to quickly adjust to the changing conditions of the social environment, training and labour. In this context, the problem of prevention of disadaptation of students to teaching in the University is becoming increasingly important for pedagogical science and practice. The article discusses the main reasons for the appearance of disadaptation of students; the main problems are caused by adaptation difficulties and recommendations on prevention. Noted that despite the fact that in modern teaching practice experience gained university students maladjustment prevention, new prospects for studying this problem in the training of bachelors.

*Keywords*: prevention, disadaptation, professional training, learning process

G.V. Eygelis, V.O. Ivanova

PROFESSIONAL BURNOUT SYNDROME AND ITS PREVENTION OF REPRESENTATIVES OF SOCIONOMIC PROFESSION

The article discusses the phenomenon of professional burnout among representatives socionomic professions. In the context of theoretical analyzes patterns of manifestations of this phenomenon , the symptoms and stages of development. The results of empirical studies of symptoms of professional burnout among representatives socionomic professions depending on seniority. Examines the relationship between some personality determinants of professional deformation and indicators of burnout. In order to prevent the phenomenon discussed in the paper has developed recommendations for the management structures socionomic professions.

*Keywords*: burnout, professional deformation, professional degradation socionomic profession, reflexivity, rigidity

**SOCIOLOGICAL SCIENCE**

O.A. Volkova, A.N. Ostavnaya

TRANSNISTRIAN LABOUR MIGRATION: STROKES TO POTENTIAL SOCIAL POLICY

The purpose of this study is the rationale for migration and social policies in Dnestr Moldavian Republic. The study was performed by using several methods: analysis of data of State Statistics Service of the Ministry of Economic Development of Dnestr Moldavian Republic, Migration Service of the Ministry of Internal Affairs of Dnestr Moldavian Republic, Dnestr Moldavian Republic Bank, questionnaire migrants. The result of research work are the effects of migration, indicating a need for migration policy, regulatory exodus to foreign labor markets. Social policy in the field of labor migration is a system of measures and activities aimed at administration problems of migrant workers and members of their families, as well as potential labor migrants. Results of the study can be used in the development and implementation of social policy in the field of labor migration. Main conclusions: the use of statistical data and the results of empirical research allows us to describe the unfolding situation in the sphere of labor migration Transnistria, which has both positive and negative features; there has been a need to regulate labor migration processes: on the one hand – to increase its effectiveness, on the other hand – to minimize its negative traits. Article made with the support of the Department of Internal and personnel policies of the Belgorod region (№ G-14, 10.11.2013, 2013).

*Keywords*.Illegal States, labor migration, effects of migration, social policy

L.V. Loginova

MIGRATION AND MARKET OF THE LABOUR SARATOVSKOY AREA

In article is considered mutual influence миграционных processes and regional market of the labors, is shown role мигрантов on the market of the labors of the region. On base of the analysis of the statistics is given estimation миграционной attractiveness region to Russia, speakers and structures миграционных processes on example Saratovskoy area. Will Revealled problem-solving zones to migration.

*Keywords:* labor migration, market of the labors, migration attractiveness, regional migration policy

V.V. Pechenkin, E.V. Pechenkina

EVALUATING THE ROLE OF UNIVERSITIES IN THE FORMATION   
OF CENTERS OF COMPETENCE AND ENTREPRENEURSHIP

This paper evaluates the role of universities in the formation of technological competences and entrepreneurship centres. Australia, Russia and Peru, which possess different resources to adapt their university systems to the globalized world’s conditions, are compared along the lines of innovation, competitiveness, accessibility and attractiveness to international students. Through statistical analysis we test the connection between the innovative capacity of these countries’ economies and their educational policies.

*Keywords*: Knowledge Economy, National Competitiveness, Entrepreneurial University

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