**ANNOTATIONS OF ARTICLES.**

**ACTUAL PROBLEMS OF ECONOMICS AND MANAGEMENT**

**№4 (04) 2014**

**ECONOMIC SCIENCE**

E.S. Avdeeva, D.D. Denisov, A.E. Reznik

IMPROVING THE MANAGEMENT AT INDUSTRIAL ENTERPRISES:  
RETROSPECTIVE REVIEW AND CURRENT TRENDS

The article considers the origins of modern management science and its main schools of thought, including the current trends and characteristics of an industrial undertaking management. The present-day concept of management is founded on strategic priority of innovative development, and extensive usage of motivation mechanisms to achieve the required innovation goals.

*Keywords*: Management, corporate management, innovations, development strategy

E.M. Andreykovets

A MODEL FOR A MARKETING COMPLEX OF SOCIAL SERVICES   
UNDER MARKET RELATIONS IN BELARUS

The article presents an analysis of the developing market of social services in Belarus, as well as new opportunities for its development through the NGO services. The author gives the characteristics to the marketing social services and their constituent elements. A new model is developed to introduce marketing activities into public institutions engaged in social services, and the recommended methods give the guidelines to implementation of the model under conditions of market economy in Belarus.

*Keywords*: market of social services, marketing of social services, sales promotion, public relations, advertising, clienting, subjectivity business

D.R. Boyazitov

METHODOLOGICAL BASIS FOR ESTIMATION OF REGIONAL DEVELOPMENT DISPARITIES

The author analyzes the issues related with the national economy development in the present-day Russia, highlights the types of regional stratification, defines the basic approaches for assessing inter-regional disparities, provides the classification of the various regions in Russia, recommends the methods for assessment of regional development imbalances, presents the measures necessary to overcome the inefficient usage of the socio-economic potential of the Russian regions.

*Keywords*: imbalances, regional development, decentralization of economic activities, regional economic systems

V.Yu. Gorina

VENTURE INVESTMENTS UNDER IN THE CONTEXT OF INNOVATIVE DEVELOPMENT

Venture capital investments in various countries within the period 2007-2013 are considered in terms of innovative development. A variety of options are suggested as to the usage of the venture capital and its impact on the innovation processes.

*Keywords*: innovation, venture investment, markets, venture capital, business angels, integration, crowdfunding platform

V.A. Gusakov

INNOVATIVE CHANGES IN THE ENTERPRISE FINANCIAL MANAGEMENT

The article discusses the changes in the system of financial management of a company and describes

a comprehensive approach to the study of the economic planning system.

*Keywords*: Finance, financial management, financial innovation

E.G. Gushina, Yu.I. Dubov, A.A. Ivanov, E.M. Vitalievа

PROSPECTS FOR THE WIND POWER UTILIZATION IN RUSSIA

The article describes the possibilities for using wind power in Russia, and estimates economic efficiency of wind energy compared to other types of energy.

*Keywords:* wind power, ecological marketing, economic efficiency, resource-saving

A.V. Dmitrienko, S.N. Gutev

CHARACTERISTICS TO STRATEGIC MANAGEMENT   
OF INNOVATION PROJECTS IN THE CONSTRUCTION ENGINEERING INDUSTRY

The article deals with the definition of "strategic management", and identifies a set of benefits relating the strategic management of innovative projects. The provided review and analysis refer the characteristics of innovative projects in the field of construction engineering.

*Keywords*: strategic management, innovative project, the area of housing construction, features innovative construction projects

V.N. Klochkov, R.A. Sytnik

FEASIBILITY OF A UNIFORM TRAFFIC CONTROL SYSTEM   
AS A MECHANISM FOR OPTIMIZATION OF TRANSPORT SERVICDES IN A CITY

The article deals with the issue of traffic density and trends in improving the traffic situation in Saratov region before 2018. The authors propose to use the logistic approach in view of the transport flow density at more than 80 cars per kilometer. The conclusion demonstrates the necessity for a uniform traffic control system.

*Keywords*: motorization, regional infrastructure, logistic approach, traffic flow, logistics technology, public transport

D.A. Kolotyrin

AN ALGORITHM FOR DECISION - MAKING REFERRING VENTURE FUND INVESTMENTS

The article describes the organizational structure of a venture fund, the process of its formation, and an algorithm of decision making referring the venture fund investments.

*Keywords:* venture fund, venture investments, investment committee

T.V. Orlova

TRENDS IN THE DEVELOPMENT OF INNOVATIVE POTENTIAL   
AT A MACHINE-BUILDING ENTERPRISE

The article analyzes the current state of innovative potential of machine-building enterprises in Russia and Saratov region. The author reveals the problems in the development of innovative potential of machine-building enterprise, and gives recommendations aimed at solving the problems.

*Keywords*: innovative potential of a machine building enterprise, evaluation of innovative potential, development of innovative potential, problems with innovation potential, the current state of innovation potential

A.N. Plotnikov, S.A. Morozov, D.A. Plotnikov

GOVERNMENT MEASURES FOR IMPROVING INNOVATION ACTIVITY

The article discusses a mechanism for state regulation relating the management and support of organizational and economic interrelation between entrepreneurs in order to create the innovative environment which might ensure the growth of innovative activity of small businesses.

*Keywords*: Government measures enhancing innovation, innovation, innovation investment enterprises

M.S. Poleshchuk

FOCUS AREAS IN THE INNOVATION ACTIVITY OF RUSSIAN   
AND FOREIGN OIL AND GAS COMPANIES

The article deals with analysis of innovative activities of the vertically-integrated oil companies in Russia and oil and gas companies outside Russia. The focus is made on the prospects in the development of Russian companies. The author presents his view on the directions which must be prioritized to develop the system of innovative activity management.

*Keywords*: innovation activity, Vertically Integrated Oil Companies, oil and gas companies, alternative energy

L.O. Serdukova, O.A. Papsheva, V.A. Papshev

INNOVATIVE DEVELOPMENT IN THE ELECTRONICS INDUSTRY  
CLUSTER RELATED TO DEFENSE INDUSTRY IN SARATOV REGION: HIGHLIGHTS, PROBLEMS, SOLUTIONS

The article deals with the basic stages in the formation and innovative development of the electronics industry cluster related to the military and industrial complex in Saratov region. The authors analyzed the main problems relating innovative development in the area at the present stage, and proposed solutions to the problem. The focus is made on the key factors affecting the process of formation and development of the electronic industry cluster in Saratov region within the whole period of its existence.

*Keywords:* cluster electronics industry, innovative development, staff shortage, enterprises of the military and industrial complex, state defense order, strategy for social and economic development, Saratov region

E.A. Yuneva

CONTRADICTIONS OF INSTITUTIONAL TRANSFORMATIONS   
IN THE SHADOW ECONOMY

The article presents the versatile characteristics in the informal sector of economy, reveals its contradictions and specifics in terms of institutional analysis, and provides a generalized classification of the shadow economy components.

*Keywords*: shadow economy, institutional structure of the shadow economy, institutional transformation of the informal sector, institutional contradictions in the shadow economy

S.N. Yashin, Yu.S. Soldatova

APPROACHES TO THE ANALYSIS AND EFFICIENCY ASSESSMENT   
OF AN ENTERPRISE

The research focuses on the evolution of approaches to the analysis and estimation of efficien**c**y at enterprises. The analysis relates the criteria needed to evaluate the effectiveness of an enterprise innovative activity. The highlighted arguments allow for application the company asset value as the main factor for upgrading its innovation level.

*Keywords*: evaluation of the effectiveness, innovation, evaluation criteria, the cost approach, the market value

**PSYCHOLOGICAL SCIENCE**

E.V. Samal,E.V. Petrovich

PROFESSIONAL SELF-ACTUALIZATION OF PROFESSIONALS IN THE   
SOCIAL AND ENTREPRENEURSHIP FIELDS

The article presents the research results relating professional self-actualization of professionals working in the social and entrepreneurship areas. It is empirically proved that there are distinctions in professional self-actualization with the representatives of these two professional types, in the motivation of their achievements and career ambitions, as well as in the meaning of life orientations and satisfaction with their work.

*Keywords*:self-actualization, professional self-actualization, professions of social type, professional in the entrepreneurship area

I.V. Ivanchina, E.A. Skuzovatov

TYPOLOGICAL PERSONALITY CHARACTERISTICS OF VARIOUS EMPLOYEE CATEGORIES ENGAGED IN SUPERVISORY ACTIVITIES WITHIN THE EMERCOM SYSTEM IN RUSSIA

The issues discussed in the article cover the aspects referring implementation of such an important function as compatibility of psychological characteristics of a personality in the process of individual or team work.

The article deals with a number of current issues concerning the nature and preferences in the professional activities of employees working with the state fire inspectorate, and identification of typological characteristics of a personality, which can affect his efficiency.

*Keywords*: temperament, personality, psychological characteristics of employees, professional activity

**SOCIOLOGICAL SCIENCE**

O.V. Lysikova

CAR TOURISM IN RUSSIA: TRENDS, PROBLEMS AND PROSPECTS

The article examines the trends, problems and prospects for the development of car tourism in Russia. Travelling by car is considered in the context of modern practices referring tourist mobility. The author defines the objectives, functions and subtypes of the car tourism. The results of empirical research reveal the specifics of modern car tourism, systematize the experiences relating the automotive cluster in the Russian regions. Based on the results of the study, recommendations are offered to effectively develop the car tourism in Russia.

*Keywords*: tourism, tourist, car travel, car, mobility, Russia, region, cluster

L.S. Jacovlev, O.M. Dmitrieva, A.E. Shirinin

DIGITAL PHOTOGRAPHY AS A TOOL FOR SOCIO-CULTURAL   
CONSTRUCTION OF VIRTUAL REALITY

Digital photography is a technology which utilizes effects of a large-scale social impact. Mass production and consumption of visual content generates virtual space constructed through the images, and represented in hundreds of millions photos. Simulacra, created through photos, become sample pieces, and establish norms. In its turn, the virtual world constructed by means of such photos gets the status of an ideal prototype, and the socio-cultural reality must be reconstructed in accordance with this world.

*Keywords*: socio-cultural space, virtual reality, digital photography, discourses of power, in­formation space