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TABLE OF CONTENTS

Investigation of Freedom in Its Ontological Sense

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Abstract

The article considers the category of freedom in its ontological sense. Due to the plural character of contemporary situation, within which person finds him- or herself lost without any reliable ground, it is necessary to investigate the question of freedom of the human "I", although many philosophers of the past had already investigated this problem in diverse ways. We conceive the question of freedom as deep and, at the same time, multiple one. Methodologically, the current article poses this question in different ways, taking into consideration the individual level of being. This phenomenological approach (in its wide sense) allows to understand ontological ground of freedom due to varying the way to pose a question while considering the ultimate experiencing of being through such "existentials", as human finitude, responsibility for the "Other", happiness and destiny. We also rethink the ontological situation of searching for the sense of freedom, trying to trace a kind of a "dialog" between contemporary philosophers and such thinkers of the past, as Plato, B. Spinoza, G.W. Leibniz, I. Kant, G.W.F. Hegel, M.M. Bakhtin, M. Heidegger. This discussion is organized not in "retrospective" fashion, but in a "problematical" one.

Keywords: *freedom, being, finitude, responsibility, destiny.*

1. Introduction

The 20th century could be characterized as the age of embodiment the ideas of human rights and freedoms in the legislative field. We deal with the development of the virtual reality space at the beginning of the 21st century. Improvement of transport, rapid evolution of technical vehicles and technologies are also among contemporary features. These features seem to make human free at last. Despite this, the question of freedom remains one of the most topical today. It is raised pointedly at diverse levels, ranging from the problem of freedom of entire nation or country within international relations to the matter of freedom of the concrete "I" in the extension of his or her own existential situation.

Being topical and inescapable, the question of freedom can be posed in various ways taking into consideration, that we find ourselves in the given situation, co-existing with the others and limited by our lifetime. So what does it mean "to act freely"? Can we act freely without being in charge of the others' freedom? Which choice, always limited by time, could be named "free"? The purpose of this research is not only to show a wide coverage of the possible range of positing the problem of freedom, but also to make an effort of paying attention exactly to the multiple way to pose a question at "ontological level". In attempting to clarify the essence of freedom itself, it is useful to distinguish "ontological freedom, in the above sense, and more ideologically significant conceptions of political freedom" (Crowe, 2009, p. 78), and to make difference between freedom, liberty and independence. Let us focus on the first one, because without understanding of freedom in its ontological sense investigation of other constituents of the problem seems to be sketchy.

2. Literature Review

The problem of freedom appears firstly in such Socratic dialogs, written by Plato, as *Republic*, *Statesman* and *Laws*, in Classical Greece. The confrontation between freedom and fate is also one of the fundamental subjects of Ancient tragedies. The problem of freedom-fate dichotomy transforms into the question about freedom-necessity correlation in Medieval metaphysics and reaches its apogee in the famous Renaissance dispute on free will between Martin Luther and Erasmus Roterodamus. This issue gets its new turn in the 17th-18th centuries due to elaboration of ideas of sense of justice and of subject's autonomy in works of such Enlightenment philosophers, as T. Hobbes, J. Locke, I. Kant. We can find further development of this problematic field in late classical and early non-classical philosophy of G.W.F. Hegel, S. Kierkegaard, A. Schopenhauer, F. Nietzsche, which understand freedom through its interrelations with the categories of process, becoming, power, will and life. In discussing human dependence on society, type of economic relations, moral standards, irrational desire, which is produced by unconsciousness, S. Freud and K. Marx impugn subject's freedom.

It becomes clear, that classical "thinking consciousness" cannot longer act as an autonomous "ground of being", when metaphysics gets overcome on different paths by such influential philosophical approaches, as analytical, phenomenological and structuralist ones. In its turn, pluralism seems to lift restrictions and to make a human freer. In fact, the contemporary person finds itself lost without any reliable ground or, at least, some reference point. That is why researches feel exigency to pose questions about freedom again and again. They frequently refer to the texts by K. Marx, M. Merleau-Ponty, E. Levinas, I. Berlin, E. Fromm, J. Derrida, J. Habermas and other influential non-classical thinkers (Crowe, 2009, Rasheed, 2002, Vaughan, 2010).

Nevertheless, investigation of the ontological sense of freedom appeals to the necessity not only to research the concepts of freedom offered by the contemporary philosophers, but also to trace their "dialog" with such thinkers of the past, as Plato, B. Spinoza, G.W. Leibniz, I. Kant, G.W.F. Hegel, M. Heidegger, J.-P. Sartre. Realization of this intention not as "retrospective", but as "problematical" one is also among the main objectives of the current research.

3. Research Methodology

The consequences of global events of the 20th century have lead philosophical thought of almost all traditions to the denial of freedom and to the refusal of any attempt to look for it. Nevertheless, we will not be able to accept the absence of freedom until we exist as humans. Even if we realize the impossibility of pure freedom in a rational way, according to the strong reasons, which one could argue, – some inner irrational source will stand against this proposition.

Thereby, research approaches of rational/logical "corps" (analytical movement) will hardly succeed in searching for the sense of freedom within the contemporary conditions. Description of freedom as a state of mind cannot be given "theoretically". The phenomenon of freedom cannot be detected in "objective" way, which would not depend on any "starting point" and which would ignore an individual dimension. That is why the purpose of this research is neither to make the next attempt to give definition to the category of freedom nor to clarify it using logical analysis of language. It is rather to show, that the question of freedom is deep, and it can be elaborated only from within the situation of experience of being. The designated way to investigate freedom requires existential methodology and its possibilities to consider the ultimate ontological situation.

When we say "existential", we do not mean to use the ideas of only straight understood Existentialism in our investigation. "Existential aspects" are the most immanent moments, which take place within the unique experience of being, where we face with finitude, fear of death, loneliness, abandonment, desolation, and other "existentials" familiar to everyone. According to M. Bakhtin, "philosophy of such a kind cannot proceed by constructing universal concepts, propositions, and laws about this world of answerably performed act…, but can only be a description, a phenomenology of that world. An event can be described only participative" (Bakhtin, 1921/1999, p. 31-32). In this way, it is rather productive to refer to the texts of Continental philosophy, on one hand, and to exercise phenomenological description of individual experiencing of being, on the other.

It is important to pay attention to the very way of posing a question: it already includes a possibility of answering and lightens this or that way to answer. Besides, productive extracting of sense within the given conditions becomes possible during varying, moving an angle of view, considering the problem from different sides. So, unfolding a thought from its conditions will allow us to see freedom from within the ultimate ontological situation.

4. Findings and Discussion

4.1 What is "the given?

We are talking about the so-called situation of "minimum of being" (G. Deleuze) or "threat of nonbeing" (P. Tillich). Every person faces this threat at the ontological level in this or that form. Threat of nonbeing appears due to the "discovery" of finitude, although it does not necessary get the form of "fear of death" in each concrete case (we may be afraid of guilt, meaninglessness, groundlessness, chaos, loneliness *etc.*). Having discovered our finitude, we see an ontological claim – to get on time. The necessity to understand this claim rises in front of human (what should I do timely and how?). It makes us distinguish the concrete productive among the fullness of being. It occurs due to asking questions, i.e. it leads us out to the level of understanding. A child gets an "ontological" birth, not at the same time with the "physical" one in this way. It happens only when a child finds himself or herself finite (earthborn) at the first time. This conversion to the existence as an ontological creature is distinctly notable: child begins to ask questions after "mechanically" used affirmative expressions of manifestation, designation and signification due to the necessity of looking for sense beyond the mechanics of language's dimension.

Minimum of being turns out to be not only a "takeout" of all corporeal consolidations, language structures, and psychological stratifications, but it is also the ultimate given. The "gift of death" (J. Derrida) has positive sense because finitude, which is minimum in itself, lightens maximum of possibilities and helps to form a path of self-fulfillment. So, when we face finitude as the ultimate given, it motivates us to ask and to think. This situation has a nature of the task. Besides "the given", there are other constituents of task: "to find" and "solution", i.e. the question, that we pose accepting "the given", and the way of solution, which we are searching for in process of understanding the given conditions. However, what do we see as "the given"?

There are some circumstances, which penetrate into our consciousness (for example, during childhood, we internalize social stereotypes faster, then conceiving of the necessity to act according to the own ontological ground) and which can interfere to catch sight of the given as enough. It was brilliantly showed by structural psychoanalysis that most of the people think through category of "the lack" (J. Lacan): it seems, that we always need something else (something missed) to reach "complete happiness". However, it cannot be achieved neither by means of accumulation of things nor due to the "consuming" of works of art, educational services or relationships, if we are aimed at filling the emptiness (the lack) of being in modus of "having" (Fromm, 1976/2008). Yet Kierkegaard has distinctly formulated the idea of fullness of the given: everything needed is the "material" for conceiving, and it is already given to us within our being, – the problem is *to see* everything surrounding us as enough (Kierkegaard, http://dx.doi.org/10.1017/CBO9780511809712, 1843/2006). Heidegger says, that before considering the question "What shall we do?" we should ponder this: "How must we think?" (Heidegger, 1962/1977, p. 40). At this moment, these philosophers make an emphasis on the idea, that making an *effort* is required to think instead of being brought under control by Discourses, ideologies, stereotypes or representations.

All this says that it is productive not to act immediately in answer to what happens around, but to delay in order to stop our natural disposition to react in order to conceive the given. We can act productively only taking in account the given, understood in modus of the enough. However, then, where is freedom, if everything is already given within our being?

4.2 What does freedom refer to?

Philosophical view deals with the fundamental "Human – World" interrelation. Thus, to put our question philosophically is to set a goal of investigating the "location" of freedom within this interrelation. Freedom turns out to be on "the weighting pan" of the human "I" in the philosophy of Descartes and Kant due to autonomy and primacy of the "thinking consciousness". In this case, diversity of the world gets questioned, because we cannot reduce it to the dependent objective worldview, constructed by classical subject. On the other hand, in case of ontological activity's full transition to another "weighting pan" of the world (as it happens, for example, in post-structuralism, which acknowledges the total authority of Discourse) not only freedom gets questioned, but existence of "I" is rejected.

Generally, we may state, that most of the contemporary thinkers of the postmodern wing deny freedom-itself. For instance, M. Foucault works out the concept of discoursive practice. These practices could be understood in the way of the investigation this or that "object". However, the author offers to consider "object" only as dependent: everything is captured and conditioned by the given order. It means that this "object" does not exist before we begin to apply these practices. Relative independence could be supposed only for Discourses. Nevertheless, by Foucault, any Discourse-itself is conditioned by historical features (social, linguistic, economic structures) of the concrete age (Foucault, 1966/2002).

However, such postmodernist authors, as G. Deleuze and F. Guattari, come to understanding of the possibility of freedom exactly due to the arrangement of Discourses' orders, which may offer virtual space for action. Dependent position about discursive systems is overcome using "production of sense" in the process of creation at the ontological level. Of course, this activity could not be named a centralized or a fixed one. Nevertheless, it becomes free from Discourses' authority due to the ability to change and slide (to slip from any definiteness). The methodology of schizoanalysis, worked out by these French thinkers, traces possible paths to escape the processes of "optimization", which capture "I" within the psychoanalytical Discourse (Deleuze & Guattari, 1972/2000). Freedom gets its realization in the modus of production of sense based on the "material" of diverse Discourses (from literature and philosophy to psychology and biology) in works of Deleuze (Deleuze, 1968/1994, Deleuze, 1969/1990 *The Logic Of Sense*). Thus, freedom could be considered only in becoming within the contemporary situation of "groundlessness" and total pluralism. It allows the ontological activity to slip from the authority of discursive orders and to embody one's own way of being in multidimensional space of virtuality, producing itself as a border-in-becoming between "Human" and "World", as a dynamical constructing of the very *inter*-relation.

Deleuzian way to understand freedom rather resembles that of Leibniz, which grows, in its turn, from the Spinozian position. It should be noticed, that Spinoza, in contradiction to his coeval thinkers, is aware of a heterogeneous nature of consciousness. The last exists as a perceiving one. Consequently, it is exposed to outer impact, becoming fragmentary and losing its autonomy. However, Spinoza thinks, that together with the "passive" part of the consciousness, which is addicted to suffer, there is a source of activity. The goal is to set this positive power free, even if we understand that absolute freedom could not be achieved due to the diversity of things, with which we are to interact accepting suffering.

The reason is opposed to consciousness in Spinozian philosophy. Consciousness is understood as a place of accumulation of different useful and worthless things, which get inside naturally by interacting between the human and the world. Such consciousness cannot be homogeneous, but reason links all the pieces being an internal activity (Spinoza B., www.gutenberg.org/files/3800/3800-h/3800-h.htm, 1677/2009). Together with fragmentary and passivity of consciousness, there is a reason, which discovers "good compositions" and grasps "common notions" in its becoming to make human unfold activity from the inside (Deleuze, 1970/1988, p. 55-56).

Spinoza asks: "How should we look on the Necessary?" It is possible to avoid and to overcome "everything that involves sadness" (Deleuze, 1970/1988, p. 72) only in the positivity of constructing the relations with life. For Spinoza, to be free means *to act*. As soon as grasping of the necessity of suffering occurs, an internal positive activity can be discovered: while understanding the state of affairs in this or that way we already act freely.

The same idea substantiates Leibnizian monadology. According to thinker's formula, "activities and passivities are mutual" (Leibniz, http://home.datacomm.ch/kerguelen/monadology/monadology.html, 1714/1898). Leibniz means, that suffering [passivity] can be overcome by unfolding of internal conceiving activity. The concept of freedom-in-action is also "proportionate" to Leibnizian "pre-established harmony". God chooses the best universe among an infinite number of possible variations (Leibniz, 1714/1898). However, hence, is there any place for the unique activity or everything is predetermined (even in the best way)?

Harmony is pre-established by God in the universe and in every "I" that expresses this universe as its tiny "mirror". However, we already can choose between conceiving and not conceiving of the universe as harmonically established, between clarifying and not clarifying of our indistinct perceptions, between actualizing and not actualizing of given faculties. God has folded "Appetitions" within every monad, and the ability of self-transcendence within each unique way to be (way to express the universe from every special point of view). Then, freedom begins with conceiving of these faculties and their eminence. "I" is free "not because it is determined from within, but because every time it constitutes the motive of the event that it produces" (Deleuze, 1988/1993, p. 72).

Deleuze analyzes these concepts and finds out an interesting paradox. Freedom is not what is threatened. "Rather, it is morality… Morality consists in this for each individual: to attempt each time to extend its region of clear expression, to try to augment its amplitude, so as to produce a free act that expresses the most possible in one given condition or another" (Deleuze, 1988/1993, p. 73). Before deciding, everyone should ask: "Have I chosen the side where the amplitude is maximal, the side where my region goes the furthest?" (Deleuze, 1988/1993, p. 73).

4.3 How does freedom relate to responsibility?

Freedom could be discovered as an internal action, although "I" itself is heterogeneous and changeable. However, we cannot ignore the ethical problem mentioned by Deleuze. Will my act, which serves purposes of self-development and self-eminence, turn good for others every time? We should consider this question, because our methodology presumes taking in account not only "I's" finitude, but also "Other's" one. "Other" is the other "I", which finds himself or herself in a similar ontological situation, where he or she also has the concrete given point of view, "singularity and irreplaceability" of the own place in the world (Bakhtin, 1921/1999, p. 41).

"Other" is crucial for us due to the nature of "structure which conditions the entire field [of perception]" and "which renders perception possible" (Deleuze, 1969/1990 *Michel Tournier and the World without Others*, p. 309). Sartre underlines the importance of "Other" too. "When we say that man handles himself, we do not mean that he is responsible only for his individuality, but that he handles all men… Our responsibility is thus much greater than we had supposed, for it concerns mankind as a whole" (Sartre, www.marxists.org/reference/archive/sartre/works/exist/sartre.htm, 1946/2005).

Here we may notice Kantian tone although Sartre criticizes Kant for his pre-determined apriority. Conveying freedom from the sphere of pure reason to the area of acts, Kant offers famous imperative: "So act that the maxim of your will could always hold at the same time as a principle of a universal legislation" (Kant, 1788/2002, p. 45). This principle consists in individual responsibility for co-existing with others. "I" discovers "Other", which is also realizing free way of being: "willing freedom, we discover that it depends entirely upon the freedom of others and that the freedom of others depends upon our own" (Sartre, www.marxists.org/reference/archive/sartre/works/exist/sartre.htm, 1946/2005).

4.4 Where does pure freedom inhabit?

Another deep question could be posed in light of our inescapable “bordering” and “sharing of being” with others. On which ground can we affirm individual freedom then? To answer this question, it is useful to consider freedom through three “levels of reality”. Freedom will represent the absence of physical limitation at the physical level. For the concrete person, it will mean independence from another opinion, from oppression, from ideology, and freedom of religion, of conscience, of speech, *etc.* at the psychological level. Nevertheless, genuine freedom can be found only at the ontological level. One could have no freedom of movement; ideology, definite religious representations or social stereotypes might be imposed. However, a human can remain free from the inside.

Even being dependent on something external, one can be truly free only in ontological plan, where no submission can be possible fundamentally, no matter, how ontological space is understood (from sphere of absolute truth to ontological solitude). Each one, only on one’s own, can exit to the feeling of “minimum of being” and, consequently, *to pose the own question and to answer in a unique way*.

Hegel discusses the same when he focuses on the situation of “lord and bondsman” (Hegel, 1807/1977, pp. 115-119). A true lord of being faces up to the “treat of nonbeing” and conceives this situation, doubting if there might be him at all. I.e. even “bondsman”, which is dependent physically and psychologically, has possibility of freedom at the ontological level, because, besides finitude, there is always unique topological position given to each one within being. It allows everyone to unfold individual freedom in process-action of *thinking*.

The moment of our first exit at the level of conceiving of the ontological situation marks the transformation of the entire “familiar” world to the opposite one. Even “hierarchy of needs” inverts. We can bear hunger, we can find the strength to confront being misunderstood by others. However, as soon as we have discovered our finitude, we cannot allow ourselves to lose aspiration to *self-realization*, i.e. to *the most fundamental need*. Even formal satisfaction of all the other needs will not make us happy if there is no ability to do things we love most of all (to practice work, which fulfills our life with sense).

Thinking of the ideal state, Plato provides the same idea. If every citizen accords his destiny and develops faculties in his favorite business, everyone will be happy (Plato, 380BC/1991, pp. 97-125). So the following thought visits: many human troubles come from the situation, that not many people come to grasping of their destiny, just explaining their “absence” of happiness by having a “lack” of the given and trying to achieve the fullness of being by means of accumulating things. Hence, destiny can be named the only reliable ground of being for every thinking creature. After Plato, we are inclined to say that reaching genuine happiness is a criterion for grasping and realizing of destiny.

Tillich understands human as “finite freedom”, and this idea is undoubtedly close to our position, within which we discover freedom through the category of “finitude”. “Freedom not in the sense of indeterminacy but in the sense of being able to determine himself through decisions in the center of his being. Man, as finite freedom, is free within the contingencies of his finitude. However, within these limits he is asked to make of himself what he is supposed to become, to fulfill his destiny” (Tillich, 1952/1980, p. 52). Ontological situation connects finitude, freedom, destiny and happiness in a single “knot”. The task of being is to make a constant effort of holding its connection.

Heidegger also rethinks notions of “claim of Being” and “appeal”. When being appears in its entire fullness, not only finiteness of “I”, but also its openness into this ontological space can be discovered. To fulfill our destiny with the concrete sense we are to listen attentively to the “claim of Being”, and we are to gaze hardly into our way to be, which can be opened in every action. Our ontological task is “to correspond at all to Being and its claim, and, in corresponding, to belong to Being” (Heidegger, 1962/1977, p. 41).

5. Concluding Remarks

The article shows that pure freedom can be discovered only as a way of realization of the internal activity in the process of constructing “I – World” interrelation. Neither freedom nor internal activity can be fixed or caught “substantively”, because they can be practiced only “here and now” within every unique way of being and can be experienced only at the ontological level. The intensity of creating of sense and the degree of openness to the individual experience of being give an opportunity to self-realization by way of free and happy creature. Following one’s “appeal” opens a vast for free choice in ontological dimension, which, in its turn, cannot be affected neither by theoretical constructions nor by formal conventionalities making us independent from any external conditions. Understanding of the own freedom as an ontological phenomenon at existential level initiates continuing efforts of self-realization and self-transcendence, which only make us – humans – who we are.

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Priorities of the Russian Regional Education in the Context of Globalization

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Abstract

The article is devoted to the priorities of the Russian educational areas, which is becoming an integral part of the educational society, considering modern globalized world. The authors examine the problem in terms of social philosophy, which helps to identify the most general laws of development of being, thinking and society. Considering the following aspect, the logic of the study is an extrapolation of the principles of democracy, humanism, anthropocentricity on the development of education in a multicultural and Multilingual space. Globalization requires a high level of mobility of specialists worldwide, involvement of the multicultural and multilingual education of representatives of different nations, peoples and social levels. Education as a process cannot be done without appropriate methodological instruments, as, for instance, the teaching technologies and their integration with the information and communication technologies. The most relevant for the Russian education technologies are now inclusive education, health preservation, information and communication.

Keywords: *Humanistic paradigm, anthropocentric, competence approach, interactive learning tools, inclusive educational environment.*

1. Introduction

The Bologna process, which began in the late XX century, gave a powerful impetus to the revision of the principles of the organization of the education system on a global scale. At its core, it involves a kind of rejection of the national education system and transfers it to the pan-European educational and organizational mode. Trends in the integration of educational systems and bringing them to a common denominator are clear and objective. In «Intercultural Communications in Russia and Kazakhstan», we wrote about these trends the following. «In modern conditions the society is undergoing significant social transformation. It is, firstly, the processes of globalization. Globalization of the world refers to the global economics process, political and cultural integration and unification. This objective process is systemic, i.e. covers all aspects of society. As a result of globalization, the world is becoming more connected and more dependent on all its subjects». (Ivanova & Bilalova, 2015) Simultaneously, the high mobility of professionals as well as people without special training, but the ones who wants to find their social niche, form multilingual and multicultural society, which causes some problems with adaptation. It is meant, that each national education system has its own institutional, normative and substantive specifics, which are trying to conform to global standards, and must meet the mental nature of society. The keeper of a national culture is immanently experiencing difficulties in communicative behavior, migrating to other national psychological society. In our opinion, this specific aspect that we identified is an object to inclusion in the broad sense of the word.

The objects of inclusion are the people with disabilities as well. For the Russian educational area, as well as for the global society, the inclusion of people with disabilities today is in the experimental stage. For a long time, in our country, people with disabilities in health, were usually taught in specialized educational institutions or at home. Nowadays, Russia the number of people having the health issues is growing and those people are beginning to constitute a significant part of society and cannot be ignored.

In Russian Federation in the framework of the state program «Accessible Environment», aimed at involving the disabled people, the innovative playing areas for the organization of inclusive education were opened. The authors of this article have the opportunity to explore the inside of the work of such sites. In Ufa State University of Economics and Services, such a playground has already been opened for more than three years, specializing on innovative training for

Accessible Tourism. It must be stated that these experimental playgrounds have not been sponsored by federal budget, but only by the regional budget, and, as a result, have certain limitations in financial and economic support. For example, Bauman Moscow State Technical University, as a central educational institute, has far greater logistical and financial opportunities than the regional universities for the realization of inclusive education.

Humanistic paradigm advocates methodological basis of competence training. Training for the modern labor market should have a social and humanitarian heart, through that one which came out into the open self-employment specialist who would remember the social consequences of their professional fulfillment. Ignoring for a long historical time humanistic aspects of producing and transforming activity of social subject led to the fact that humanity is face to face with global problems, bringing the world to the brink of survival as a species.

The interaction of humanistic principles of education and human-centered and socio-cultural approaches is implemented in teaching technologies, methodological instruments, which form the modern format of the educational space. Above all, we mean the emerging area of inclusive education, which aims at harmonizing the education and socialization of all members of society. This inclusion authors understood as social rehabilitation and integration of persons with disabilities (disable people), workers, international students and other categories of people in need of special attention of the society and the state.

In the organizational aspect of inclusion which is updated by the information and communication technology and distance learning.

The humanistic action keys of health service's technology that suggest, on the one hand, the material support of health-space, on the other hand - the formation of students' health-outlook.

Competence concept of modern education is its practical orientation, integration with real social and industrial needs, which involves training professionals needed by society today and tomorrow.

As a result there is a man-oriented technology that meets the trends of our time.

The main goals of our research are to determine the current trends in Russian educational society, as it is an integral part of global educational community. What pedagogical and not just technological, forms of organization of educational space are most effective in preparing professionals for the modern labor market, we intend to find out in this study.

The methodological bases of the research are the social and philosophical principles of systematic, anthropocentric, humanism and socio-cultural identity, universality and functionality.

Stages of the study are the following logic operations:

1. Problem
2. Analysis of empirical data obtained by the authors as a result of more than twenty years of experience teaching activities in institutions of secondary and higher vocational education.
3. Analytical understanding of the theoretical and methodological foundations of the research problem.
4. Conclusions about the current trajectory of the global and Russian educational space.

2. Methods and Materials

2.1 Inclusion

Inclusive education is an answer for the objective socio-demographical processes happening all around the globe. Postindustrial civilization with its overwhelming desire to put the human nature in the service of their own desires, needs and whims eventually led the international community to the brink of a global ecological catastrophe. Ozone holes, water pollution, land subsoil air various chemical compounds, genetically modified foods, nuclear radiation, etc. do not contribute to maintaining a high quality health. Doctors routinely noted the trend of increasing the number of deaths from cardiovascular disease, cancer and diabetes. Tehnotronizatsiya of world society with a relatively low technical and technological culture of the world's population and causes the decline in the quality of public health. An example of this are, in particular, numerous roads and other disasters that result in deaths in addition, there are many cases of people with traumatic subsequent limitations in health. Thus, in conditions of total technologizing that touched, including the sacrament of human origin with the help of various technologies, the company was faced with a real problem of significant deterioration in the quality of health, disability population growth, the birth of unhealthy children.

Not to mention as one of the causes of disability, persistent armed conflicts, local wars in different parts of the globe, resulting in the psyche of people receiving serious injuries and updates the special social approach to such groups.

In this article, we have already talked about the ongoing processes of global integration in all spheres of social life.

These processes activate the migration mobility of the population of different countries and nations, creating multicultural and multi linguistic environment in which an individual has to adapt successfully. However, an obstacle to a successful adaptation to a different cultural environment is inherent to the individual specific national mentality. Language, traditions, customs, educational content, historical and cultural heritage - these and other factors make it difficult to successful social inclusion of migrant society. The processes of international integration, the interaction of cultures are objective, independent of the will, desires or ambitions of certain political players. Therefore, inclusion in general, and in education in particular, is a socio - politically and economically phenomenon.

The reflections explained above confirm that inclusive education and the adaptation of populations in need of special attention of the society and the state is a necessary condition for the organization of modern educational space.

Consider, for example, as the object of the inclusive education of persons with disabilities.

As the well-known researcher of inclusive education N. N Malofeev, «special education is quite young as an independent branch of science teaching and practice; it is less than two hundred years old. Count conduct adopted by the appearance in Europe in the late XVIII century. First special classes for children with sensory impairments». (Malofeev, 1996) In the XX century in some Western European countries have been taken to implement the various programs aimed at creating favorable conditions for the social adaptation of persons with disabilities. (Is istorii rasvitiaincluzivnih podhodov v stranah Zapadnoi Evropi I SNG //Url.: www.f-nashideti.ru/inklusiya/)

In Russia the first inclusive educational institutions emerged in the eighties of the twentieth century. In the early nineties began the project "Integration of persons with disabilities." Eleven regions were created experimental platforms for integrated education of disabled children. At the same time it started to prepare teachers for this work. The curricula of pedagogical universities included courses "Fundamentals of special (correctional) Pedagogy" and "Peculiarities of psychology of children with disabilities." In 2008 - 2009 years model of inclusive education was introduced as an experiment in educational institutions of various types in a number of subjects of the Russian Federation. (Ishakova, 2012)

In the current circumstances, the establishment of adaptive social space for people with disabilities has become one of the strategic vectors of development as a global community in general and the Russian society in particular. By studying the problem of social and philosophical aspect, it is necessary to stress once again the importance of the principle of consistency in the implementation of conceptual projections of state program "Accessible Environment". Confirmation of our thoughts on the systematic approach is that we find in the comments of the Secretary General of the Russian Union of Rectors Olga Kashirinykh made it against Vladimir Putin signed a decree "On the National Strategy of Action for Children for 2012-2017": "Today, a large number of universities successfully implements its own program of development of an accessible environment. But so far, these efforts are not based on a single national system of appropriate legal, financial, academic, informational and infrastructural institutions. After learning disabled ramp at the university is not enough. The need to introduce modern standards of architectural accessibility, development of educational programs and methods in accordance with various kinds of nosology, equipped with special hardware and software, the adaptation of the sports and cultural environment. To raise such a huge reservoir, system development needs, systematic approach" (Olga Kashirina //Url.: ria.ru/edu_analysis/7).

A systematic approach involves the experience and analysis of Western European countries on the organization of an inclusive social environment. It is appropriate to refer to NN Malofeev, who investigated the evolution of the relations of Western European society and the state to persons with developmental disabilities, has identified the following problems: "First, the state should dramatically increase the funding of education, because in practice it turned out that the real integration of more differentiated special education (" problem children It needs to be equal "). The dependence of the policy of the organization of special education on the economic capabilities of the state and society is unconditional.

Second, the teacher of mass school, do not have sufficient expertise to provide adequate psychological and educational assistance, we were not ready for integration and are in a situation of professional and psychological discomfort. Officially included in the normal class problem child in fact often does not reach the level of general mental and physical development, which could be achieved, provided the organization of special developmental education.

Third, the only economic development, financial and powerful countries can organize optimal conditions in every secondary school for disabled student in the class since it is necessary to provide two teachers (primary and secondary for the individual aid) to solve its domestic problems there is special technical devices and train staff; study place this student usually requires retrofitting of technical means and special equipment. The mechanical movement of the disabled student from a special school, which has all the necessary equipment, and most importantly - a staff of skilled professionals in unsuitable secondary school worsen his situation.

Fourth, the teacher should pay extra attention to integrated child leads to a reduction in the quality of learning of his classmates, and (as the experience of England) school rankings, the outflow of the most capable students. Not all parents of students of mass schools are now supporters of integration». (Malofeev, 1996)

Based on the findings of N.N.Malofeev and considering the principle of systems, the authors of this article highlight the following activities of the state and society in terms of the formation of social space, allowing it to adapt naturally to people with disabilities.

First of all, in our opinion, it is necessary to determine the specific content of the concept of «persons with disabilities». Indeed, to date under this definition can bring all persons having any - any problems with health.

Table 1 – Codifier of the categories of disabilities (Kodifikator dlia obespecheniya identifikacii preimushestvennih vidov ogranichenii zhiznedeiatelnosti u invalidov //Url: minsoc.udmurt.ru/social/invalidi/ reabilitaciya/pilot_ proekt/inf/kodifikator. php)

№ п\п	Code	Predominant type of assistance	Situation assistance
1	Letter B – disabled person in a wheelchair	Needs partial home care and assistance, including outside of the house, due to the severe mobility restriction	Needs assistance of another person while moving outside the house.
2	Letter C – Blind or cecutient disabled person	Needs partial constant care, assistance and support, including outside of the house, due to severe restriction of orientation (the blind and visually impaired).	Needs assistance outside of the house
3	Letter E – a disabled person is limited in self-care (or armless).	Needs partial constant care, assistance and support, including outside of the house, due to severe self-care restriction.	Needs assistance of another person in self-care and other hand actions outside the house.
4	Letter K – blind and deaf disabled person, significantly limited in orientation.	Needs partial home care, assistance and support, a caregiver, including outside of the house, due to severe limitation of the ability to orientation, communication and interpersonal interaction (blind and deaf).	Needs to be accompanied by a person exercising care outside the home. In formal relationships outside the home need the services of sign language interpreter
4	Letter M – deaf disabled person	In need of specialized care (sign language interpreter) for a formal relationship (mostly out of the house) due to severe restriction of the ability to communicate, and interpersonal interaction (deaf, blind).	In formal relationships outside the home need the services of sign language interpreter
5	Letter H – disabled person with mental problems	Needs situational (periodic) assistance, when visiting institutions that may require the adoption of independent decisions (cash handling, signature and execution of documents, the selection of drugs, treatments (rehabilitation), etc.)	Needs to be accompanied by a person, assisting him outside the house.

Table 1 shows that there are different categories of people with disabilities and everyone has different needs and opportunities. Inclusion for persons with disabilities as a form of life should be variability. There are persons with disabilities in the state of their body, but mentally healthy enough and they can adequately engage in social activities. People mentally have stored (they are with disabilities as well), - are not able to fully adapt to the society, and therefore other forms of inclusion should be provided to them.

The object of inclusion, as we have said before - this and other categories of the population, for example, face the "third age", simply speaking pensioners, who in modern conditions an active socially and professionally rebuilt, receive alternative education, and therefore also need special educational space.

Modernization of the educational space of the Russian school should take account of inclusion in it of those in need of special attention of persons. It is necessary to create a system of educational services available with the use of modern, including information pedagogical technologies, as well as the organization of information flows available on inclusive activities of educational institutions of the country, including a career-orientation of education (Elektronnie obrazovatelnie resursi novogo pokoleniya v voprosah I otvetah, www.ed.gov.ru/news/konkurs/5692).

2.2 Interaction as a principle of modern education

Education reform based on the principles we have mentioned – as an example there are anthropocentric humanism, practical orientation, that are implemented on the basis of the full use of modern educational technologies, techniques, forms and innovative types of training organization. One of these forms is becoming a form of interactive lessons in high school. Interactive learning is active engagement and student. Interactive as a fundamental principle of the teacher has deep historical roots. Even the famous Socrates conducts classes for students in the form of dialogues, pushing them to the very active discussions with teachers and each other.

Modern Institute of Education expanded the format of interaction. Using online learning models include simulations of life situations, the use of role-playing games, joint problem solving. Eliminates the dominance of any member of the educational process, or any idea. Because of the impact of the object becomes the subject of student interaction, he is actively involved in the learning process, in accordance with their individual routes. The educational process, based on the use of interactive teaching methods, organized with the involvement in the process of learning of all students group without exception. Joint activities mean that each individual makes his own special contribution to the progress is the exchange of knowledge, ideas and methods of work. Organizes individual, pair and group work, project work is used, role play, carried out the work with documents and various sources of information. Interactive methods are based on the principles of cooperation, active learners, relying on group experience, obligatory feedback. It creates an environment of educational communication, which is characterized by openness, interaction of the participants, equality of their arguments, the accumulation of knowledge sharing, the possibility of mutual evaluation and control. With a view to the most complete and in-depth studying of mastering knowledge teachers are widely used authoring visual aids, teaching materials. Training sessions on aesthetics used music, painting, photographic and other visual activities, including ones performed by the students, which contributes to the consolidation of the acquired knowledge in practice and, at the same time, the development of search, research, creative skills. In the classroom, psychology, management, sociology, management, etc. practiced various trainings, business games, debates. Such forms of work contribute to the accumulation of students broader scientific knowledge beyond the teaching material, improvement of skills and knowledge to properly formulate their thoughts in presenting arguments in favor of his point of view, sharpening rhetoric and diction, which is very important for highly qualified specialists.

2.3 Health Service

Implementation of the principles of anthropocentric humanism is updated in the practices of caring for human health. The first thing that we have in mind is the state of individual and public health, which, according to the World Health Organization, deteriorates. In fact, inclusive education is a reaction to the growth of disability population. Deteriorated quality of the ecological environment, and low socio-economic level of development of Russia negatively affected the health of youth and adolescents in general and the state of reproductive health in particular. As an objectification priority, Russia has an inclusive sense to bring empirical evidence to judge the quality of the long term health of the population. MD SM Semmyatov in his dissertation research «Reproductive health of adolescent girls of the Moscow metropolis in the contemporary socio-economic and environmental conditions», he writes: «Since the end of XX century in the center of Moscow and all over Russia, formed an unfavorable medical and demographic situation, due to a decrease in the index of public health including children and young people on the background of the high rate of overall mortality. Status RH girls and adolescent girls can be viewed as a kind of indicator is very sensitive to changes in factors external and internal environment.

The problem in the problem should be considered as RP adolescents exposed to negative influence of psychoactive substances (surfactants). Statistics show a consistently high level accounted prevalence surfactants among children and adolescents. Currently, there is a catastrophic increase in alcoholism and drug addiction of children and adolescents in different regions of Russia. The highest growth rates of initiation of adolescents to alcohol and drugs are found in major cities of Russia: Moscow, St. Petersburg, Kaliningrad and others. According to the survey in 2003, conducted under the European school project research on alcohol and drugs (ESPAD) 93% of Moscow students at least once in their lives have tried alcohol, and 39% -drink alcohol regularly. According to VE Radzinsky and colleagues. (2005) in Moscow, 38% of adolescent girls, expectant mothers smoke. Of particular concern is the dependence of teenage girls from a surfactant, under the influence of which there are many irreversible pathological changes, especially in the reproductive system, which can then interfere with the implementation of high-quality reproductive function». (Semiatov, //Url.:www.dissercat.com/)

This passage from a solid thesis research confirms fears that are endangered the health of future children who will appear at the current UNIC, already suffering from reproductive disorders. In modern conditions of modernization of public health scientists have found solutions to the problem of infertility in the use of IVF (IVF, SUZI) (in vitro fertilization), ICSI (ICSI) (intracytoplasmic sperm injection), and others. Of course, provide an opportunity to experience the happiness of parenthood - a humanistic act in relation to those who cannot achieve this naturally. However, the currently available findings of gestation, birth and development of «test-tube babies» show that among them there is a significant percentage of individuals with significant variations in health.

So, Dr. Michelle Hansen studied the risk of major birth defects after ICSI and IVF (Western Australian data on births and major birth defects that have appeared in the period 1993 to 1997), has found significant congenital abnormalities in 8.6% of infants appeared to using ICSI, and 9% of infants after IVF. Among the children born through natural conception, the figure was 4.2%. Dr. Catherine Patrat from the study of pathologies during pregnancy, growth and development of children born after SUZI, revealed the high risk of birth defects, particularly affecting the central nervous system.

Congenital anomalies in children, appearing out of the tube in Finland (where is born through IVF most children in the world), are described in the article of Dr. Sari Koivurova. She found that the prevalence of congenital heart defects (mainly septum of the heart defects) was 4 times higher in IVF-children than in the control group of children appeared in a natural way.

According to still a number of international studies in recent years in children born through IVF, often recorded congenital malformations, which are dominated by malformations of the cardiovascular and musculoskeletal systems, and hereditary syndromes. Many authors say mental disorders (autism, mental retardation, behavioral disorders), neurological disorders (cerebral palsy). In the application of ART is high frequency of multiple pregnancies (35.7%), which affects the development of children. Children conceived by IVF, require long-term observation and the application of different types of screening for congenital disorders.

Similar results were obtained by Russian investigators. For example, research by Dr. Bakhtiyarova O.V, conducted in the early 1990s showed that the most common disorders in children born as a result of IVF or artificial insemination are intrauterine growth - 29.3%, asphyxia at birth - 90.5%, neurological changes - 53.6%. Group of Atlasova V.O (St.Petersburg) concluded that the health of these children is significantly worse than those who were conceived naturally. Prematurity occurs in 24.6% of cases, low birth weight (less than 1500 g) - 6.2%, asphyxia at birth - 4.3%. The overall incidence due mainly intrauterine growth retardation, more than 4 times higher than the overall incidence of children. In this paper, S.V Kuznetsova et al (Voronezh) provides data on the specifics of neonatal adaptation in women after IVF: children born after IVF, have intrauterine growth, hypoxia (oxygen starvation), perinatal lesions of the nervous system (87.5%), it is difficult to adapt in the first days of life , which indicates a high risk of developing serious diseases in the future. A group of scientists (corresponding member of the Academy of Medical Sciences Sidorenko EI, professor OV couples and MD Molchanov EV) from the Department of Ophthalmology, Faculty of Pediatrics Medical University analyzed data on the status of children born with the help of ART. The survey showed that more than a third of the children had severe visual impairment associated with underdevelopment of eyes, CNS, and dysplasia of the brain. For example, 11 children (infants and 2.5-3 years), conceived of IVF, compared with 79 peers Moscow. Healthy visually impaired were only 5 ECO children. 4 out of 11 children (36.4%) were blind or visually impaired. In 27.3% of the study were changes in birth age, at 18.2% - secondary strabismus, at 13.6% - a cataract. Mentioned pathologies there was none (!) Of a child of 79 who were born via natural conception. In addition, 11 children had a total of 17 somatic pathologies at birth (from asphyxia and pneumonia to curvature hypoplastic kidneys and liver) and 12 neurological pathologies (including encephalopathy and malformation CNS). (Islusstvennoie oplodtvorenie opasno dlia zdorovia materi I rebenka, 2009).

The decline in the health of the world's population is linked to environmental degradation. Techniques and technological progress at the same time a definite plus, is to man as a biosocial being undoubted negative effects. For example, the accelerated pace of life has led to the need for mechanical vehicles. This in turn causes weakness, impaired metabolism, growth of chronic diseases, work-related musculoskeletal, cardiovascular, circulatory systems, etc. Continuing research in space, nuclear energy, biogenetics, etc. cause persistent growth of cancer, diabetes varying degrees, other disorders in human health.

From the above examples and arguments it is clear that health preservation should be considered as a kind of educational technology, capable of generating in the individual and public consciousness the desire for a healthy lifestyle and prevention of disability. School health education area is the element of inclusion of persons with disabilities. It is a complex problem for Russian society in need of a comprehensive approach. The Institute of Education is in the resolution of this problem an important role, as in fact is crucial socialization levels the outlook of the younger generation, forms the objects of socialization practices daily care of themselves and, ultimately, contribute to the choice of the individual in favor of a healthy lifestyle, or vice versa.

Health Service aspect of modern education is highly relevant also because in ever-increasing intensity of informatization of society involves the health of the individual according to the quality of learning. We have in mind that upgrading human knowledge is happening as soon as possible (48-72 hours), and, therefore, need to keep pace with today's worker to track them. In the context of professional education health issue is combined with the implementation of the task of training competent professionals who will be able to enter the labor market as a highly-demanded specialists. All this requires the construction of educational space, taking into account health-techniques, and at the same time, the formation of future health outlook specialists.

2.4 Information and communication technology

Information and communication technologies have become part of life in modern society. Information and communication networks and devices used in any field of human activity. To be information-literate today - it means to be a modern trend. ICT allows obtaining any information stored in electronic memory the entire socio-cultural experience of mankind, and therefore never give humanity lose itself. Information and communication technology (ICT) used in modern education, technologies of electronic and distance learning contain previously declared principles of humanism, anthropocentricity, functionality, and universalism.

Analyzing the use of ICT in today's world, it should be allocated the special area where electronic resources are urgently needed - this is a part of society, where people have limited physical abilities, but deserve to live and work on an equal basis with the others. In the above aspect of the information and communication technologies are a powerful adaptive tool that can provide a smooth and widespread access to the knowledge of the various categories of the population, including people with disabilities.

3. Results and Discussion

Information and communication technologies make it possible to organize distance education, including vocational, for a wide range of disabled people. It is necessary to take into account the level of capability of disabled students according to the degree of their physical limitations. So, from the above Table 1 shows that there are six categories of determining specificity adaptation of disabled persons in the public space. For example, the deaf need more visual and tactile methods while impaired with impaired hearing need audios, set-top boxes to the computer and other technical means to be capable of accessing to educational resources. For deafblind important technical training tool is «teletaktor»- device to communicate with a group of deaf-blind. It is based on the following principle: the central console is a sighted ordinary typewriter keyboard; when you press a key appear in Braille letters under the fingers of deaf blind. Handicapped persons traveling in a wheelchair, but with normal hearing and speech can use information and communication tools in the form of e-mail, audio video systems, such as Skype, Garena Plus, Raid Call and others. Today, Russian society has transformed the social consciousness of individuals and retirees, which are also the target of inclusion. Modern Russian retired people do not want to sit at home - they are actively exploring new opportunities of modern society, including the master computer, receiving additional education in distant form.

4. Conclusion

Inclusion, as we have repeatedly noticed, it is not only persons with disabilities in health, but also some other categories of the population, are in need of social adaptation, but experiencing some difficulties, such as those associated with language development of the local mentality when it comes Migrants or foreign students. Distance learning, information technology for these segments of society - topical and anthropocentric forms of social adaptation and education.

One of the important components of vocational training has been the teaching and research and research activities of students and it remains the same. These programs allow you to collaborate with remote users, this programs run on the local computer.

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The Essence of Kaidzen's Basic Elements

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Abstract

Kaidzen as a system lays at the crossroads of accounting and management. It consists of elements that can be divided into groups: theoretical, methodical and structural. Theoretical elements define the methodological essence and consist of subjects, objects, principles, functions, etc. Objects are selected from a varus-kagen position. The following principles are allocated: integration, hierarchy and feedback, continuity and consistency, the basis of mentality with a universal approach, a new quality of leadership, process of thinking, elimination of stereotypes, deviations control from a standard process, the dynamic changes of tools and targets, identification and personification, the principle of a «baton». Classification identifies are allocated: aspects of the review, areas for improvement, resources, spheres and so on. A list of classical kaidzen tools is pointed out within the classification according to the degree of modernity. Structural elements of kaidzen reflect semantic content of controlling and the lean production. Lean production is considered in the unity of the quality management system and process method.

Keywords: *kaidzen, controlling, lean production, system.*

1. Introduction

One of the aphorisms of the known economist E. Deming says: «Improving is not a must. Survival is voluntary» (Kanban and "just in time" at Toyota: management begins at the workplace / translated from English, 2014). The system of kaidzen was developed in order to improve management approaches, optimize production processes, improve information role of the management information.

Kaidzen system can be defined as the process of improving all aspects of the firm`s activity, and optimization of the processes of achieving long-term competitive advantages.

The aim of kaidzen – is improving the processes taking place in the framework of the company`s activities by eliminating losses in the presence of moral satisfaction from the work of employees of all parts of the management hierarchy, leveling the entropy, improving products` quality and achieving competitive advantages.

2. Methods and Materials

In the classification of the system of kaidzen the following items can be allocated:

1) By the aspects of the review:
   - Ideology - thinking primarily of senior management, aimed at improving all aspects of the activities of the organization.
   - Tool - practical design, allowing the realization the ideology of kaidzen in practice.
2) By the areas of improvement:
   - Management models - approaches to improving processes, structure of the company, etc.
   - Information systems - changes of accounting approaches, expansion of the generated data list to make the necessary management decisions.

These positions are related, since one needs the administrative influence to organize information flows, the formation of slotting (which employee generates data, at what time, who provided information, etc.).

3) Resources: kaidzen labor; material; of fixed assets, etc.

4) Areas: logistics; production; sales; financial investment, etc.
5) By the managers` hierarchy: senior management; middle management and ordinary employees.
   Senior management is focused on improving the strategic scale, i.e., it suggests solutions to global problems. This does not exclude the presence of feedback between the employees of the organization though. Ordinary employees improve current processes, i.e., they are working on a tactical level, but private changes should take place within a selected top management strategy.
6) By the results of the system`s operations:
   - Indicators that can be expressed in quantitative or monetary terms;
   - Qualitative improvement (optimization) - figures that do not have a quantitative value or expression, but reflecting the strengthening of the competitive position of the organization;
7) By the horizon of the consideration:
   - Focus on the process (focus on the present moment);
   - Focus on the result (emphasis on the goal);

According to Masaaki Imai, senior management, if focused only on the process, risks to remain without long-term strategy and to miss new ideas and innovations, by just instructing employees how to perform each step. The result-oriented manager is more flexible when setting goals and can think strategically. However, he or she is able to ignore the mobilization and redeployment of resources in the implementation of the chosen strategy (Kizim, 2012).

8) By the performed functions: improvement planning; analysis; control; information generating; counseling; coordination (actions and information flows);
9) By the main stages of the product`s life cycle: market introduction, growth, maturity, decline;
   - By the stage of the organization `s life cycle:
   - Kaidzen in terms of narrowed production (stagnation);
   - General production;
   - Scaling up.
10) By the degree of radical change (using the terminology by Jones D. and J. Womack):
   - Breakthrough kaidzen, flow kaidzen, system kaidzen (kaykaku) - a radical improvement of the process aimed at the illumination of "mud" (the losses);

In his work, Chika V.A. (24) the type encountered in this Kaidzen kind of improvement is called proactive improvement; it leads to the implementation of the new directions in the form of new products, processes, and others.

   - Targeted kaidzen, the kaidzen of the process - constant and continuous improvement activities in order to increase value and reduce the «mud».

Improvements emerging in this kind of kaidzen are divided into two types:

   - Operational improvement (elimination of deviations from the standard without a thorough analysis of the causes);
   - Reactive improvement (influence on the cause of the deviation).

11) By the degree of modernity:
   - This is a classic kaidzen - opposable to innovations, the toolkit is limited, statistical methods are dominant;

Kaidzen tools for solving problems in accordance with the work of Masaaki Imai are divided into seven statistical tools (Pareto diagrams, charts the causes and results, histograms, control charts, scatter diagrams, charts, checklists) and «seven new» (chart connections), chart affinity, tree diagrams, matrix diagram, chart analysis matrix data, a block diagram of the decision making process, arrow diagram).

   - Modern kaidzen, including innovation and all possible instruments of controlling and lean manufacturing for solving problems.

12) By the processes` categories:
   - Basic (purchasing, production, sales);
   - Providing (administrative and economic (tactical aspect), juridical, accounting software, etc.);
   - Management (financial management, marketing and innovation, strategic management).
13) By product categories:
   - Services (transport for example);
   - Software (computer program for example);
   - Technical means;
   - Recyclable materials.

Many products comprise elements belonging to different generic product categories. Whether the product is a service, software or hardware or processed material depends on the dominant element (Raizberg, 2008 & Novikov, et al., 2015).

14) By the scale of change (innovation) (Uvarov, 2012):
- Technology or product (carried out not only in response to the changing needs and expectations of customers and other stakeholders, and anticipate potential changes in the environment of the organization and the product life cycle);
- Processes (innovative techniques to ensure the product life cycle or innovations to improve the stability of processes and reduce their variability);
- In the organization (a change in the legal form and organizational structure);
- The organization's management system (innovation for competitiveness and the use of new capabilities in the event of changes in the organization`s ranks).

Dedicated 15 classification bases kaidzen reflect different aspects of the system.

As a system kaidzen consists of a number of parts, called elements (components). Basically, kaidzen lays at the joint of management (Kobersy, et al., 2015) and accounting information systems, which results in its complicated structure.

Basic level kaidzen provides research, development and systematization of the following elements:
1) General theoretical (approaches, interpretations, subjects, objects, principles and functions).
2) Structure (controlling and lean production).
3) Methodology (Kaidzen tools).

Let`s review the general theoretical elements of kaidzen.

Kaidzen`s control subjects are executives, managers of all levels empowered to make decisions.

Objects can be grouped together by many bases.

In particular, the grouping can be carried out by the areas of possible problems: organizational structure; revenues, expenses, assets, liabilities, capital; the company's brand; data/knowledge base (artificial intelligence); employee satisfaction; downtime; control technologies; customer base.

Such grouping best of all corresponds to the essence of Kaidzen and, in particular, is defined by the term varus-kagen reflecting the situation, which is not a problem yet, but is not perfect either. If left unattended, it can become a source of serious problems.

The classification can be changed depending on the task.

During the kaidzen system forming in the organization one should be guided by several principles:
- Integration.
- Hierarchy and feedback.
- Succession and consistency.
- Basing of mentality with the universal approaching.
- A new quality of leadership.
- Procession thinking.
- Elimination of stereotypes.
- Control of deviations from the standard process.
- Dynamic changes in instruments and targets.
- Identification and personalization.
- The principle of «baton».

Kaidzen is based on several principles, first of all - integration, which can be viewed from two perspectives: the organizational and accounting. Kaidzen system should not be divorced from the information system of the organization. Any improvement is based on the information, so should be conducted in parallel with a change in accounting approaches and transformation of information flows.

Organizational integration is the involvement of managers of all levels in the process of improving and that any improvement requires change management approaches and structural rearrangements, the introduction of new software products. Thus, the transformation affects not only the factors of production but also the information and management.

The next principle is the hierarchy and feedback, whereby differentiated approaches to improving the levels of management, and it include not only top management but also the main production workers performing core manufacturing operations. It is a mistake to assume that the vector perfection directed only from the top down, that is, from senior management to employees. It was at the «lower» level of management employees imagine in detail the process and determine the reasons for failure, as well as ways to optimize processes made. If the leadership is locked in an intellectual and status snobbery, it misses an opportunity for improvement. Of course, one can not dispute the fact that the decision of the head is determined that the vertical of power is needed. But, nevertheless, the presence of feedback is critical for the successful development organization. Having feedback allows one to direct the efforts of employees at various levels of management to the goals which are same for all employees of the company.

Here is an example of the principle of hierarchy (Kizim, 2012). Top management has the following objectives within the framework of the implementation of kaidzen:

- The introduction of Kaidzen as a corporate strategy;
- Allocation of resources;
- Determination of the policy, and cross-functional Kaidzen goals;
- Construction of systems, procedures and structures that contribute to kaidzen.
- At the level of implementation of workers' kaidzen provides:
- Submit proposals and participate in the work of small groups, develop proposals for optimizing processes;
- Maintenance of discipline in the area;
- Constant self-development, acquiring the problem-solving skills;
- Improving the skills and performance through mutual learning.

Obviously, tasks which are being solved under the Kaidzen strategy depend on the level of management, but they must be subordinated to a single goal agreed with the selected strategic goal of the company (the objectives and tasks of different levels).

Succession is the evolutionary nature of kaidzen. This system, incorporating all the latest developments in the theory and practice, does not reject the theoretical and practical development of the past, keeping their rational seed. There is no idea of change just for change's sake. The main goal - is to move forward, perfecting (which is impossible with a negative attitude to the past experience).

Consistency appears in that kaidzen affects all aspects of life in the organization, control the most important processes in all stages of the value chain. The holistic set of interrelated elements called «Kaidzen umbrella».

Consistency is also reflected in the integrated use of three management approaches:

- «Insect eyes» - allows one to view objects and processes in the smallest details, and relationships.
- «Eagle eyes» - allows one to see a picture of the production as a whole.
- «Fish eyes» - allows one to monitor, analyze and forecast the deep, often hidden currents, trends, influences and interactions inaccessible superficial observation.

On the basis of the principle of universality in the mentality of approach reflects the dual nature of kaidzen. Despite the fact that kaidzen is a set of rational approaches that are applicable in any country, traditionally – it is a system, which in some way is an ideology formed taking into account the specifics of the Eastern mentality. An example can be considered different approaches to innovation (Western management) and sustained improvement (Eastern Management). Obviously, we consider the polar points of view, which, however, reflect a fundamentally different approach between the two civilizations.

Specificity of kaidzen is also reflected in national traditions and beliefs when forming its categorical apparatus (i.e., the national term becomes world-wide). Here are some examples:

1) The term «muda», translated as «junk», i.e. any activity for which the customer is not willing to pay (Kireyeva, 2013 & Krishtal, 2010), refers to actions that do not create value. I.e. cessation of these actions will not affect the quality or the properties of the product, but only lead to a reduction in costs; this category also includes unnecessary improvements;
2) Jidoka (autonomy) - automation of the mind, i.e., development of highly (with a bit of marriage) and constraining processes; for example, the machine may be constructed the way that it is automatically stopped when the produces the defective parts;
3) Varus-kagen - term for the situation, which is not a problem yet, but is not perfect either, and ignoring this situation will surely result in the problem.

A new quality of leadership is the ability to "hear" proposals on improving coming from the regular employees. It is important to understand that no one knows the working process as thoroughly as the exact workers. This allows them to make proposals to rationalize the process and reduces the amount of inefficient operations and wasteful expenditure. In addition, a new quality of leadership is to understand what is necessary to improve the processes and controls and not only to give an immediate economic impact. In the practice of Western management, proposals on improving not profitable in the short term do not always find understanding from senior management. Refusing improvements without momentary economic confirmation, the head reduces the competitive position of their company in the long term.

A new quality of leadership is that the leader should attend to «Gemba» much longer than his own desk. «Gemba» - is a place in the company where all operating activities actually take place. This allows leader to avoid the subjectivity of the information provided.

With this principle linked with the principle of the processing thinking, according to which, reaching a result, one shouldn`t forget about the process of achieving it. It should not only seek to obtain the desired cost parameters, but also improve processes in various areas of the organization in order to obtain better results.

Eliminating stereotypes means a new way of thinking within the kaidzen reflecting a reasonable fight against common points of view. For example, the idea that expensive equipment must work all the time in order to pay off the costs incurred. In practice, this will lead to overproduction, overstocking, the costs of storage inventories, and the increased overhead costs, or the idea that increasing production positively characterizes the analyzed company. In reality, it is necessary to compare the production volumes to the extent required by customers and buyers to conclude which of the situations arose: overproduction and overstock or the confirmed expansion of effective demand.

The principle of control of the deviations from the standard process reflects another feature of kaidzen, controlling the deviations from standard processes. No matter what feature shows the signs of deviation (positive or negative). If the deviation occurred, it requires urgent measures and analysis of the situation. In accordance with the ideology of Toyota, «We decided to make every effort to ensure the control of abnormality», «if all goes well, the control is not necessary» (Davydova, 2012 & Kireyeva, 2013).

The principle of dynamic tools and targets change considers two aspects:

1) Static position of the plan tasks provides a sharply negative effect on the development of the company. In accordance to ideology of Toyota, plans are being created in order to be changed. If the plans require multi-level and long-term coordination, targets are no longer appropriate for the specific market conditions – which will obviously lead to a mismatch between the consumers` requirements and the company's capabilities.
2) Kaidzen insists on using the latest developments and the application of various combinations of instruments (taking into account the specific situation), the synthesis of different instruments.

The principle of identification and personalization is highlighted in the works of Krishtal M.M. and Zaitseva N.A. (National Standard of the RussianFederation.Management forthe sustained success ofan organization.Approachbased onthe quality managementof GOST R ISO9004-2010: approved and putinto effectby the order of Rosstandart from23.11.2010 №501-st) and represents the need of personal responsibility of the employee for the operation in progress, as well as product identification (previously - the stigma of famous masters, now - trading system marks).

The principle of «baton» is a clear coordination and the availability of clear rules of interaction of employees.

Kaidzen`s functions are as follows:

1) Eliminating the stagnation (counter entropy).
   The increase in entropy is inevitable with the use of the most advanced forms of management. Its manifestations can be expressed in the deterioration of the starting position, or different from the expected accomplishments in the implementation of innovations. Thus, for the improvement of the mechanisms it is necessary to pay attention not only to quantitative but also qualitative improvements. Supporting actionbs are as important as the achievements of scientific and technological revolution.
2) The balance between the maintenance and improvement.
   Maintenance – are actions aimed at keeping current technological, managerial and organizational standards at the needed level; improvement – is the kind of activities aimed at enhancing the existing standards. In other words, it is a balance between process kaidzen and breakthrough kaidzen.
3) Countering the inertial thinking. One shouldn`t be complacent during achieving perfection, each stop here – is the first step into stagnation.
4) Development of creative potential. It should be guided by the following thesis: "The procedure exists for a man, not otherwise." Owners do not have to level the creativity of staff, aimed at improving operations.
5) Fleshing techniques. The declared purpose without the methodical study of the necessary tools – is just a slogan that will benefit no one.
6) Synergy.

According to modern economic dictionary, synergy – is the increase of the efficiency of the resulting compound, integration, merging parts into a single system at the expense of so-called systemic effect.

In considering the elements of kaidzen from the position of its structure, I would like to highlight two basic elements: controlling (in the context of the synthesis of management accounting and analysis), and lean production (providing a unified system of quality management and process approach).

Formation of the structure of kaidzen is necessary due to the fact that in modern economic literature in the context of kaidzen improvement of all aspects of the often treated as a tool for other systems:

1) Lean production (such an approach is typical for the works of Vladykina A.A., J. Womack., Davydova N.S., Jones, D., A. Kaminskas, Kizima A.A., Y.P. Klochkova, S. Savvidi M.);

For example, talking about the benefits of the introduction of lean manufacturing, D. Jones and John Womack noted that «a striking effect on its implementation arises from the radical improvements (kaykaku) of the value creating stream. Then the processes of continuous improvement (kaidzen) that move a company to excellence has gradually come into play» (Detmer, 2013).

A. Kizim gives kaidzen as the part of the composition of elements of such concepts as:

- Lean;
- Six Sigmas;
- Lean plus Six Sigmas (Krishtal, 2010).

2) Innovation Strategy (Management of the organization. Guidelines for Quality Planning: GOST R ISO10005-2007);
3) Benchmark (special administrative procedure implementation in practice of the organization of technology, standards and methods of work of the best organizations analogues (20).

In our view, these interpretations reflect only few aspects of kaidzen and do not give due to the scale of the system.

Kaidzen allows Lean (management) to impose on controlling to obtain the required rate of return under the dominant influence of three factors: technology, competition, customers.

In accordance with the opinion of James Womack and Daniel Jones, lean production – is a process that includes the definition of customer value, building a consistent stream of values, ensuring the continuity of this flow, providing «pull» from the customer down the process, the pursuit of excellence.

The system of organization of lean manufacturing enterprise involves the creation of adaptive and flexible system of management and production, capable of continuous improvement. The objectives of lean manufacturing are the reduction of costs, including labor, shortening product development, shortening product creation, reduction of production and warehouse space, guarantee product delivery to the customer, the best quality at a certain value or the minimum value at a certain quality.

Lean Kaidzen as an element includes a quality management system and process approach to management.

With the introduction of the concept of lean manufacturing needs change from quality control to quality management, i.e. embedding quality processes. For Japan, characterized by quality control processes, which is clearly prevails over the quality control of production (promotes accountability for the quality of the direct executor).

Process-oriented approach to management considers the business entity as a network of interconnected business processes, each business process is a flowchart aimed at achieving a certain result. In implementing this approach in the management the result orientation is the main importance, i.e., for each business process we know what must be done in order to achieve the desired result.

According to Uvarov P.O., the results of a business process are:

1) Information (industrial and financial) necessary for planning, management and control of investment and industrial and commercial activities of the organization.
2) Management reporting, bringing together natural, cost and financial results in the required sections and appropriate level of detail.
3) Forms of accounting indicators that reflect the organization's activities on capital construction and commissioning.
4) Plans and budgets confirmed and approved by the organization`s leaders.
5) Planning and operational documents regulating organization`s cash flows.
6) Internal audit plan of financial and economic activities in the reporting period.
7) Reports on the results of scheduled and unscheduled audits of financial and economic activity (23).

Toolbox controlling and lean production are rather difficult to differentiate. Any attempt of this division is but a formality. Tools of the lean production in different sources are grouped differently. The main basis here is the submitted structuring of the lean manufacturing tools provided by the authors Davydova N.S., Klochkova Y.P. (Detmer, 2013).

According to Davydova N.S., Klochkova Y.P. in the tool group "technology involving" should include kaidzen, which, in our opinion, is methodologically wrong, because it is contrary to the spirit and scale of the system.

Lean Tools:

I. Technologies of analysis:
   1) 3 MU – checklist of kaidzen`s actions with three check points: muda (loss), Muri (overload, uneven work with stress), mura (inconsistency, unreasonableness, any deviation from the process).
   2) 5 W (Who? What? Where? When? Why?) – 1 H (How?) (classic version) Who (eg who should perform this operation, who commits it now, and so on.) that (for example, what should be done, is being done,

and so on.); where (for example, where it should be done, where else one can do, and so on.); when (for example, when to do it, even when it can be done, and so on.); why (for example, why it should be done, why it should be done here and now, and so on.); how (for example, how to do it, whether one can use this method elsewhere, and so on.).

3) Five whys (five-why): the question of "why" five times consecutively given to receive a reply; each time, answering the question, it is easy to determine the true nature of the problem, often hidden behind more obvious reasons (Potemkin, 2010 & Karepova, et al, 2015).
4) 4 M (sometimes with the addition of 5 M position "Measurement»): «Man» - operator (does he follow the standards, does he have the qualification, does he strive for perfection, and so on.). Machine (Equipment), Material (material), Operationmethod (method of operation).
5) VSM - Value Stream Map shows how to create a product or service and what the costs are incurred. On the map it is possible to classify the flow steps, they either add or don`t add value to the customer.
6) TOC - Theory of Constraints E. Goldratt - analysis, involving the use of methods and tools for identifying and eliminating "bottlenecks" of the process, which allows to find an explanation of visiting restrictions in the system and gives guidelines for their elimination.
7) 5 S: 5 steps: a) Sayre (already ordered) - determine the necessary and the superfluous and get rid of the useless (products, equipment, documents, etc.). b) seyton (bring things in order); c) Says (move cleanliness in the workplace); d) seyketsu (personal cleanliness) - the process of change should begin with itself (neat and tidy); d) sitsuke (discipline) - follow the rules work in the unit.

II. Technologies of development:

1) TPM - a set of methods designed to ensure that the machine was kept in working condition, and the production was not interrupted, it provides a reasonable reduction in the time to care for the equipment;
2) SMED - changeover time reduction through a competent organization of work in which most of the operations related to the changeover (internal) are transferred to external (when the equipment works, i.e. works before or after the changeover);
3) JIT - a system in which products are produced and delivered exactly the right time and in the right quantity. The system of "just in time" system becomes "just in time" in the case when the previous operation is completed in a few seconds or minutes before the start of the next operation;
4) Kanban:
   - The tool by which coordinated movement of goods.
   - Automatic means of information transfer that produce, when, in what amount, manner, and then how it is transported.
   - Card, which is attached to the container for the organization of «pull» through information that is necessary to begin the work.
   - A special card that was used to inform the provider about the need to start the production or supply of parts to the customer.
   - In-plant system, which allows minimizing the duration of the production cycle, from production units to eliminate the logistics system storage of raw materials, components, finished products and to reduce to the minimum possible amounts of interoperable stocks.
5) Poka-Yoke - a special device or method by which defects simply do not occur. One of its manifestations is automation (the introduction of human intelligence in machines capable of independently discovering the first flaw, then immediately stopping and signaling for help) (Detmer, 2013).
6) Target costing - a tool to control and reduce costs at the design stage of construction of the object through the use of industrial, engineering, research and development, it brings together the efforts of all employees in order to achieve the target cost of the project (Chaika, 2006).

III. Technology of involvement:

1) TQM (CWQC) - total quality management (quality management across the company);
2) Hoshin kanri - a method of sharing knowledge, assuming the team focuses on specific issues requiring joint actions of the team members for the project.
3) A method of developing a strategy by top management when resources are directed to those goals that are critical to business (selected from three to five key objectives).
4) Visual inspection - such placement tools, parts, and production indicators of the state in which each first sight can understand the state of the system (transparency).
5) Standardization - the rules and procedures established by the leadership for critical business processes

that enable employees to successfully carry out their functions.

The reduced scale makes it necessary to divide the manufacturing operations into categories (Davydova, 2012):

1) Actions, creating the added value, during which there is a physical transformation of raw materials into a finished product.
2) Actions that do not create added value, but necessary due to the existing control system (eg, quality control).
3) Actions that do not create added value (assuming the impossibility of referring to any of these two categories) demanding to be taken care of.

When considering the structure and content of submitted instruments one must remember the dynamism of economic realities. Tools are rapidly modified, integrated with each other. An example can be regarded as a comprehensive development of the «Lean Six Sigmas Plus». Six Sigmas is a tool of American design, but by focusing on the customer and quality as well as process approach, it is successfully integrated with the concept of «lean manufacturing».

Obviously, not all the tools are being considered, their variety is due to significant advances in the field of quality management.

With respect to controlling instrumentation it should be noted that the structuring can be selected by one of the following criteria:

1) Time interval (focus on the strategic and tactical tasks) (2);
2) Area of economic knowledge (statistical tools, tools of management accounting with separation into separate groups operating time marketing and management analysis, etc.);
3) Management influence: the cycle of the supply chain (provision, manufacture, sales, etc.); resource (labor, material, etc.). (22).

Grading method does not affect the practical value of the instruments used. According to Prof. Demina E.V., all concepts of modern management have largely the same content but differ in their emphases, terminology, and degree of orientation on certain aspects of management (Imai, 2013).

There are, in particular, the following tools:

1) The method of cost accounting functions (ABC) - a method of determining and accounting costs by type of activity, the method of calculation of operational costs.
2) The standard cost in conjunction with budgeting (the essence of the system is not so much in terms of deviations from targets, as in the formation of perpetrators).

Planning and Budgeting within kaidzen has its own thews.

Kaidzen system is particularly configured for complete elimination of defects. At the initial stage of its implementation their complete absence it is not possible. There are three alternative points of view:

- Defects are not planned, since negative effects cannot be part of the planned targets.
- Defects are not planned, since all automation and control are aimed at preventing them (in particular, introducing automation with human intelligence: stop at the defect).
- Defects are planned as part of the technology due to low standards.

Selecting one of the positions is part of the mentality of the organization management.

In that case scheduling algorithm in a kaidzen is as follows:

- A production plan of the company is made only for the final stage of the process.
- The following process applies to the previous one of the required raw materials, which leads to the production target of the previous process step for the next period (i.e. produce only the required amount plus a minimum margin).
- The most important goal of management is to achieve uniformity of the process (i.e., timely response to the ups and downs that will eliminate sudden changes in the volume of production).
- Bonus Fund should not be focused on the over-fulfillment of the plan in the conditions when over-fulfillment results in unsustainable production assets and the growth of overhead costs, and to a violation of the process or reduction of the quality.
- Formation of the classification of the justified and unjustified costs; while unnecessary costs - the costs that may be excluded in the implementation process without compromising its quality characteristics.
- Rejection of the concept of static policy plans, the rate of change targets must comply with market dynamics.

In accordance to GOST R ISO 9004-2010 «National Standard of the Russian Federation. Managing for the stable success of the organization. An approach based on quality management» in the planning process one should take into account the following points:

- An analysis of the organization`s interior and exterior environment.

- Short-term and long-term forecasts of market trends.
- The needs and expectations of stakeholders.
- Objectives to be achieved.
- Juristic and regulatory requirements.
- The potential financial and other risks.
- Input and output of the processes, interaction with other processes.
- Resources and information, operations and techniques.
- Required records.
- Measurement, monitoring and analysis.
- Corrective and preventive actions, improvements and (or) innovations.

3) The balanced performance indicators (BSC) is designed to evaluate the activity, it is focused on strategic business indicators, taking into account factors of not only internal but also external environment, as well as not only quantitative but also qualitative indicators.
   Evaluation conducted in four aspects: the financial aspect, customer, internal business processes, opportunities for development and growth. This control method includes translating strategic objectives into concrete actions and to assess their results by using key performance indicators.
4) Calculation of environmental costs - takes into account the selection of suppliers, whose philosophy and practice of interaction with the environment alongside the technology and practices of buyers, as well as recycling of waste during the manufacturing process, refer to after-sales services, the withdrawal of the product from the market and utilization.
5) Benchmarking (reference evaluation) - a way of gathering information used by organizations to identify best practices of other companies.
6) The system of 20 keys - a tool for evaluating the performance of the company, including a combination of different methods of implementing continuous improvements and enhancements introduced leading companies. In other words, it is a benchmarking tool, by which the process of research and evaluation of the effectiveness of the company is greatly simplified.
   Under this system, the company estimates its own organization with 20 keys (each of which - a factor that is critical to its operation) on a 5-point scale. By determining the level at which the company is located in each of the 20 keys, identified its weaknesses. For example: 1 - cleanliness and organization; 2 - optimization of management objectives, 3 - work of the team to introduce improvements; 4 - reduction of stocks and time to execute the order and so on.
7) Advance Product Quality Planning (APQP) - a structured method of defining and timely implementation of all phases of work required to meet the demands and expectations of consumers.
8) Critical Path Method (CPM) - project management method, used in network planning, to identify, outline and analysis of the sequence of work, cost and duration of the project, necessary for its completion.
9) Analysis based on the model Shell / DPM is based on the fact that the overall strategy of the organization should ensure the maintenance of a balance between cash surpluses and deficits.

The greatest effect is the combination of several tools. According to Safronova C.F. good result is achieved through the interaction of the Kanban + Just-in-Time, TPM + SMED, LeanManufacturing + SixSigma, TQM + ISO: 9000 (21).

3. Results and Discussion

It`s worth remembering that there are no universal methods, techniques, tools that would be useful in every situation. An important role in the background of considerable erudition in economic disciplines goes to the ability to choose the tools (techniques and methods), taking into account the specifics of the situation, the characteristics of the market, the characteristics of the company and the product. Conceptual ability (the ability to perceive the relationship between the organization and the environment and to see the system of the organization as a whole) and the personal qualities of managers are more important than technical skills.

The Russian organizations use tools kaidzen in fragmented manner. Therefore, for the successful implementation of this system it is necessary to ensure comprehensive implementation and emphasize the philosophy of kaidzen as a way of thinking, especially CEOs.

Thus, in the present study terminological field was structured in the context of the general theoretical, structural and methodological elements of kaidzen.

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Accounting and Methodical Provision of Management Accountance in the Kaizen Concept

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Abstract

This article describes the concept of kaizen, developed under the Russian accounting methodology. Theoretical propositions are presented in the context of the base and superstructure levels of kaizen, each of those are elements characterizing the concept-binders. Within the concept of kaizen change of terminology field is proposed, the transformation of the basic categories of management accounting - marginal income - from the position of the cash method. The effect of the proposed categories at the maintenance break-even analysis formulas, and rules decision-making management in the short term.

Keywords: *kaizen, profit margins, break-even analysis, variable expenses.*

1. Introduction

In the economic literature significant attention is paid to urgent problems of characteristics of kaizen. The studies of these issues are devoted to the works of AA Abrosimova, Baurinoy SB, Gerasimova MP, Kostyukova EI, VV Shevtsova and many others. Kaizen interpretation reflected in their works, can be divided into groups:

1. Eliminating all types of losses in the production.
2. Constant gradual improvement in business processes without requiring large investments,
3. Method of the strategic target management.
4. Japanese philosophy and practice, based on continuous improvement, improving efficiency and creating motivation

An analysis of the nature and elements of kaizen allowed to formulate the following definition of the system "Kaizen is a method of targeted strategic management based on the thesis of the need to continuously improve and enhance the quality (indoctrination of business processes), a prerequisite for the application of which should be regarded as forming an essential operational information management".

2. Methods and Materials

Practical implementation of kaizen needs methodological support. With this Tse-Liu developed the concept of kaizen, providing two levels of review:

- The baseline kaizen - provides research, development and general theoretical systematization (approaches, interpretations, subjects, objects, principles and functions), structural (controlling and lean production) and teaching (Kaizen tools) elements of kaizen, a description of methodological foundations of the system;
- Top-Mounted level of kaizen reflecting the refraction of the basic provisions in real-conditions the functioning of the company, ie, translating theory into practice.

Thus, the concept of kaizen provides for the allocation of levels and elements of the system (Figure 1).

Theoretical elements of Kaizen are:

1. Approaches to kaizen:

- Historical (kaizen - the basis of the Japanese "miracle");
- Subject-universal.

As part of the subject-fits-all approach can distinguish the following stages of development of kaizen: intuitive management accounting (up to XX century); Classic management accounting (the first third of the XX century); differentiation of types of management accounting (Kobersy, at al., 2015); parallel development of controlling (and differentiation of its species) to the quality management systematization and lean manufacturing; Kaizen in the modern sense.

2. Interpretations kaizen.
3. Subjects and objects of kaizen.

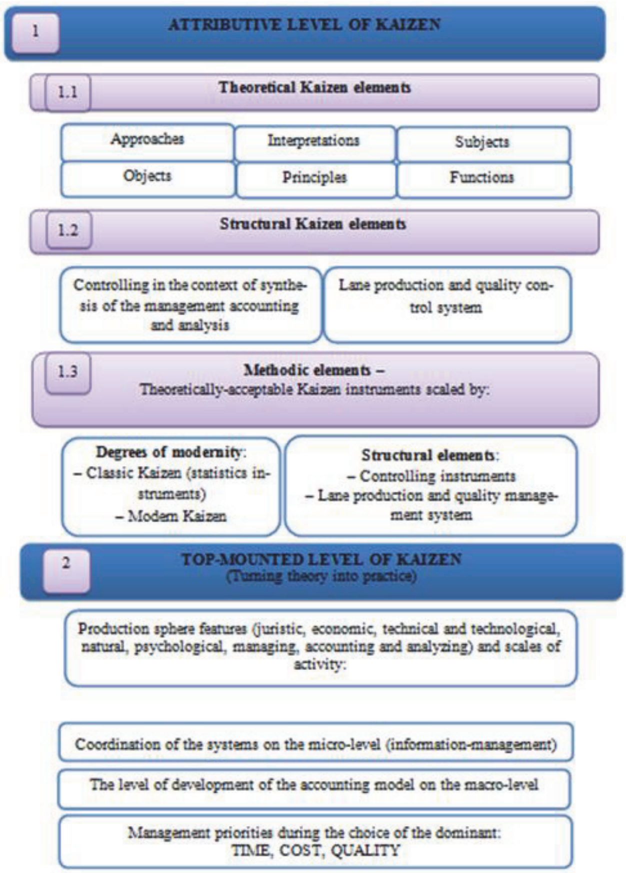

Figure 1. The concept of kaizen

4. kaizen principles (integrity, hierarchy and feedback; duration and consistency; on the basis of mentality in the universal approach, a new quality of leadership, process thinking, eliminate stereotypes, control deviations from the standard process, the dynamic changes of tools and targets, identification and personalization; the principle of "baton").
5. Functions of kaizen (counter entropy, the fight against the inertia of thinking, development of creativity, the balance between the maintenance and improvement, concretization techniques).

As part of the superstructure level the following provisions are viewed:

I. Level of accounting model on the macro level.

The ability to implement kaizen tools depends on the level of the accounting model as well as the state of the economy. The economic situation determines the concentration of divergence optionally-management effort in a particular area (for example, OJEC cookies solvency).

The main characteristics of any user model can be considered:

- The presence of the priority interests of certain sectors of the economy (for example, reflected in the Russian balance sheet items "material search assets" and "intangible assets search");
- The degree of orientation of the fiscal accounting;
- The level of regulation and policy accounting methods;
- The impact of the professional organizations in the accounting process, the possibility of participating in the accounting lawmaking;
- The existence of a single chart of accounts;
- The purpose of accounting and reporting;
- "Real" users reporting and accounting information (category Custom-lei actually requesting financial statements);
- The possibility of using official accounting methodology for the management;
- The gap between the declared characteristics and the model Historically, Misia features;
- The existence of a political or religious ideology tough.

Depending on the combination of features stand out:

- Anglo-American model;
- Continental model;
- South American model;
- Islamic model;
- International model (theoretical construct, since the interests of the transnational corporations can be implemented within the framework of the Anglo-American and Continental-term models).

In the economic literature describes the experience of the application of Kaizen in the United States and Japan, ie under the Anglo-American and Continental models, respectively. Russia also belongs to the continental model, so the Japanese experience is closer to it.

It should be noted that the patterns reflect the specific characteristics of the "official" accounting and kaizen management method is an example, to a lesser extent depending on the specific model. From these positions, Kaizen can be applied for South-American (Latin American) model (Umarov, 2013 & Karepova, et al., 2015). Kaizen in the classic version is impossible to apply in the presence of rigid religious or political ideology (eg, within the Islamic model). Thus, the existence of Kaizen involves a certain degree of freedom. Specifics of accounting model defines the characteristics of kaizen, outlines its goals and objectives, options for interaction with the official accounting methodology.

II. Industry features and scope of activities.
III. Priorities guidance in selecting the dominant: time, cost, quality (both reachable only two indicators). In this regard, all running the building project organization can be divided into three groups. For the first group of the main projects to determine the performance of the required amount of work in a tightly specified period to meet high quality requirements, which, of course, cause an increase in the value (except for the use of solid contract prices).

The projects of the second group is characterized by minimum time of work performance and well-JCOMM agreed price (without the possibility of its adjustment), which inevitably leads to reduced quality. Some easing of requirements to quality does not negate the need for compliance with the law.

When the draft of the third group focuses on the quality and cost is not a motivating factor, this situation leads to delays in the implementation of the project (in the absence of non-price factors, requiring its timely implementation).

Depending on which group is the most by the Organization of projects, we can talk about the value orientation of the top management of the organization.

If any value orientation should be evaluated activity computer-SRI in two directions:

a) Assessment of the value stream;
b) The profile of the product value (order).

Map the value stream involves assigning main processes and you-are being done one of the following statuses:

1. value-adding to fulfill orders (in the context of a competition benefits and reduce defects);
2. Does not add value, but necessary for the functioning of the organization (management infrastructure, in particular, accounting);

As a rule, this type of process and work with the client's position does not add value to carry out orders, but is needed in the framework of the functioning of the organization in the perimeter of the legal framework of the certain state (which does not preclude a number of attempts to minimize the cost of this group). According to Michael George, this type of processes and operations can be described with the following questions:

- Does the performance of this work the law or other rules?
- Does this work to reduce financial risk?
- Whether this work is to comply with financial reporting requirements;
- Does it violate any production process, if work is not done? (Grinin, 2012 & George, 2011).

3. Does not add value, the implementation of which is not necessary to fulfill the order. This type of work can relate to one of the operations: processing, multiple signatures, counting, inspection, changeover, downtime, displacement, delay, storing.

There may be used different approaches when assessing the role of the processes in the value stream. For example, in the work of Brian Maskell and Bruce Baggaley "The practice of Lean Accounting" is shown in gradation depending on the rating of "costs for the company - value for the customer" for each process (Maskell, 2013), carried out diagonal "optimal" this relationship.

The graduation process in accordance with the criterion of "cost - value" allows to point out four groups:

- High value for the customer - lower costs;
- High value for the customer - high costs;
- Low value for the customer - lower costs;
- Low value for the customer - higher cost.

Clearly, carrying such a gradation is carried out for the development of the strategy depending on the positioning of above or below the diagonal. For example, the rating process' costs low, low value ", located below the diagonal of the" optimal "decision can be made about their elimination (eg purchase from a third-party outside the perimeter of the value stream).

The process of implementing Kaizen is greatly simplified by the use of the analytic-cal instrument as "profile value of the product (order)", the following functions:

- Conformity assessment order requirements customers;
- A comparison with competitors;
- Design changes.

Formation of the "Profile of product value (order)" occurs in stages (compiled, but on the basis of (Rasskazova-Nikolaev, 2013):

1) formation of the list of properties (features) that are important to customers;
2) ranking of the properties within the framework of a particular group. Most often, the use-form a weights ranging from 0 (the importance of the properties is minimal) to 1 (a property nai-highest importance). Keep in mind that the ranking of the properties held for each project assigned to rank individual and depends on a group project (ie priority characteristics);
3) the formation of a list of indicators that reflect the properties;
4) The definition of "standard" values of indicators, ie value sufficient in the opinion of the client;
   It should clearly define the boundaries of sub regulation, ie once was spoken outline the list (types of standards), the valuation of which this subsystem controls.
   According to E. Dobrowolski as standard can be any index, which is used to plan costs and analyze the reasons for the deviation Fact cal values of the planned expenditures E. Dobrovolsky (2008).
5) comparing the reality ("normative") with the give values, the search for the causes of deviations, and the ways of eliminating the culprits.

IV. Coordinated systems at the micro-level (in particular, the interrelationships between information flow and management efforts), the use of synergies. In this context, synergy – is summarizing the effect of the interaction of two or more factors, characterized by the fact that their effect is much greater than the effect of each individual component in the form of a simple sum.

In considering coordination systems needed in particular to pay attention to:

a) the availability of balanced information flows, mobility management reacting to the impact;
b) the adequacy of the system of material incentives.

Within the framework of the implementation of kaizen it is obvious that the information component of workers` activity (preparation and timely provision of information) should be part of the variable component of the salary fund, or the system of material stimulating in the form of bonuses (or fines).

If wages in the organization consists of variable and fixed parts, in case of non essential information (untimely submission of) the possibility HN following decisions within the reporting period:

- The first time - a fine (from 5 to 10% of the variable part);
- Second - 50% of the variable portion;
- The third - depriving the variable part (the right to veto should be given to the accounting office or analytical department depending on the purpose and importance of the information).

Obviously, the list of essential data as well as the timing of their submission must be spelled out in the job descriptions of employees.

Quality indicators can be divided into levels:

- The primary indicator of quality (description);
- Secondary quality indicator (engineering characteristics which affect the primary indicators of quality).

When using material incentives in the form of bonuses (bonus de) principle is the same. Although it can be used with more rigorous approach at the manager`s will. The indexes can be defined the following conditions for the reward:

- Compliance with the requirements for the provision of data reporting delivery by the controlled performance (time and required disclosure of indicators);
- Compliance with the terms of work;
- Compliance with the cost of the work.

It should be noted that the number of control indicators often includes indicators of costs. Consider the disadvantages of this indicator, in the work of William Laro "Office Kaizen" it is set that most traditional managers and organizations are trying to deal with the losses by controlling costs (by reducing them). Since the majority of surface loss is directly related to the processes, while reducing the cost to clearly reduced, not only loss, but also the amount of work required. The cost management is insufficient; it is too late, too far, difficult and abstract. Management should require that no figures were extracted from the costs of a cause-and-effect diagrams that identify the reasons for the level of direct costs on the job Laro (2009). In this context, the rate of cost should not dominate in the formation of the material incentive fund.

In forming material incentives in the framework of kaizen one must use the Pareto principle. Pareto chart - a tool that helps co-focal point on issues that have the greatest potential for improvement. As resources are limited in all companies, should be addressed to the decision of the most important pro-problems (Umarov, 2013).

In accordance with the principle of Pareto, concentrating on processes vital for the organization gives greatest impact on the achievement of goals and required results. Hence typically 20/80: concentration 20% of the time on the most important problems that can result in 80% of the results. The remaining 80% of the time provide only the remaining 20% of the results. The essence of the principle: the main room for improvement is usually associated with very few problems.

In the formation of the Pareto principle of kaizen is used quite often in different ways:

1) A rigid grading staff. Relatively speaking selection: kaizen footage (most valuable for the company employees), the inertial mass, "muda" (category co-nicks, not consistently giving effect on the activity).

Regarding personnel principle is as follows:

1. 20% of the staff (kaizen staff - employees, bringing substantial benefits) allowed to reach 80% of the results;
2. 80% of the staff (potentially useful, and does not benefit the group of co-employees) reach only 20% of the results.

Obviously, the concept of "value" contains the employee a fair share of subjectivism. In this aspect, the employee is considered as an impersonal human resource with a number of characteristics. The approach to its valuation can be taken from the international financial reporting standards on the criteria of value (importance) of information. In fact, the value of the employee can be determined similarly to the materiality of the financial information:

- The value of the worker must have not only quantitative (usually expressed in value terms), but the quality content (including consideration of "past" merits);
- The described employee is of considerable value, if the cease of his work entails a certain loss for the company.

2) Responsibility for 80% of the errors lies with the leadership and the system, and 20% on the use, NITEL M. George (2011). Nevertheless, one should not underestimate the role of staff, and the framing-rate policy is necessary to remember one of the most important tenets: list of personnel expenses is much wider labor costs and social charges. Related personnel costs can be divided into five groups (Rasskazova-Nikolaev, 2013 & Novikov, et al., 2015):
    1. Costs directed to legal and physical capabilities of using one`s staff:
        - To find in the labor market and selection of personnel;
        - The execution of the employment relationship with the employee, taking care of the juristic issues;

- For the primary movement of personnel to and from work (if the staff is geographically removed at the time of hiring).

2. Costs for the initial training of staff to use and further maintenance of such readiness:
   - On the "gear" recruits material resources - Difficult, you're on clothing, protective equipment, workplace equipment, etc.;
   - for initial training.
3. The costs of operating personnel:
   - Labor costs with deductions;
   - The cost of staff meals;
   - By regular delivery personnel to the workplace.
4. The cost of rehabilitating the staff: the cost of annual medical examination, treatment, payment, leave, etc..
5. Costs of disposal personnel:
   - The costs of severance pay;
   - Payments made to a former employee by a court decision;
   - Downtimes and losses caused by massive layoffs of employees.

Thus, forming a cadre should take into account the entire associated costs-workers-with, not just wages with deductions. And speaking of "objectivity" paid wages; salaries should be compared with the result that provides the employee.

Reasonable personnel policy provides for the reasonableness of the reasons for dismissal of employees. When working with staff layoffs are inevitable if:

- Negative mood employee who brings discord in the community;
- Misconduct, theft, use of alcohol;
- Lack of confidence (possible compensation employees who must be fired at the expense of the top manager of the unit in the proof of his errors in assessing the quality of an employee at the stage of receiving it to work);
- The economic crisis (as an option, part-time for 50% co-composition of the company, dismissal with compensation).

Guarantees for staff, provided by kaizen, focused on kaizen frames. Introducing social security (other than those required by the Labour Code), for the categories of the inertial mass and "muda" seems irrational.

One of the most pressing issues in the formation of the material stimulation is indicators that make up the fund bonuses. Typically, these are indicators include cost savings in comparison with the norm. The problem is a gap between the goals of subdivision (maximization of the fund awarding any cost) and the company's strategic objectives (to achieve the required quality indicators). The solution is a prerequisite pass quality control. Ie the economy - it is a necessary condition for the bonus, but only compliance requirements, the quality is sufficient, the fulfillment of which makes the award possible. The increasing complexity of the conditions for obtaining the award requires increasing the fund bonuses. For example, when a substantial savings are in compliance with the quality requirements, the unit (or employee if the individual types of work) receives 30% of the savings.

Thus, the concept of kaizen involves consideration of two levels: basic and superstructure that allows within the subject-fits-all approach to conduct the structuring of its elements reflect the interrelation and mutually-of methodological bases and practical methods of kaizen.

Kaizen system involves changing the established management approaches, techniques, terminology. Consider the example of critical thinking applied in the administrative practice categories.

The Federal Law "On Insolvency (Bankruptcy)" (Article 3 of "Signs of the bankruptcy") is defined: "A legal entity is considered to be unable to meet the requirements-of creditors on monetary obligations and (or) to fulfill the obligation to pay Binding payments if relevant obligations and (or) the obligation not fulfilled them within three months from the date when they should have been done "(On Insolvency (Bankruptcy): Federal Law of the Russian Federation dated October 26, 2002 № 127-FZ as amended on 01.12.2014, № 405-FZ). In such a Zoom, the main criterion for bankruptcy is the imbalance of cash flows, rather than a negative financial result. However, in terms of the dominant method of calculating, the most important indicators associated with measures calculated under the accrual basis (for example, profit margins).

This approach is not unique to the financial, but also for counting management. An example can be considered one of the most significant indicators of managerial accounting - profit margins.

In accordance with the well-known formula, profit margin is the difference between revenue and variable costs. In today's economic environment construction organizations often do not get the revenue, or do not get it in full. Therefore, for the purposes of the application of the accrued revenue management as an analytical indicator is not always informative.

Variable costs represented mainly wage workers, piece workers, or the variable part of remuneration (by dividing the change in the variable and constant parts in accordance with the accounting policies of the organization), on the technological objectives, building materials and others. At the same time, the organization may be, unpaid debts to suppliers, on wages. In fact, while the exponent-variable costs, calculated on an accrual basis does not disclose information in full.

In this regard, it is recommended to count "paid variable costs":

1. Material costs:
   - Paid for variable costs: direct costs accrued, multiplied by averaging the percentage of US-payment of accounts payable;
   - Paid fixed costs: Accrued overhead costs, multiplied by the average interest payment of accounts payable.
2. Labour costs:
   - Paid for variable costs: wages paid workers, piece workers, or the variable part of remuneration (payment of labor, involving two parts: solid (guaranteed), and the variable part of the salary);
   - Paid fixed costs: salaries paid workers time-worker or a permanent part of remuneration (payment of labor, involving two parts: a fixed salary and variable part).
3. Other costs:
   - Paid variable costs accrued variable costs multiplied by the average interest payment of accounts payable;
   - Paid fixed costs: the fixed costs accrued, multiplied by the average interest payment of accounts payable.

Average percentage of payment of accounts payable is paid share payable for the period in its accumulated value.

Obviously, a part of the costs not reflected depreciation, which do not involve cash flows, and are the result of applying the accounting methodology. As part of the amortization only depreciation accrued related to the variable costs only by the method of depreciation is proportional to the volume of goods (works). According to the study of methods of depreciation used by the building organizations, it concluded an extremely rare application of this method. In this regard, as part of the variable costs, depreciation charges we can be neglected as insignificant. Most organizations prefer to use a linear way to minimize the differences with the tax accounting.

Differences between costs generated in accordance with the accrual and cash basis, are not only in the presence of depreciation. In addition to the depreciation has a number of articles that are included in the budget revenue and expenditure (Me-Todd charges) and are not included in the budget funds, the articles of which are formed on a cash basis:

- The accumulation of accounts receivable;
- Depreciation;
- Revaluation of fixed assets and inventory items;
- Marriage in the production;
- Damage and loss reserves during transport and storage;
- The results of the inventory shortage;
- Exchange differences.

Thus, the marginal income from the perspective of the cash method can be calculated as a result of comparing proceeds (collection of debitor debt) and variable costs paid.

For the structuring of terminology can be used the following concepts:

- Profit margins under accrual accounting;
- Profit margins in the cash method.

The economic sense of marginal income when cash method means the amount that can be used to repay the fixed costs payable (excluding accounts receivable payments and other similar costs).

Practical application is to increase the validity of the rules of management decision-making in the short term, based on the category of "marginal profit". For example the rule of deciding to end unit`s or some other particular activity. In the context of accrual positive profit margins cannot be a reliable indicator without calculating the marginal income in the cash method.

In addition, the financial indicators in the short run may be considered after-following:

1. Percentage of payment of variable costs - the ratio of variable costs paid to their total accumulated value. If the amount of depreciation calculated according to the method of depreciation in proportion to the volume of production (work) is essential, then the formula becomes: the ratio of variable costs paid to their total charged-

term value (excluding depreciation, calculated according to the method of depreciation in proportion to the volume of goods (works). In the absence of wage arrears coincides with the average interest payment of accounts payable.

2. Interest payment of fixed costs - the ratio of fixed costs paid to their total assessed value (excluding permanent depreciation calculated on the straight-line method, the declining balance, sum of numbers of years of useful life, and other similar costs).

The calculation involves several additional categories of information on other complements-budget funds generated for management purposes. The currently used form of the statement of cash flow reveals the following board Ms. within cash flows from operating activities:

- Suppliers (contractors) for raw materials, work and services;
- In connection with the compensation of employees;
- Interest on debt;
- Corporate income tax;
- Other payments.

For management purposes, you can transform some positions presented. To improve analytic You can specify the ability to control the direction of the Organization incurred by the magnitude of variable and fixed costs for the groups: material costs, labor costs and other expenses. Ie indicate generally the group, depending on whether or not the cost of the administrative impact of the head of the organization. Or the costs caused by environmental factors and the impact of administrative head of the department-term company can not adequately affect their value.

Coverage indicators presented depends on the scale of the organization. For a small construction company information can be used on all the activities-sti for larger - in the context of major projects. This approach can be regarded as pre-drill at the management level, in the context of profit centers and others.

Implementation of a marginal income in the cash method will lead to the transformation formulas break-even analysis (Table 1).

Table 1. Formula break-even analysis

Index	Formula	
	Numerator	Denominator
Margintional factor income	Marginal income at the cash method	In fact, the resulting revenue
The threshold of profitability units.	Sponsored fixed costs for the period	Marginal income under the cash method for units.
Revenues at breakeven (total sales), rub.	Sponsored fixed costs	Marginal income ratio
The stock of financial strength	Expected sales - break-even sales volume (ie the volume at breakeven) Expected revenues - Revenues at breakeven	
The impact of operating leverage (IOL)	Marginal income under the cash method	The profit on a cash basis

Use of cash method illustrates the emergence of a more "serious" consequences change in revenue, even by 1% (ie a significant change in profit on sales), which makes it necessary to make informed management decisions in the field of pricing and changes in sales revenue.

Implementation of a marginal income in the cash method will also result in a change of rules and decision-making in the short term:

1) Preference should be given to the other side of activity (products or services), which brings the maximum profit margins in the cash method, based on the one unit of limiting factor.
2) The decision on termination of activity:
    - As long as the production has a positive profit margin in the cash method, you should not suspend the release of these products;
    - As long as the structural division of the company gives a positive marginal income with the cash method, you should not stop its activities.

With a sharp increase in the cost of works (ie, any manifestation of the loss of control over costs), the main emphasis should be on determining the list of controlled and uncontrolled liabilities. In this case, in the basis for the division of costs the classification of costs in relation to changes in production volume will not be put, and their possible gradation control (regulation). It should pay particular attention to assessing the overhead from this position.

The list of expenses included in 'overheads' is given in Appendix 1 to the methodical recommendations on the calculation of the value of overhead when determining the value of construction products (Guidelines for the calculation of the value of the overhead of defined-dividing the value of construction products: approved. Letter of the Ministry of Construction of the Russian Federation dated October 30, 1992 № BF-907/12 & Wheeler, 2009). Based on the above, in this normative document list should be established Rules of differentiation costs controllability.

On the basis of the Rules of differentiation costs controllability can be formed another indicator of marginal income - control margin.

This figure may be determined by the formula: Revenue minus controlled liabilities or uncontrolled ones plus profit from sales.

In addition, the index can be calculated - controllability cost of organization, which is a proportion of controllable costs in their total value.

3. Concluding Remarks

Thus, the kaizen system provides some transformation of the category unit, depending on the priority tasks. If the complexity of the organization in matters of pay, it is necessary in the financial indicators include a profit margin in the cash method. If you need to provide ensured control over the dynamics of changes in costs, the margin is determined by the control.

In addition to the proposed indicators should conduct a critical assessment of the used financial indicators. Disadvantages of the traditional indicators are described in Brian Maskell and Bruce Baggaley "Lean Accounting Practice" B. Maskell (2013). They stimulate on-accumulation of stocks. Indicators are formed with a delay with respect to the decision point, contain mainly financial data; lead to large losses of time required for data collection.

For example, when assessing the long-term solvency ratio we use the method of general liquidity, which is used in calculating the index of "Inventories" in current assets. The logic of this indicator contradicts the basic idea-pits kaizen. To meet the standard value ratio, sufficiently precisely, maximize inventory balances at the period end. From the perspective of user's solvency it is characterized positively, but in reality, the company would suffer significant harm: excess reserves will lead to an increase in fixed costs and, consequently, to a decrease in profits. Thus, in accordance with the kaizen, the calculation of the current ratio from the excess reserves should be excluded, the amount of which is calculated by experts depending on the specific production process.

According to Brian Maskell and Bruce Baggaley, it is advisable to use the cash method, which "gives the desired effect in the form of increased profitability while reducing inventory levels and a decrease in profitability with an increase in inventory levels. It gives the reverse effect compared with statements on an accrual basis, but is highly desirable from the standpoint of lean manufacturing. In this context, to improve the reliability of the turnover rates may be offered the option, under which the calculation is used not charged, and the resulting revenues.

The basic idea of the examples described changes categorical apparatus - Kaizen provides a permanent job not only on technology but also on information-systems of. Rigid pad formed in the middle of the last century category should not be used in an unaltered form. The modern world demands constant changing the dynamics and development. All this is made possible by the adoption of Kaizen as a basic concept of management within the system of management accounting.

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Features of Teachers Preparedness to Work with Gifted Youth

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Abstract

The article is devoted to the experimental study of professional and personal preparedness of higher school teachers to work with gifted students. Thus, the presented materials indicate the need for the purposeful and systematic work on the formation of personal and professional preparedness of the higher school teachers to work with gifted students. It seems advisable to include section on the psychology of giftedness to content of the scientific and pedagogical training of undergraduates, that will allow to put into action more fully the intellectual and creative potential of all subjects of the educational process. Preparedness of teacher to work with gifted children and youth is defined as an integrative personal education consisting of motivational, substantial and procedural components.

Keywords: *giftedness, personality, professional, personal preparedness of the teacher.*

1. Introduction

From the point of view progressive scientific world, the humanity can avoid some global problems and continue the existence thanks to achievements of gifted and talented persons. Moreover, as V. Yurkevich notes, "... the prosperity of society depends on the development of spiritual, personal resources of the person, efficiency of the creation of creative space for the development of abilities of children, their creative and personal opportunities" . Understanding of the power of human reason, its decisive influence on the development of civilization became the reason of increase of attention to training and education of gifted persons in the countries of America, Europe, Asia. Gifted and talented became one of the important factors of the definition of the position of the country on the world scene.

Expectations concerning results of activity of exceptional children have increased: from them wait for constructive development and the maximum return in different spheres of human endeavour that is source of requirements for scientists on creation of techniques of identification, ensuring effective development, training and education of gifted pupils.

The load of responsibility has laid down and on teachers: from them wait for high-quality actions in ensuring the development of abilities of pupils. Implementation of it is impossible without special preparation.

Proceeding from the above, it is possible to draw conclusion on need of global synthesis of science and practice because of which the corresponding strategy for forming of readiness of the teacher for work with exceptional children will be created.

Single organizational and methodical questions of training of teachers for work with gifted pupils reveal in the researches G. Tarasova; forming of readiness of pedagogical workers for training of gifted pupils in system of post-degree education is reflected in works of V. Demchenko, L. Makridin; A. Melnikova offered the psychological model of training of the teacher for work with exceptional children.

Researches of the personal qualities of the teacher promoting successful cooperation with exceptional children reveal D. Bogoyavlensky, A. Verkhozina, N. Leytes, I. Lyubovetskoy, J. Renzulli, K. Rogers, A. Khutorsky.

The phenomenon of endowments is the object of studying of A. Antonova, D. Bogoyavlensky, I. Voloschuk, M. Evtukh, E. Ilyin, V. Molyako, A. Savenkova, V. Shepotko and others.

The complexity of the organization of training for exceptional children is noted not by typicalness of approaches in each separate case. To provide algorithms of work with such pupils there is not enough, it is necessary that the teacher could adapt the received theoretical data for the gifted pupil. Definition of the optimum combination of the personal qualities, knowledge and abilities promoting the organization of teaching and educational process.

For the development of abilities, is the first-priority stage at the development of the system of training of the teacher for work with exceptional children. Therefore, the purpose of the article consists in the creation of a model of readiness of the teacher for work with gifted pupils.

Training of teachers for work with gifted pupils has some unresolved tasks. Among those absence in science of uniform approach to understanding of phenomenon of endowments; absence of uniform requirements to the identity of the teacher for work with the exceptional child; lack of system of training of teachers in the direction of forming of theoretical knowledge; development of the corresponding practical skills and forming of the personal signs providing successful cooperation with gifted individuals.

Analyzing sources in which questions of readiness of teachers for work with exceptional children are considered, we come to the conclusion that most of the researchers consider it as system education. For example, the readiness of future mathematics teacher for training of gifted pupils is defined as difficult complete personal and efficient education. It requirements, abilities and professional abilities which provide creation of optimal conditions for development of potential mathematically of exceptional children in ways of the organization of particular psychology and pedagogical and methodical escort of the child that corresponds to his specific features, opportunities and requirements are part.

The projection of readiness of the pedagogical worker for training of the gifted individual is reflected through professional system quality of the teacher, which is determined by ability to effective implementation of professional activity, by creation of comfortable conditions for all-around, harmonious development of the exceptional child .

We offer the following option of approach to concept of readiness, namely readiness of the teacher for work with gifted pupils is considered as difficult quality education of complex of properties of the teacher which Cornerstone are his personal endowments, special knowledge, skills, internal motivation, certain traits of character which allow it to carry out at optimum and sufficient level search, development and implementation of abilities of pupils.

Generalizing stated, it is possible to characterize readiness of the teacher for work with gifted pupils as system of the psychology and pedagogical relations the subject - subject character which is aimed at the development of abilities of the gifted pupil and increase of professionalism of the teacher.

Proceeding from it, for the purpose of the definition of components of readiness the analysis of the existing models is carried out. For example, readiness of students of normal school for work with exceptional children is considered as system with such components: motivational (professionally significant pedagogical orientation, availability of pedagogical motivation), cognitive (ability to process information, development of the cognitive sphere, innovative thinking), operational (forming of abilities, skills of practical activities, mastering effective strategy of activity), emotional and strong-willed (dominance of positive "Ya-image", control of thoughts and feelings, mobilization of forces according to situation) .

In turn, L. Makridina suggests considering the readiness of the teacher for work with exceptional children as a system of motivational, cognitive, constructive, personal components.

Proceeding from the above, it is possible to make the conclusion that readiness of the teacher for cooperation with the gifted pupil is reflected in system, which promotes intellectual, creative, spiritual development of the child, and providing necessary conditions of training and education for implementation of the specified development. Creation of certain circumstances possibly at the related professional activity of the teacher, availability of necessary material resources for its implementation, support of the native. In turn, the efficiency of professional activity depends on the availability of the corresponding theoretical preparation. Still V. Zagvyazinsky noted that the knowledge of pedagogical laws is the basis of works of the teacher, without knowledge of the theory of training there is a danger of false creativity, amateurishness. It is also necessary to note that in pedagogical work in general and in work with exceptional children, in particular, the special role is played by special personal qualities of the teacher.

The carried-out analysis gives the chance to allocate the following components of readiness of the teacher for work with gifted pupils. Those are theoretical, practical and personal components. The next task consists in the definition of the structure of each element, considering that the teacher has received the corresponding preparation for pedagogical activity.

The basis of the theoretical component of readiness: the special pedagogical knowledge and knowledge from endowments area. As all-pedagogical knowledge of the teacher is gained in higher educational institutions, the system of preparation for work with gifted pupils has to be based on providing knowledge to them from endowments area. Expediency and optimality of theoretical knowledge will allow making the program compact and efficient.

2. Methods and Materials

The development strategy of our state until 2030 determines that the achievement of long-term goals in the development of Kazakhstan is possible only if the country has highly human intellectual potential with a high level of spiritual, scientific and creative development. Such potential determines the level of social and economic development of the state. That is exactly why the Constitution of the Republic of Kazakhstan guarantees to its citizens the repletion of wants of the individual in education and development.

UNESCO Forecast indicates an increase in the number of students in the XXI century in the world to 100 million by 2025. This indicates a growing awareness of the vital role of higher education in ensuring sustainable economic and social development of the states, their security, strengthening positions in the international community and world markets, improving the level and quality of life of the population.

The formation of highly intelligent, proactive and creative personality of the graduate, the assistance in the sociocultural formation of talented young people is becoming the purpose of higher education (National Education Development Program of the Republic of Kazakhstan for 2011 – 2020).

One of the work intensification forms with gifted youth is a Presidential fund "Bolashak", functioning on the basis of the training program of the most gifted students in the leading higher education institutions in the world. However, this program is not able to provide conditions for the realization of the potential opportunities for all subjects of the educational process and each student. The leading role in the development of the gifted students' personality is assigned to higher schoolteachers.

The importance of personal and professional qualities of the teacher for successful work with gifted children and youth, with those young people who by their natural capabilities are ahead of their peers, does not raise doubts (L.M. Mitina, V.I. Panov, L. Popova, N.I. Scherbo, M. Lindsey, H. Passow, M. Carne et al.) (Panov, 1997; Carne, 1991; Carol Addison Takacs, 1986; Loseva, 1998 & Psychology of giftedness: from theory to practice, 2000). "The concept of identification, support and development of gifted children in the Republic of Kazakhstan", "Working concept of giftedness" of the Russian Federation, as well as special training programs existing in the world of educational practice, have specific psychological and pedagogical requirements for teachers working with gifted children and youth. According to them, in the professional and personal qualifications of teachers for work with gifted young people it is possible to distinguish the following components:

- a basic component comprising vocational, general pedagogical training and professionally significant personal qualities of teachers;
- a specific component is comprising personal and professional preparedness to work with gifted children and youth.

In Kazakhstan, the studies on the issue of teacher preparedness to work with gifted children were performed by L.M. Narikbaeva, U.B. Zheksenbaeva, N.D. Ivanova, A.K. Satova (Narikbaeva, 2001 & Zheksenbaeva, Ivanova & Satova, 2005). They contained the basic guidelines for the content of this training. Based on the theories of personality, activity, professional preparedness, giftedness, professional education et al., preparedness of teachers to work with gifted children is defined as an integrative personal education consisting of motivational, substantial and procedural components.

In theory, the content of the abovementioned components can serve as a basis of the following criteria determining the personal and professional preparedness of the higher education institution teacher to work with gifted students:

a) Level of development of professional motivation, characterized by:
   - the awareness of the social significance of the special work with gifted young people associated with a sharp increase in the society need for a personality with high creative and intellectual abilities;
   - positive attitude to the ablest students, understanding of their psychological problems;
   - steady interest and need to find effective means for work with gifted youth;
   - the aspiration to achieve good results in work with gifted youth;

b) Academic level, characterized by:
   - knowledge of subject content taught at a higher level than the State Standard of education;
   - knowledge of theories of personality, creativity, and psychology of giftedness;
   - knowledge of giftedness models and modern conceptual approaches to the development of the personality of gifted youth;
   - knowledge of diagnostic techniques for identification of gifted youth;
   - knowledge of modern pedagogical strategies for teaching gifted children and young people, the most effective, innovative educational technologies focused on the development of intellectual and creative potential of youth.

c) didactic level, characterized by:
   - working knowledge of methods for identification of gifted young people;
   - ability to draw up additional personal-oriented training programs for gifted students (group and individual);
   - ability to pick up creative and research tasks and targets for the most capable students, etc.

In practical terms, the problem of teacher preparedness to work with gifted students require experimental studies.

The aim of our experiment was to determine the academic level of preparedness of the university teachers to work with gifted students. For this purpose, the test questionnaire consisting of 30 problematic issues revealing knowledge of the psychology of giftedness and modern conceptual approaches to the development of the identity of gifted youth was offered to teachers. 18 university professors took part in the survey.

3. Results and Discussion

Test classifier includes 3 levels of academic preparedness of teachers to work with gifted young people:

III – a low level of teacher preparedness to work with gifted children and youth. If you have more than a half of answers wrong, then you need to educate ourselves (or compose your own pedagogical theory). To work with gifted students is rather early to you.

II – a critical level of teacher preparedness to work with gifted children and youth. If you have only 5-7 wrong answers - it is quite good, in general, you feel the truth, you should only implement it in practice.

I – a sufficient level of teacher preparedness to work with gifted children and youth. If you have only 1-2 wrong answers, it is just great, you are a real talent, you have pedagogical intuition and you urgently need to find work that suits your remarkable teaching abilities.

Obtained results are shown in Table 1.

Table 1 – Levels of teachers preparedness to work with gifted students (abs. and in %).

Level 1		Level 2		Level 3		Total	
Abs.	In %	Abs.	In %	Abs.	In %	Abs.	In %
-	-	-	-	18	100	18	100

Thus, the obtained data indicate a low level of teachers' knowledge of the psychology of giftedness and modern conceptual approaches to the development of the identity of the gifted youth. The analysis of teachers answers shows that they have own, intuitive ideas about the nature of giftedness, its diagnostics, forms and methods of training and development of gifted students.

Such situation is caused by the fact that higher educational institutions of the Republic do not carry out special training of teachers to work with this category of students. At best, in the general psychology course future specialists get some idea about abilities. Work with gifted youth is touched in pedagogics course of the higher school simultaneously in connection with the study of the issues of education. The quantity of scientific-methodical literature on the identification, development, education of gifted students is not enough.

At the same time transition to a credit education system provides more and more favorable conditions for the differentiated and individual education of gifted students, and introduction of the personal-oriented technologies, interactive techniques contributes to the harmonization of their personal development, personal growth.

4. Conclusion

Thus, the presented materials indicate the need for the purposeful and systematic work on the formation of personal and professional preparedness of the higher schoolteachers to work with gifted students. It seems advisable to include section on the psychology of giftedness to content of the scientific and pedagogical training of undergraduates, that will allow to put into action more fully the intellectual and creative potential of all subjects of the educational process.

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A Methodical Approach to the Assessment of Economic and Social Situation of the Regions of the Russian Federation

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Abstract

Authors developed a technique of a comparative assessment of the economic and social situation of regions of the Russian Federation. At the heart of a technique – comparison of the integral indicators calculated on regions concerning indicators of the basic analyzed region. At the first stage comparison of single indicators in groups of indicators of scale of economy, efficiency of economy, the budget sphere and social sphere is carried out, indexes on each analyzed indicator of group are calculated. At the second stage, the consolidated indexes on each group of indicators, on the third the generalizing consolidated index integrating the consolidated indexes on groups of indicators is calculated. An aggregation of socio-economic indexes and their comparison is carried out in three groups of regions of the Russian Federation: regions of the federal district, regions analogs and leading regions. The choice of regions of the federal district is caused by the importance of the development of regional donor-recipient relationships in the district. Three macroeconomic indicators determine the structure of leading regions: the amount of gross regional product, industrial output, the volume of investment in fixed capital. The number of leaders included the regions of the Russian Federation having preferential positions on all macroeconomic indicators. The choice of regions analogs is made by the form economic activity (indicators: number of the enterprises, quantity working turnovers of the organizations) and on similar socio-economic indexes. During the analysis of the calculated integral indicators, social and economic benefits of the compared regions and possibility of their application in development of the analyzed region are allocated. The empirical base made Kamchatka Territory of the Russian Federation.

Keywords: *social and economic development of the region, integral assessment, Russian Federation, Far Eastern Federal District, Kamchatka region.*

1. Introduction

Development of a strategy for the development of the region of the Russian Federation relies on the principles of strategic planning established Federal by the law "About strategic planning in the Russian Federation" of 28.06.2014 No. 172-Federal Law. The principles of unity and integrity, differentiation of powers belong to the specified principles, succession, and a continuity, balances of system of strategic planning, productivity and efficiency of strategic planning, responsibility of participants of strategic planning, transparency (openness) of strategic planning, realness, resource security, than the measurability are more whole, compliances of indicators to the purposes. The success of the implementation of the listed principles depends on many factors, among which – the applied methodical tools of an assessment of the economic and social situation in the region.

The analysis of the existing methodical approaches to an evaluation of the economic and social situation of the Russian regions showed a lack of the uniform commonly accepted the technique. Public authorities, rating agencies, scientists apply different indicators, methods of their forming and interpretation, proceeding from objectives of carrying out an assessment of the economic and social situation of the territory of the country.

Lack of a uniform technique generates some problems in the field of strategic planning of regional development. According to researchers, in some regions of the Russian Federation the relation to the development of regional strategic documents has formal character. Lag of the used methodology of strategic planning from real dynamics of social and economic development of regions of Russia is noted. It is indicated the need of essential updating of the used methodology, accounting for new knowledge, the saved-up domestic and foreign experience of regional development at development of decisions in the field of regional policy(Shelomentsev et al., 2014, p. 89). "Megalomania " of strategic projects, underestimation of real opportunities of territories, attempts to contain in a framework of strategy of social and economic development of the region result all possible projects and programs existing in the territory of the subject in blurring and loss of integrity of the strategic document, complicate allocation of the priority directions of perspective development (Makovnik, 2012, p. 47). Also refer lack of accurately formulated selection criteria of representative set of initial factor characteristics of regional development to number of methodological problems of an assessment of economic and social situation of the Russian regions (Grishina and Polinev, 2012, p. 35).The situation is aggravated with the volatility of the state purposes and priorities of strategic regional development, their exposure to tactical changes (Vorozhbit and Pristup, 2014, p.110).

Due to the above, we consider that development of a methodical approach to an assessment of the economic and social situation of regions of the country has to be performed within legislatively established principles of strategic planning of regional development. It will allow increasing efficiency and productivity of strategic planning.

2. Research Methodology

The Russian and foreign scientists apply different evaluation methods of the economic and social situation of regions of the country. Shelomentsev et al. (2014) and Smirnov (2014) use methods of the comparative analysis, SWOT analysis. Grishina and Polinev (2012), experts of the RIA Rating (2014), Averin (2012), Ustyuzhina (2013), Tambourines (2010), Pursky and Moroz (2013), Petrova (2013), Lim et al. (2013) apply methods of an integral and rating assessment. Liebermann (2013) uses factor analysis.

For the purposes of a comparative assessment of the economic and social situation of regions of the country within strategic planning of regional development by the most acceptable, in our opinion, the method of an integral assessment is. This method providing aggregation of initial indicators and calculation on their basis of comparable indexes allows generalizing and comparing values of the most different initial socio-economic indexes of regions. Indicators of the analyzed region act basic for the purposes of a comparative assessment. Comparison of indicators of regions in different groups of regions is directed on identification of preferential positions of regional economies and opportunities of their embedding in the economy of the analyzed basic region.

Calculation of integral indexes is made based on the indicators offered by experts of the RIA Rating (2014, p. 68) for the purposes of a rating assessment of economic and social situation of regions of the country (Figure-1). Numerical values of these indicators form bodies of the state statistics of the Russian Federation and are is information the available. The structure of indicators is considered sufficient for providing a representativeness of an assessment of the economic and social situation of regions of the country. Availability and sufficiency of initial indicators promote the implementation of the principle of profitability providing compliance of labor costs on collecting and information analysis to effect from receipt of information. Let's note that the structure of initial indicators can be specified depending on effective objectives of strategic planning. Research period 2007-2012.

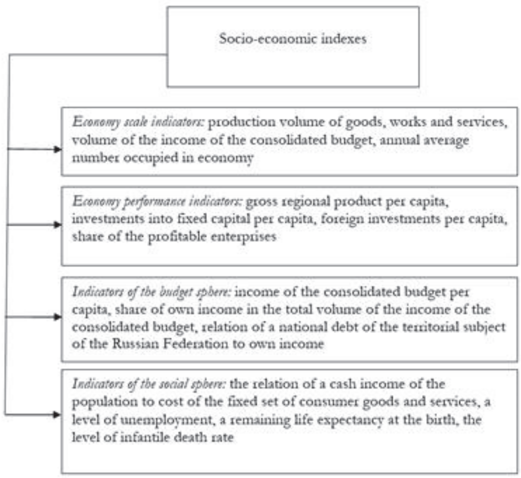

Figure 1. Structure of the indicators used for receipt of an integral assessment of economic and social situation of regions of the Russian Federation

For the implementation of the principle of unity and integrity of strategic planning of regional development, we consider it expedient to estimate the analyzed region in a group of the regions having similar positions on territorial and macroeconomic signs. With respect thereto we suggest carrying out comparative analysis and an assessment of social and economic development of regions in three groups of regions:

– regions of the federal district;
– leading regions;
– regions analogs.

Comparison of the basic region in a group of regions of the respective federal district allows to consider possibilities of development of donor-recipient relationships of regions with each other without the participation of the federal center. Economic integration of the analyzed region with stronger region of the district allows to strengthen commercial ties between partner regions, to eliminate their excess geoeconomic autonomy, to increase economical and political integrity of both the federal district, and the country in general (Gusev, 2013). With respect thereto, during comparison of indicators of the basic region and regions of the respective federal district those regions, which are specified: (1) have the greatest number of preferential positions in relation to the analyzed region; (2) are financially self-sufficient; (3) are geographically approached to the analyzed region. Further, during strategic planning of regional development stronger regions of the federal district can be considered as the next economic partners of the analyzed region.

The choice of leading regions is performed on three macroeconomic indicators: the amount of gross regional product, industrial output, the volume of investment in fixed capital. The number of leaders joins the regions of the Russian Federation having more mainly than a position on all macroeconomic indicators.

The choice of regions analogs is made by the form economic activity and on similar socio-economic indexes. A selection of regions by the form of economic activity is performed on three indicators: number of the enterprises, quantity working turnovers of the organizations. Selection by the criterion of similarity of socio-economic indexes is made on the basis of a rating of the economic and social situation of subjects published by the RIA Rating (2014).

On the basis of socio-economic indexes (Figure-1) are calculated:

1) indexes on each analyzed indicator;
2) the consolidated indexes on each group of indicators;
3) The generalizing consolidated index integrates four consolidated indexes. Allows to estimate in general economic and social situation of the analyzed region of rather compared regions in each group of regions.

The index is calculated from the relation of the corresponding indicator of the compared region, analyzed the region (basic) to an indicator:

$$i = \frac{n_{baz}}{n_{Xp}},$$

where

i – the index characterizing provision of the analyzed region on the corresponding indicator of the rather compared region;

$nbaz$ – indicator of the basic analyzed region;

n_{Xp} – indicator of the compared region.

Interpretation of indexes is performed as follows:

equally 1 – an index of the analyzed region on each indicator;

more than 1 – the index shows the benefit of the analyzed region of the rather compared region: the value is higher, the benefit is more;

less than 1 – the index shows that the analyzed region has the worst positions of the rather compared region: the value is less, the positions of the analyzed region are weaker.

Application of a technique is implemented in the example of Kamchatka Territory. Comparative analysis of economic and social situation of Kamchatka Territory is carried out in three groups of regions:

– regions of the Far East federal district (8 regions);
– leading regions (5 regions);
– Regions analogs (5 regions).

The Far East federal district includes 9 subjects, including, Kamchatka Territory. For comparative analysis, all regions of the district are accepted.

The choice of leading regions is made on three macroeconomic indicators: the amount of gross regional product, industrial output, the volume of investment in fixed capital. For the purposes of the analysis, 5 regions leading on these indicators are defined:

- Moscow region;
- Sverdlovsk region;
- Khanty-Mansi Autonomous Area;
- Yamal-Nenets Autonomous Area;
- The Republic of Tatarstan.

The cities of Moscow and St. Petersburg are excluded from selection as the cities of federal value having managing conditions, other than other subjects.

Two criteria make the choice of regions analogs:

1) Regions analogs by the form economic activity "Fishery, fish breeding";
2) The regions have similar socio-economic indexes.

A selection of regions by the form of economic activity "Fishery, fish breeding" is made by three criteria: number of the enterprises, quantity-working turnovers of the organizations. The group of analogs by the form of economic activity included Murmansk region and the Astrakhan region. Murmansk region is included into the group of industrial regions. The Astrakhan region is accepted for comparison as the agro-industrial region.

Selection by the criterion of similarity of socio-economic indexes is made on the basis of the analysis of a rating of the economic and social situation of subjects published by the RIA Rating agency (2014). For carrying out selection generalization is made, and the regions that took positions in a rating are revealed is five points higher and below Kamchatka Territory. Selection is made on the basis of the analysis of dynamics of a cumulative rating of the economic and social situation of territorial subjects of the Russian Federation for 2010-2012. Indicators of ten regions entering into group agro-industrial, to similarly Kamchatka Territory are analyzed. The regions that are a part of the Far East Federal District were not accepted to selection. As a result of comparison of indicators of the regions which are entering into group the agro-industrial and having rating differing on five points from a score of Kamchatka Territory three regions are selected: Republic of Buryatia, Oryol region, Republic of Dagestan.

Thus, are selected by regions analogs:

- Murmansk Region;
- Astrakhan Region;
- Republic of Buryatia;
- Oryol Region;
- The Republic of Dagestan.

The information source of values of initial socio-economic indexes of regions of the Russian Federation is BGD Regions of Russia (2014).

3. Results and Discussion

In this article, taking into account limited amounts, intermediate results of calculations of indexes on separate indicators are not given. Results of calculations of the consolidated indexes on groups of indicators are shown in one of the groups of indicators of the scale of economy.

In the table, 1 results of calculations of the consolidated indexes on a group of indicators of the scale of economy in the group of regions of the Far East Federal District is provided.

Table 1 – Dynamics of the consolidated indexes of scale of economy of regions of the Far East federal district in comparison with the consolidated indexes of Kamchatka Territory for 2007-2012

Region	Years					
Russian Federation	2007	2008	2009	2010	2011	2012
Kamchatka Territory	1	1	1	1	1	1
Primorye Territory	0,3022	0,2959	0,2779	0,3054	0,3192	0,3246
Khabarovsk Territory	0,3017	0,3085	0,3810	0,3791	0,4050	0,3748
Sakhalin Region	0,4610	0,4235	0,4804	0,5538	0,6050	0,4957
Amur Region	0,5965	0,5888	0,6345	0,6748	0,6887	0,6724
Magadan Region	1,7966	1,7220	1,8146	1,9066	1,9601	1,7430
Jewish Autonomous Region	2,7974	3,0377	3,4158	3,4289	4,1460	3,9717
Chukotka Autonomous Region	3,5079	2,8882	2,7263	3,4698	3,4462	3,6886
Republic of Sakha(Yakutia)	0,3121	0,3152	0,3445	0,3499	0,3464	0,3238

Among regions of the Far East federal district about Kamchatka Territory the Amur Region, the Sakhalin Region, Khabarovsk Territory, the Republic of Sakha (Yakutia) have preferential positions. From them financially self-sufficient region is the Republic of Sakha (Yakutia)

Results of the calculation of the consolidated indexes of the scale of economy in the group of regions analogs are given in Table 2.

Table 2 – Dynamics of the consolidated indexes of scale of economy of regions analogs in comparison with the consolidated indexes of Kamchatka Territory for 2007-2012

Regions of	Years					
Russian Federation	2007	2008	2009	2010	2011	2012
Kamchatka Territory	1	1	1	1	1	1
The Republic of Buryatia	0,6433	0,6253	0,6820	0,7867	0,8044	0,7863
Oryol Region	0,8491	0,8319	1,0348	1,0785	1,0933	1,0131
The Republic of Dagestan	0,3927	0,3674	0,3836	0,4518	0,4684	0,4281
Murmansk Region	0,4196	0,4403	0,5322	0,5519	0,5923	0,6066
Astrakhan Region	0,5761	0,5407	0,7659	0,9003	0,9049	0,8216

Preferential positions about Kamchatka Territory have regions analogs the Republic of Buryatia, the Republic of Dagestan, Murmansk and Astrakhan Regions. These regions are subsidized, geographically and significantly are removed from Kamchatka Territory (except for the Republic of Buryatia).

Results of the calculation of the consolidated indexes of the scale of economy in the group of leading regions are given in Table 3.

Table 3 – Dynamics of the consolidated indexes of scale of economy of leading regions in comparison with the consolidated indexes of Kamchatka Territory for 2007-2012

Regions of	Years					
Russian Federation	2007	2008	2009	2010	2011	2012
Kamchatka Territory	1	1	1	1	1	1
Moscow Region	0,0648	0,0640	0,0751	0,0805	0,0853	0,0752
Sverdlovsk Region	0,1025	0,1062	0,1423	0,1445	0,1504	0,1382
Khanty-Mansi Autonomous Area- Yugra	0,1312	0,1316	0,1638	0,1715	0,1711	0,1661
Yamal-Nenets Autonomous Area	0,3037	0,3002	0,3411	0,3450	0,3387	0,3243
The Republic of Tatarstan	0,1199	0,2980	0,1428	0,1392	0,1483	0,1363

All leading regions have the preferential positions about Kamchatka Territory provided with essential financial and resource benefits of leading regions. The Moscow region, Khanty-Mansi Autonomous Area, the Yamal-Nenets Autonomous Area are financially self-sufficient regions.

The consolidated indexes on groups of performance indicators of the economy, the budget sphere, social sphere in groups of regions of the district, regions analogs and leading regions are similarly calculated.

Further on the basis of the received consolidated indexes on groups of indicators *the generalizing consolidated indexes* are calculated.

The generalizing consolidated indexes calculated for all four groups of indicators showing provision of Kamchatka Territory among regions of the Far East Federal district are given in Table 4.

Table 4 – The generalizing consolidated indexes of economic and social situation of regions of the Far East federal district of rather Kamchatka Territory in 2007-2012

Regions of	Years					
Russian Federation	2007	2008	2009	2010	2011	2012
Kamchatka Territory	1	1	1	1	1	1
Primorye Territory	0,9453	0,9395	0,8810	0,8803	0,8604	0,9393
Khabarovsk Territory	0,7616	0,8275	0,9061	0,8814	0,8989	0,8603
Sakhalin Region	0,5450	0,5489	0,5547	0,6151	0,6238	0,5709
Amur Region	1,0356	1,0318	1,0431	1,1054	1,1395	1,1395
Magadan Region	1,1492	1,1283	1,1315	1,1432	1,0909	1,0247
Jewish Autonomous Region	1,5606	1,5941	1,7785	1,7801	2,0810	1,9988
Chukotka Autonomous Area	1,5838	1,2679	1,1948	1,5428	1,5530	1,6025
Republic of Sakha (Yakutia)	0,6596	0,6872	0,7135	0,7313	0,6970	0,6760

Preferential positions of the Sakhalin region, the Republic of Sakha (Yakutia) are explained by pronounced specialization of regions – from 60 to 75% of total production of goods, works and services mineral extraction borrows. The approximately same situation in the Magadan region which summary indicators slightly concede to Kamchatka Territory (to BGD Regions of Russia, 2014).

About 10 percent of industrial outputs fall to the share of mineral extraction in Kamchatka Territory. The modern enterprises of the mining industry of Kamchatka Territory develop in the conditions of a low degree of study of mineral resources of the region, a staffing deficit, and infrastructure. The high job cost interferes the development of the industry, the backwardness of the domestic market of mineral raw materials, an unstable environment of the world raw market (Vorozhbit and Pristup, 2014, p. 112).

In Primorye and Khabarovsk Territories the greatest specific weight in the total production of goods, works and services occupy the processing productions and paid services to the population (10-15% and 25% respectively). In Kamchatka Territory about 60 percent of industrial outputs of the region fall to the share of the processing productions. The greatest specific weight in the processing industry of Kamchatka Territory is occupied by the food (fish processing) industry of 89,3% in 2012 (BGD Regions of Russia, 2014).

The main problems of the processing industry – high degree of wear of fixed assets of the fishing organizations, low extent of processing of raw materials, under exploitation of opportunities of coastal fish processing, define severe losses of a value added and taxes. The operating mechanism of distribution of quotas also needs completion. As the main part of allowances according to different schemes is redeemed by the foreign companies, for export fish and seafood with low extent of processing, at the dumping prices (Vorozhbit and Pristup, 2014, p as a result leaves. 110).

The regions, which significantly are lagging behind on summary socio-economic indexes, Kamchatka Territory – the Jewish Autonomous Region, the Amur region – have the pronounced agricultural specialization creating a food basis of all the Far East federal district. The agricultural industry acts as a factor of food security and Kamchatka Territory, needing further development and the state support.

Demographic problems, actual for all regions of the Far East federal district, cause a growing demand of regions of the district for a manpower from the central part of Russia. The migratory problem resolution of a deficit of manpower leads to inflow, first of all, the seasonal low-qualified migrants (Liebensteiner, 2014) and demands, with respect thereto, serious justifications.

The generalizing consolidated indexes calculated for all four groups of indicators showing provision of Kamchatka Territory among regions analogs are given in Table 5.

Table 5 – The generalizing consolidated indexes of economic and social situation of regions analogs of rather Kamchatka Territory in 2007-2012

Regions of	Years					
Russian Federation	2007	2008	2009	2010	2011	2012
Kamchatka Territory	1	1	1	1	1	1
The Republic of Buryatia	1,1019	1,1009	1,2930	1,3384	1,3103	1,3073
Oryol region	1,1795	1,1972	1,5211	1,6006	1,5493	1,3990
The Republic of Dagestan	2,9639	2,9177	1,5080	1,6977	1,7410	1,6878
Murmansk region	0,8232	1,1450	1,1833	1,2274	1,4627	1,2040
Astrakhan region	0,9845	1,0215	1,3079	1,5138	1,5155	1,3714

Among regions analogs on the generalizing summary socio-economic indexes, Kamchatka Territory is the undisputed leader. The Astrakhan region the Republic of Buryatia, the Oryol region, the Republic of Dagestan are included into the group of agro-industrial regions which also Kamchatka Territory treats. Murmansk region, entering into the group of industrial regions, has the best indicators after Kamchatka Territory in a group of regions analogs. For Murmansk region basing the economy on the processing productions including, fish processing, the same problems of the processing industry, as are actual for Kamchatka Territory: creation of the competitive coastal fish processing infrastructure providing release of high-quality and profitable fish products, "return" of processing of fish on the coast. The solution of these tasks in the specified regions significantly will increase amounts of products of the fish processing industry, will give for itself financial flows in the form of investment and tax resources of fish processors, activates transport and infrastructure construction.

The generalizing consolidated indexes calculated for all four groups of indicators showing provision of Kamchatka Territory among leading regions are given in Table 6.

Table 6 – The generalizing consolidated indexes of economic and social situation of leading regions of rather Kamchatka Territory in 2007-2012

Regions of Russian Federation	Years					
	2007	2008	2009	2010	2011	2012
Kamchatka Krai	1	1	1	1	1	1
Moscow region	0,6886	0,7427	0,8740	0,8910	0,9040	0,8009
Sverdlovsk region	0,5484	0,6178	0,7027	0,7341	0,7357	0,6866
Khanty-Mansi Autonomous Are – Yugra	0,3741	0,4136	0,4984	0,4919	0,4732	0,4604
Yamal-Nenets Autonomous Area	0,4501	0,4684	0,4735	0,4883	0,4908	0,4626
The Republic of Tatarstan	0,6823	0,7739	0,9058	0,9386	0,9749	0,9067

In a group of leading regions, Kamchatka Territory has the worst positions. The generalizing consolidated index of social and economic development in Kamchatka Territory is lower than all leading regions throughout all considered period. Lag of Kamchatka Territory in this group of industrial regions makes to 2-3 times. Competitive advantages of leading regions are provided with their industrial specialization, and also the best climatic, economic, geographical and geopolitical conditions.

4. Conclusion

In the conditions of lack of the uniform commonly accepted technique of an assessment of economic and social situation of regions of the Russian Federation acting as an element of strategic planning for regional development we offer:

1) to perform an evaluation of the analyzed region in groups of the regions created: on a territorial sign – regions of the respective federal district; by the form economic activity – regions analogs; on macroeconomic indicators – leading regions;
2) To use the indicators providing a representativeness of an assessment and being for the purposes of a comparative assessment it is available information indicators of the scale of economy, the efficiency of the economy, the budget sphere and social sphere. The structure of indicators can be specified depending on effective objectives of strategic planning;
3) To apply a method of an integral assessment. To make the calculation and comparison of integral indicators of regions concerning the indicators of the analyzed region acting as the basic. The structure of the calculated integral indicators to create the following: indexes on each analyzed indicator; the consolidated indexes on each group of indicators; the generalizing consolidated index integrating the consolidated indexes on groups of indicators;
4) on the basis of aggregation of socio-economic indexes and their comparison in groups of regions of the federal district, regions analogs and leading regions to define strong and weaknesses of regional economies and possibility of their accounting when developing strategy of social and economic development of the analyzed region.

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On the Legal Status of Members of Parliaments of Countries of the Asian-Pacific Region

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Abstract

In recent years modern science of the constitutional law focuses special attention on parliamentarism problems. It is caused by the special role of parliament in socio-political life and also by complexity and contradictoriness of separate parliamentary institutes' development. The article considers such categories as constitutional and legal status of a parliament's member and a deputy's mandate and also their correlation at implementation of parliamentarian's activity. The control, representative and legislative powers of a deputy are members of active discussion. New political and economic conditions, a deputy's mandate evolution, a need of the organization improvement and activity of parliaments, deputies predetermine necessity and importance of the comparative legal research of various aspects of parliamentary experience of the Asian- Pacific region's countries. The further study, the account and efficient borrowing of positive experience of the legal regulation of the different status sides of parliamentarians and effective practice of their work will promote parliamentarism's development and parliaments' activity optimization.

Keywords: *deputy, parliament, legal status, deputy mandate, Asian-Pacific region.*

1. Introduction

The role of the elected representative in political life of society and state is great, their main task is to fix in laws interests and will of the majority of the citizens that expresses the point of a deputy's mandate. That is why the constitutional institute of the popular representation is inseparably connected with the parliamentarian's legal status.

The XXI century is "an Asian century" that is why, as many authors think, the research, the consideration of experience of the work organization of countries of the Asian- Pacific region (APR) within the comparative jurisprudence is indispensable (Charlton, S. E. M., 2010, pages 1-2).

The Constitutional Court of the Russian Federation more than once emphasized in its decisions the correlation between deputy's mandate characteristics and its nature and questions of the deputy's status, and in general keeps to the idea according to which both a deputy and the parliament are the people representatives. It follows from the article 3 of the Constitution of the Russian Federation according to which a carrier of the sovereignty and the only source of the power in Russia are its multinational people which carries out the power directly and also through the public authorities. In Russia the Federal Assembly, that is the representative and the legislative body consisting of two chambers- the Federation Council and the State Duma, plays an important role.

Chronologically the contents of the elected representative's mandate initially had an imperative character and gained distribution in the Middle Ages that was connected with dissociation of the states in the feudalism era and formation of class - representative bodies. Coherence of a deputy by the orders and instructions of the voters was typical both for Constitutions of the USSR and RSFSR. The constitution of Russia of 1993 does not mention about the character of a deputy's mandate. The Constitutional Court of the Russian Federation by its the Resolution from 12 April, 2002 N 9-P allowed deputies of the State Duma of the Russian Federation to be guided at implementation of the powers only by the Constitution of the Russian Federation and their conscience. Evolution of a deputy's mandate had led to the fact that in the modern democratic states the principle of the free deputy's mandate recognizing the parliamentarian as the elected representative of all people who has to be guided in his activity by conscience and not to be connected with any instructions was approved. In turn the imperative mandate remained in a number of the post-socialist states and exists in some developing countries (for example, in India).

In practice the concepts of the free and imperative deputy's mandate do not allow fully reveal an originality of the contents of a deputy's mandate and causes a number of questions, such as whether a deputy is in direct connection with parties which nominated him as a deputy or whether it depends on the other persons who lobby the interests in the parliament.

2. Methods and Materials

Due to the increase of a role and complication of the tasks facing people's deputies it is more and more obvious that improvement of the legal status of a deputy can be reached only on the basis of comprehensive use of scientific knowledge in this area.

For the goals achievement it is necessary to reveal and prove specifics of the concept "the status of a deputy" and "a deputy", the constitutional and legal nature of the popular representation, to compare and generalize experience of the constitutional and legal regulation of activity of bodies of the national representation in Russia and countries of the Asian-Pacific region.

As the methodological basis for specification of a conceptual framework in the concept of national representation dialectic, historical and comparative - legal methods which allow to show a place of the representative power in aspects of statics and dynamics, and also a method of the system and structural analysis allowing to open in details the legal model of a deputy's activity have the defining value.

3. Results and Discussion

In the modern theory of the constitutional law there are some definitions characterizing a deputy as the subject of the public relations: a deputy's status, a deputy's legal status, a deputy's legal position, the legal mode, a deputy's constitutional status. It is necessary to mention that these concepts are still debatable in the Russian legal science.

The Latin word "status" in translation means "situation", "state". The term "status" in the constitutional law is understood as the position of body, organization, association, official issued by the regulatory act (Avakyan, 2001, p. 191). In other words the status characterizes their nature, the place in the system of public relations, rights and duties, the order of their realization and acts or the made actions thus adopted (Korenev, 2009, p. 17).

In the widest sense in modern jurisprudence the legal status is defined as a legally fixed position of the personality in society (Matuzova and Malko, 2004, p. 180). However the legal status of the personality is not a static category, as it is known the legal status is expressed in difficult connections which are between the state and the individual (Lukasheva, 1996, p. 28). Thus, the legal status is first of all connected with the concept of activity of the personality. The sense of the last category is that the person has to be active in realization of the legitimate interests.

The legal status has in its basis the actual social status that is the real position of the person in the system of the public relations. Practically the person has opportunities and duties as the result of difficult interaction between certain people, personality and society. It predetermined serious distinctions in the legal, financial, and social status of citizens. The most important organic part of the social status is the legal status.

Democracy as complete power belonging to the people makes a core of the constitutional system. The people carry out the power, as we know, in two forms of democracy: direct and representative. The last one is first of all realized through the parliament and other electoral bodies. Unfortunately, the executive power actually dominates quite often (Kabyshev, 2012, p. 123-124) that does not promote a successful decision of the parliament and deputies of the problems of Russia and certain citizens. In this regard the separate analysis is demanded by an institute of the government's responsibility in relation to the parliament which gleams can be seen in the amendment establishing the annual report of the Government in relation to the State Duma of the Russian Federation. According to some authors' opinion, in practice it is no more than the decorative formality which does not provide the original responsibility of the government in relation to the supreme legislative and representative bodies of the government of Russia (Bobrova, 2010, p. 307).

Speaking about the legal status of a deputy, there are no doubts that it has to be fixed by the law. Otherwise the matter will only concern the public status. The rights and duties which are the parts of the legal status are regulated by the law because it does not only provide the rights and duties, but also establishes responsibility for their non-performance or improper execution. We have to agree with many authors who refer to the integral elements of the legal status of a deputy of the government supreme body of the Russian Federation not only the rights and duties, but also guarantees of activity of a deputy and his responsibility.

Guarantees of a deputy's activity are called the conditions established by the law and prerequisites of execution of the tasks, functions and powers by deputies. Constitutionalists allocate some groups of guarantees of the parliamentarians which are necessary for effective work: organizational, material, guarantees of the labor rights and security of person (Avakyan, 2015, p. 174-178).

It is fair to believe that not all public relations, in which the parliamentarian enters at implementation of the activity, can be considered as legal relationships. Therefore the status of a deputy is defined not only by rules of the law, but also by rules of political parties' work where it participates, by the established practices, customs, traditions, norms of morals, etc.

If the status of a deputy is fixed both by legal and other norms, then the legal status is settled only by the legal norms. The constitutional status of a deputy should be considered in narrower sense. Specifics of the constitutional status are caused by appointment and the nature of the Constitution which is urged to fix the fundamental, leading beginnings of the state organization and society and to govern the main and the most essential public relations.

For identification of essence of the legal nature of the status of the parliamentarian the bases of its emergence are important. The source of powers of a deputy is a will of his voters; in this regard such category as "a deputy's mandate" needs a special interpretation and research. The concept of the legal status of a deputy should be distinguished from the concept of a deputy's mandate which defines the nature of relationships between the parliamentarian and the voters whom it presents in public authority and civil society. A deputy's mandate is an element, a component of the constitutional - legal status of the parliamentarian (Nudnenko, 2004, p. 56).

In our opinion a mandate is the steadier policy - legal element than other elements of the legal status of a deputy which can change when saving of the available deputy's mandate.

The foreign authors, considering the status of a deputy, first of all address to providing his mandate as positions in a representative body with the corresponding rights and duties (Marc V., 2000, p. 13.). In some of the countries which we study a mandate is connected with a day of announcement of elections results (Japan). In a number of the countries (Mexico, Indonesia) the beginning of the action of a mandate coincides with holding a ceremony of adoption of the oath. Senators of the Upper House of Parliament of Philippines enter a position in midday of the day following behind a day of their election.

Constitutions of a number of Asia-Pacific countries, as a rule, define an essence of the constitutional and legal contents of a deputy's mandate, establishing its fundamental principles to which first belongs the elective principle as the basis of obtaining a mandate,. The principle of representation is consolidated (Art. 97 of the Constitution of the Socialist Republic of Vietnam, the deputy of National Assembly expressing the will and interests of the people, is a representative not only of voters of the district, but also all people of the country).

Irresponsibility of a deputy for his opinion and vote at implementation of the mandate is established as the principle of a deputy's mandate. The constitution of Japan concretizes this principle by the instruction that members of both chambers of Parliament "do not have responsibility behind walls of a chamber in connection with the speeches, statements and vote in a chamber" (Art. 51). Art. 105 of the Constitution of India says that nobody can be brought to judicial responsibility for the statement or vote in Parliament and does not have responsibility in connection with publication of the document, results of vote.

A number of constitutions consolidates the principle of parliamentary immunity. So, the Constitution of People's Republic of China in article 74 establishes that deputies of the National People's Congress cannot be arrested or brought to trial without the permission of presidium of session of the National People's Congress, and during the period between sessions - without the permission of Standing committee of the National People's Congress.

The important element of a deputy's mandate is the principle of its incompatibility from a certain sort activity, occupation of separate positions (article 92 of the Constitution of Peru - functions of Congressmen assume a full employment, deputies are forbidden to hold any position during the time when the Congress works.). The article 101 of the Constitution of India establishes that any person cannot be a member of Parliament and a member of any Chamber of State Legislature.

In the modern democratic states a free deputy's mandate recognizing the parliamentarian as the representative of all people who is not connected by any instructions and instructions was approved. At the same time the practice of national representation testifies that a deputy often is in direct dependence on parties which nominated him as the candidate on elections or according to which lists he was elected, and also from others, as a rule, the forces hidden from public control lobbying the interests in parliament. Evolution of domination of political parties in formation of a deputy's mandate finds the reflection in the politological encyclopedia which says: "The role of party consists in carrying out the interests between various groups, avoiding questions of democracy, ideology and even own program. The main aim is to provide the greatest number of votes, given for the party or the candidate" (L. McLean, 1996, p. 364).

Political control of parties of a deputy activity finds the reflection and in the text of constitutions of some states (Panama, Papua New Guinea). Article 151 of the Constitution of Panama says that political parties can withdraw the existing deputy mandate, for example, in case of serious violation of the charter, and also ideological and political bases of party. Considering constituent character of a deputy's mandate and the status of the deputy for providing a political and social order in the country, the relevant provisions of the constitution have to be rather concrete to avoid risk of an abuse of authority (Zdzischaw Kędzia and Agata Hauser, 2011, p. 14).

Imperativeness of a deputy's mandate provided the right of a response and also other integral elements of the imperative mandate of the deputy which were affirmed in Constitutions of the USSR and RSFSR. It was generally shown in the constitutional duties of a deputy to consider inquiries of the population of the constituency in the activity, the rights of voters at any time to demand the report of a deputy and opportunity to withdraw it.

Now the imperative mandate is used in such countries of the Asian-Pacific region, as the People's Republic of China, Democratic People's Republic of Korea, Vietnam, India and Vanuatu.

So, the Art, 7 of the Constitution of Vietnam says that a deputy of the National Assembly responds voters or parliament. The deputy of the National Assembly is obliged to support close connections with voters; to be under their control; to collect and to state truthfully to the National Assembly and the interested government bodies of the offer and a wish of voters; to respond to requirements and proposals of voters; to consider complaints and petitions from citizens, to promote their permission, to control it, to advise and help citizens with implementation of the specified rights (Art. 97).

Deputies of the National People's Congress are under control of the bodies which elected them who have the right in the order established by the law to withdraw the elected deputies (Art. 77 of the Constitution of the People's Republic of China).

4. Conclusion

1. The concepts "status" and "legal status" of the parliamentarian are various on the volume and the contents. If it is necessary to understand the actual position determined by the legal and other social norms as the position, the legal status of the parliamentarian is its legal status settled legislatively.
2. Constitutional - legal nature of the institute of the parliamentarian assumes the perfect mechanism of legal regulation of activity and responsibility of representative institutions therefore their sufficient dependence on requirements and citizens' interests is provided.
3. A basic purpose of a deputy's mandate is to ensure democracy in relationship of citizens and their plenipotentiaries at implementation of legislature. Such elements constitutional - legal status of a deputy as the rights, duties, guarantees are way of a specification of a deputy's mandate (free, imperative or mixed).
4. As a matter of experience neighboring countries and historical development of Russia, it is legislatively necessary to develop the main forms of relationship of deputies with the voters, to enter possibility of evaluation of the work of deputies and parliament in general, the right of surgery of citizens into administrative process.

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Statistics of Productivity and Effectiveness of Experimental Support of the Educational System (For Scientists and Education Experts)

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Abstract

The present article focuses on the issues of productivity and effectiveness of research providing educational system. This work describes research activity as an activity of the authors- individuals and groups of the authors, and also an activity of scientific and educational institutions which are carrying out their activity within the education system in the field of development, registration, approbation and implementation of teaching and education techniques and technologies, new mechanisms of management in the education system, control of the quality of education and also in other directions provided by the programs of education development and other normative legal acts defining priorities of the state education policy of the Russian Federation. The article has considered the dynamics of a branch registration of the results of intellectual activity (RIA) in the field of education in recent years. It has also given the statistics of scientific providing education system on materials of a database and information collections of the Joint fund of Electronic Resources "Science and education" (JFERSaE). The examples of integrating collections of electronic resources developed by the JFERSaE experts have been considered. The systematized review of specifics of the technology of a branch registration of electronic resources is a distinctive feature of the work. Now an actual problem for many authors creating various objects of the intellectual property for the education system is a legal protection of their rights. The legislator for computer programs says, many types of works existing only in the electronic form do not provide for a special registration, databases, etc. A the same time, the authors- workers of educational institutions in the course of implementation of the labor functions often face a need of the authors' rights confirmation for their electronic works included in electronic educational systems and forming in turn information and education space of a country.

Keywords: *results of intellectual activity, electronic educational resources, registration, scientific providing education system, scientific publication.*

1. Introduction

Now one of the priority tasks of almost any civilized state is the effective policy in the area on development of the scientific and technical sphere that considerably enhances the level of works competitiveness at the world market and will positively affect the export dynamics of the science intensive output. From the beginning of the XXI century in almost all spheres there is a steady tendency to the growth in number of the results of the intellectual activity (within the labor functions performance) established by employees of various organizations and institutions. In the second decade of the XXI century it is separately possible to emphasize the educational sphere where an innovative activity becomes one of the criteria of the organization competitiveness (Solomonenko, 2014). Many researchers note that today the enough intellectual activity results have an official character, i.e. they are created in connection with performance by the worker of his labor duties or a concrete task of an employer (Dobrynin, 2014) that is explained by the following fact: commercialization of objects of the intellectual property demands a great number of financial, technological, technical means which can be concentrated in large economic subjects. Now the Joint Fund of Electronic Resources "Science and education"(further in the text of work - (JFERSaE) is almost the only organization specializing on a branch registration of electronic resources of science and education of different types in the territory of the Russian Federation.

Within the article an analysis in the issues of the level of productivity and effectiveness of research providing educational system that is formed due to the works which have already underwent all necessary procedures of a registration in JFERSaE is conducted. By research activity in this case is understood an activity of the authors- individuals and groups of the authors, and also an activity of scientific and educational institutions which are carrying out their activity within the education system in the field of development, registration, approbation and implementation of teaching and education techniques and technologies, new mechanisms of management in the education system, control of the quality of education and also in other directions provided by the programs of education development and other normative legal acts defining priorities of the state education policy of the Russian Federation. At the macrolevel a test of the new content of education and the educational systems by experience, new pedagogical technologies, textbooks, educational and methodical, methodical, educational and laboratory sets; - approbation of new mechanisms directed on modernization of the education management including economics of education; creation and development of new structures in the education system, network interaction of educational organizations and educational systems; development and a test of systems of an assessment of the quality of education by experience, new forms and methods of the education management; development and approbation of new means of ensuring of public support of education development programs; approbation and implementation of new forms, methods and tutorials; development and approbation of new directions of preparation (specialities), specializations, and also new educational services; research, innovative activity on urgent problems of education directed on improvement of educational and methodical, organizational, legal, financial and economic, personnel, material support of the education system are the main objectives of development of research providing educational system. The objectives set at the microlevel often coincide with functionality of the profile organizations which are carrying out a direct formation of research providing educational system.

In general, in the course of functioning of the domestic system of a registration of the results of intellectual activity at the federal level the Federal Public Autonomous Scientific Institution "The center of Information Technologies and Systems of Federal Executive Authorities" of the Ministry of Education and Science of the Russian Federation (to FPASI CITaS - the former VNTIZ - the All-Russian Scientific and Technical Information Center); - the Federal Service for Intellectual Property (ROSPATENT) (the departmental submission to the Ministry of Economic Development of the Russian Federation) take part.

FPASI CITaS is carried out a formation of the fund of unpublished sources of the scientific and technical information (STI) as a component of the national library and information fund of the Russian Federation.

The work of the Uniform information system of the accounting of the results of research, developmental and technological works is supported by the branch funds of a registration of the results of intellectual activity (RIA) existing in various areas of economics of the country: health care, transport, education, defense, etc. The branch funds are focused on specifics of areas of economics of the country which they serve.

In the education system the Joint Fund of Electronic Resources "Science and education" (JFERSaE) which is the scientific partner to the FPASI CITaS assumes the functions of an assessment of novelty and priority of the intellectual activity results. Within the article the research of productivity and effectiveness of research providing educational system (for scientists and education experts) on JFERSaE materials for the last period is conducted.

The research aim is to study tendencies of development of research providing educational system at the beginning of the second decade of the XXI century.

2. Literature Review

Certain researchers as well as the authors' groups in the sphere of science and education were engaged in study of the dynamics of a development vector of electronic works. So, for example, reviews of the results of a registration in Rospatent (2013) are periodically published in the magazine «Birzha Intellektualnoi Sobstvennosti», a number of the authors conduct a comparative analysis of the author's activity on the materials of Russia and Turkey (Fyodorov V. K. and Akylla Kh. (2015). A number of authors investigate development of a registration of the intellectual property in separate branches (Trifonov M.V. and Kuznetsova O. A., 2014; Bobkova E.Yu., 2015). Regular analytical reviews of a general character (Galkina A.I., Soshnikova E.A., Bobkova E.Yu., Grishan I.A. 2014; Galkina A.I., Bobkova E.Yu., Burnasheva E.A., Grishan I.A., Komarova M. V., 2014) and reviews devoted to the certain types and forms of electronic resources, and also their roles in the organizations' activity (Galkina A.I., 2014;) as well as scientific works devoted to the technology of a registration of electronic resources included in JFERSaE base, also JFERSaE employees publish (Galkin

A.I., 2012). Problems and prospects of the legal protection of electronic resources created as office works both in organizations of a various form of ownership (Dobrynin by B.O, 2014) and in educational institutions (Solomonenko L.A., 2014) attract in recent years a great interest of Russian researchers that emphasizes the relevance of the research which results are presented in this work.

3. Methods and Materials

Methods of a historical, systematic, logical analysis, scientific cognition (a comparison, an analysis, a synthesis, an analogy, a generalization, an induction, and a deduction), a logical method and classification are the methodological basis of the research. The methodology of mathematical statistics, mathematical models and methods of the analysis with the use of modern computer technologies was used for the statistical analysis conduction.

4. Results and Discussions

The Joint Fund of Electronic Resources "Science and education" (further JFERSaE), established on 30 November 2009 by the Order of the director of the FSSI ISAPI RAE, is guided by doing its activity by the federal legislation, the Charter, normative acts of the FSSI ISAPI RAE and the Status. Now JFERSaE is a structural department of the Federal Public Budgetary Scientific Institution "Institute of Education Management of the Russian Academy of Education" and has an extensive network of regional and specialized branches all over the country. Almost all branches successfully operate on the basis of educational institutions (higher education institutions, colleges, schools, junior colleges, etc.).

JFERSaE is the historical assignee of a number of organizations conducting the funds of algorithms and programs in the educational system see Figure 1.

Figure 1 – Chronology of development of the fund of electronic resources

In 2000 there was an integration of the Fund of Algorithms and Programs of Higher Education School (FAP HES) and the Russian Fund of Computer Training Programs (RFC) in the Branch Fund of Algorithms and Programs (BFAP). This key circumstance, and also an emergence of the OFAP site in 2004 became the strongest incentive of promoting of a procedure of the results of intellectual activity of science and education registration that has led to the stream increase of works in a digital code (Figure 2)

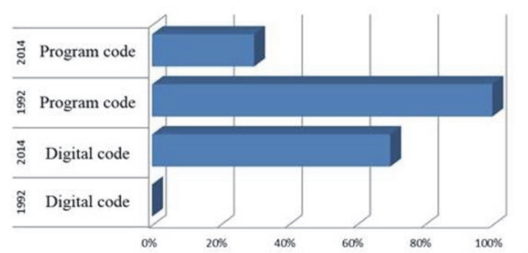

Figure 2 – Ratio of the results of the intellectual activity in a program code and digital code, units of registered resources (in comparison of data of 1992 and 2014)

In 2013 the fund was finally established as the departmental and passed to a registration of the results of the intellectual activity into the fields of education and pedagogical science (Figure 3). Figure 3 shows the dynamics of change of a ratio of electronic resources in education and other branches of economics within a year.

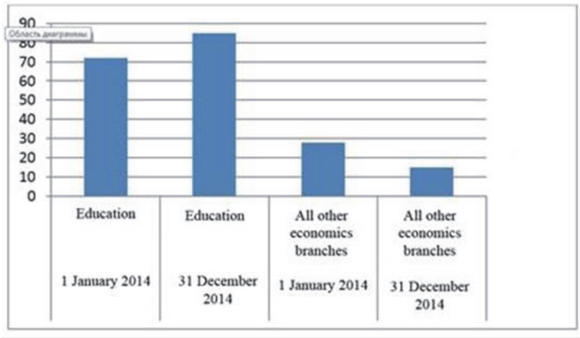

Figure 3 – The percentage ratio of electronic resources of science and education and other economics branches relating to January and December 2014)

Now the United Fund of electronic Resources "Science and education" is intended for accumulations of information about electronic resources of science and education having "unpublished documents" appearance; standardization and unification of semistructured information about electronic resources; estimates of electronic resources of science and education on compliance to requirements of novelty and priority; cataloguing of electronic resources of scientific and educational appointment; providing the available, full and transparent notification of scientific and pedagogical community of the country about the last achievements in the field of science and education.

The main objectives of the Joint Fund of Electronic Resources "Science and education" are carrying out an evidence-based state policy in the field of formation of a common information space of science and education about the results of the intellectual activity (RIA) on the basis of the wide use of information and communication technologies; providing developers and consumers of electronic resources of science and education with available, full, reliable and operational information concerning electronic providing science and education; providing conditions for elimination of unjustified duplication of electronic resources of science and education and, thereby, elimination of irrational budgetary financing of fundamental and applied researches and the results of design activity in science and education.

Functions of the Joint Fund of Electronic Resources «Science and education» are consultation of the authors and organizations of electronic resources developers of science and education for a registration of electronic resources of science and education (including the issues on registrations of a set of documents, classifications and rubrications on SRSTI and UDC, identifications on the USPD code, a branch classification and rubrication); consultation on precepts of law of the author's right for the intellectual property; an assessment of novelty and priority of electronic resources of science and education; registration (account) of electronic resources of science and education; cataloguing of electronic resources of science and education; assistance to the authors and organizations-developers in a registration of electronic resources of science and education in the National Information Fund of Unpublished Documents (FPSI "CITaS"); a placement of information about electronic resources of science and education, including a contact information of the authors and organization-developers on a portal of the Joint Fund of Electronic Resources "Science and education" and also in electronic editions; a placement of information about innovative electronic resources in the field of science and education on a portal of the Joint Fund of Electronic Resources "Science and education".

The fund is a scientific partner of institutions which are engaged in a registration of the intellectual property and also interacts with them for the purpose of observance and protection of the authors' rights of the results of the intellectual activity. The information about ROSPATENT, FPSI "CITaS", STC "INFORMREGISTR" is often given on pages of a portal, in the news line, and that also helps the authors to be guided with the directions of a legal protection of the author's right for his works.

Over the years the legal education which has accepted a mass character; an emergence of the numerous legal sites; legal telecasts; and also promotional activity of the fund on the authors' rights questions, promoted the legal education of scientific and pedagogical community of the country.

Besides the technology of a registration in JFERSaE which is followed by the operational and mass notification of scientific and pedagogical community of the country about the results of a registration on a portal of the fund, is the recognized practical mechanism of a preventive protection of the author's right of the intellectual property.

At all times an activity of the fund was aimed at providing recognition of the results of research activity of the authors and organizations-developers from scientific and pedagogical community. Figure 4 presents the structure of users of the fund.

Figure 4 – The main users JFERSaE

The monitoring which is regularly carried out by JFERSaE employees says that for June 2015 a number of JFERSaE users are more than 40 000 people (the authors-individuals and groups of the authors - developers of electronic resources), and also about 700 organizations-developers of electronic resources.

JFERSaE is the two-level structure including besides the head office, JFERSaE itself, and 30 regional and specialized offices covering by their activity a great part of Russia. JFERSaE offices are experimental platforms on scientific work in the field of development and deployment of research providing educational system (for scientists and education experts). The monitoring of number of the registered development on time (Fig. 5) shows both an increasing and a weakening interest of the scientific and pedagogical public to a voluntary registration of the results of the intellectual activity in JFERSaE for their assessment of novelty and priority.

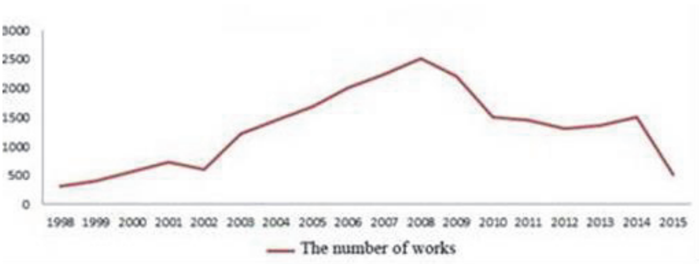

Figure 5 – The dynamics of number of the registered works about from the creation moment to the present time

At all stages of formation, making up and development of the branch fund of the education system its users - authors in the conditions of the legal insufficiency caused by a lag of lawmaking from realities of promptly developing world were interested in the issues on the author's right for the registered work, the issues on the right possession, the issues on the interaction of the fund and the lead agencies dealing with the issues of a registration of the results of the intellectual activity and their protection. Registration in branch fund became the instrument of practical, preventive protection of copyright of the registered development.

The analysis of a JFERSaE database on headings of the State Rubricator of Scientific and Technical Information

(SRSTI) convincingly shows an advantage of scientific and research works (fundamental and applied) in the fieldsof education and pedagogics. Today the fund fulfilled more than 250 various, standard issues on which the answers published on a portal are given. These questions-answers have in total 38058 viewings that is a good indicator for a highly specialized portal.

By the results of the analysis of functionality of the results of the intellectual activity registered in JFERSaE, systematization of classification signs of RIA that allowed formulating a further classification of the results of the intellectual activity registered in JFERSaE, see Figure 6 was carried out.

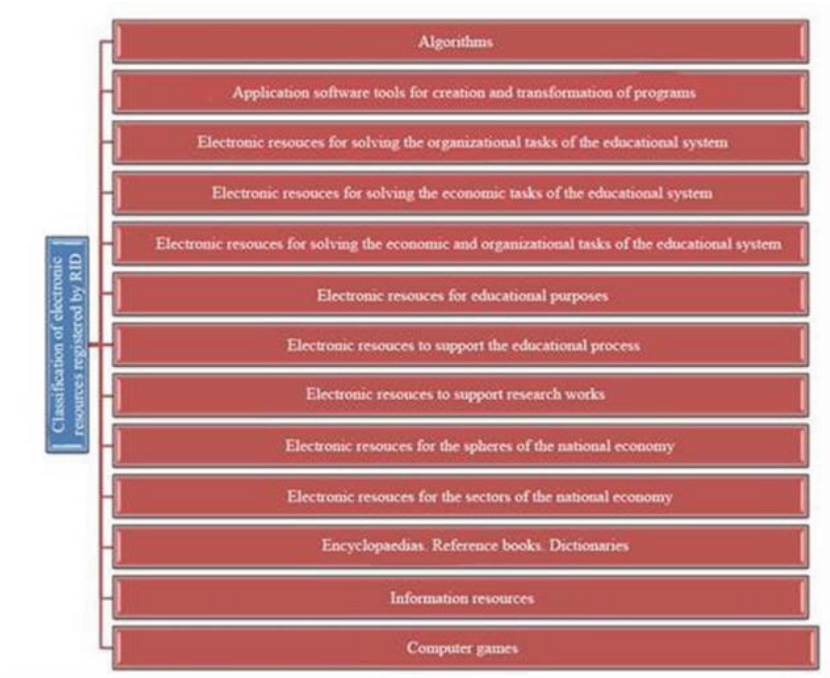

Figure 6 – Classification of electronic resources registered in JFERSaE in recent years

Evolution of the fund led to a registration of electronic resources and first of all electronic educational resources in a digital code, having the primary majority, in the general set of the registered results of the intellectual activity. The quantitative analysis of the registered results of the intellectual activities according to functionality allows making a conclusion about the prevalence of electronic educational resources (EER) – 47.8% of RID total. Electronic educational resources in a digital code have more than 600 versions with a complete list of which it is possible to get acquainted on JFERSaE portal. The quantity of electronic educational resources kinds in a digital code increases from year to year reflecting an improvement of the forms of components of the scientific and educational environment of educational institutions, depending on reforming and modernization of the education system.

Electronic educational resources to which electronic resources for the solution of organizational problems of the education system; electronic resources for the solution of economic problems of the education system; electronic resources for the solution of organizational and economic problems of the education system; electronic resources of the educational appointment; electronic resources of support of the educational process; encyclopedias, reference books, dictionaries; information resources; developing computer games in their entirety compound components of the information and education environment of educational institutions refer.

Now various researches show that more than 83% of the full volume of the intellectual property in the education system works in a digital code present. The digitized educational and methodical grants, elective author's courses, certification pedagogical materials, etc. having a high intellectual value were highly appreciated by the scientific and pedagogical community, especially, abroad. Now the existence and quality of the information and education environment of the educational process organization of the educational institution is a defining point in a preparation of the highly qualified labor and scientific personnel demanded by economics and economy of the country that follows the State program on training of the top skills (2012-2014 years).

The analysis of the electronic educational resources (EER) distribution (Figure 7) registered in JFERSaE by years convincingly shows that the splash of the quantity growth of the developed and registered electronic educational resources coincides on time with the beginning of the system of higher education reforming – with a year 2008.

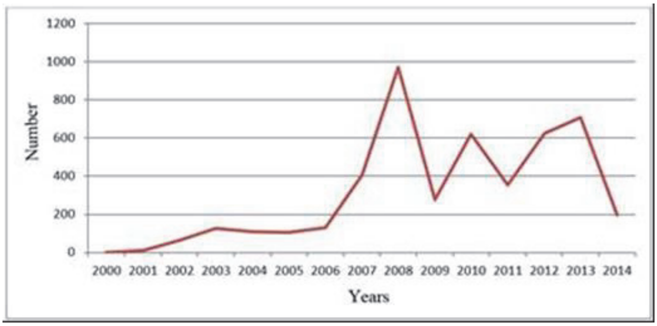

Figure 7 – Distribution registered in JFERSaE EOR by years

At a registration of the results of the intellectual activity in JFERSaE the developers note a kind of the registered the results of the intellectual activity. The version is classified according to a registration form of ICR registration (the Information Card of Results of Intellectual Activity) in the following way: a program module, a program, a software package, an application suite, a library of programs, a program system, a program complex, an information structure, and others.

On the basis of the carried-out analysis of the registered electronic resources of the educational appointment, it is possible to note that in recent years the "Others" version considerably is in the lead, occupying in 2014-2015 more than 70% of all registered EO of this type.

The "Others" version of the registered EOR contains more than 600 subspecies including the Automated Pedagogical Measuring Materials, the Album of Assembly Drawings, the Bank of Practical Tasks, the Video of a task, the Visual notebook, the Hypertext textbook, the Book of problems, Interactive laboratory work, the Case of distance learning, the Case-study, the Abstract of a lesson, the Lecture-concert, Materials of the international seminar, Methodical and didactical textbook, the Methodical note, the Multimedia manual, the Multimedia educational and methodical textbook, the Reference book for a teacher, the Training video course, the Textbook for a pupil, the Working program of the author's elective course, the Workbook, the Answer book, The Series of slide movies, Terminological training, the Educational video course, the Electronic alphabet, the Electronic herbarium, the Electronic educational and training practical work, etc. reflecting all variety of electronic educational resources – the results of the intellectual activity of the faculty of the education system regarding the improvement of methodology of training and education.

The quantity of subspecies of a "Others" version increases from year to year reflecting the improvement of the forms of components of the information and education environment of educational institutions depending on reforming and modernization of the education system. This situation is most clearly demonstrated by the improvement of a form of the registered textbooks (educational, educational and methodical, methodical, methodical and didactical, etc.) depending on the period of their development (table 1).

Table 1 – Kinds of textbooks on time of their development and registration:

The form of a textbook	The development and registration period
textual	the early 2000s
hypertext	the mid-2000s
interactive	the late 2000s
electronic	the early 2010s
multimedia	from 2010 to the present time

If to analyze the quantitative and qualitative structure of electronic educational resources carried to the "Others" version, there is a primary prevalence of textbooks which make 73% of the total quantity of the registered EOR.

Informatization of education was an incitement to EOR development, creation of the information and education environment of the education system, creation of systems of open and remote education.

Thus, the practical result of basic and applied scientific researches in the fields of education and pedagogics is the development of various electronic educational resources meeting the pressing needs of the education system for effectiveness of the implementation of scientific and technical programs aimed at the advancing innovative development of economy and economics of the country.

Novelty of the registered electronic educational resources is shown by the following example.

In a JFERSaE database nearly 1500 electronic textbooks on informatics among which it is impossible to find two identical ones. All textbooks differ in the hardware-software characteristics, development tools, a focus on various education levels, a focus on various levels of higher school, a focus on different specialities and specialization of specialists training (respectively, the volume and intensity of the training material), a ratio of educational and methodical components, an existence or absence didactic components, an availability of control measuring materials, etc.

Retrospective analyses of the maintenance of a JFERSaE database give an evident picture of the development and modernization of education in Russia. In a database scientific providing education system since the end of the period of a computerization of education is accumulated (1985-1993 years) to the present time - the period of the State program "Information society" realization.

In this plan the JFERSaE experiment on development of the retrospective generalizing collections of higher education institutions and schools is interesting. On JFERSaE materials the following electronic editions were developed in recent years: Components of the information and education environment of the Armavir State Pedagogical Academy (on materials of the Joint Fund of Electronic Resources "Science and education" 2006-2013) / To FPBEI HPE APPA the 65th anniversary; the Components of the scientific and educational environment of Omsk State Technical University (on materials of the Joint Fund of Electronic Resources "Science and education" 2001-2013); the Components of the educational and scientific environment of Nizhny Tagil State Social and Pedagogical Academy (on materials of the Joint Fund of Electronic Resources "Science and education" (2001-2013) ; the Information and Education environment of the Public Budgetary Educational Institution Gymnasium №1526 (Moscow) / To the 20th anniversary of SEI a gymnasium № 1526 (Moscow) (2004-2014years).

Each electronic edition contained the retrospective review of electronic educational resources registered by these educational institutions in JFERSaE for many years; the catalogued collection of electronic resources in the form of the Russian and English versions of JFERSaE electronic edition "The navigator in the world of science and education"; collections of the full-text advertisement technical specifications registered by the EOR with the indication of direct references on JFERSaE portal and direct references on servers of educational institutions within information and education environments of educational institutions.

All electronic editions were registered in addition in accordance with the established procedure in STC INFORMREGISTR that allowed to present electronic editions to the federal libraries of the country which are a part of the National repository of domestic printing editions. Thereby the circle of experts, the scientific and pedagogical workers of the country acquainted with scientific and pedagogical activity of the above-named educational institutions has extended.

All information going to JFERSaE is in full and direct access to scientific and pedagogical community on Information portal of the Joint Fund of Electronic Resources "Science and education" available at www.ofernio.ru because the publication in open access significantly complicates a possibility of plagiarism and increases the quality of scientific researches.

Acquaintance and work with a database and collections JFERSaE does not demand special registration on a portal, however, use of materials JFERSaE is admissible at obligatory references to a portal.

Openness of the JFERSaE Information portal follows the Status on the Standard of openness introduced in the executive authorities. However, concerning the personal information provided by the authors-individuals and groups of the authors for the implementation of a registration procedure by the fund, the fund is guided by the Status on the JFERSaE privacy policy according to which the fund undertakes to keep, not to provide and not to open a personal information to the third persons.

Users of the fund addressing to the fund agree with the JFERSaE Privacy policy and agree with the publication of an abstract information about the registered by RID and a placement of the full-text descriptions of the registered electronic resources on a portal of the fund.

Openness, availability and informational content of the Information portal of the Joint Fund of Electronic Resources "Science and Education" were appreciated by the pedagogical community of the country and other countries of the world.

Except the Russian part of the Internet a portal causes both the experts' of other countries and regions' of the world interest. According to the rating system "Live Statistics Globe" portal is visited by the experts in more than 30 countries of the world: Azerbaijan, Antigua and Barbettes, Argentina, Belarus, Belgium, Bosnia and Herzegovina, Botswana, Brazil, Great Britain, Venezuela, Germany, Israel, Spain, Italy, Kazakhstan, China, Macedonia, Mexico, Netherlands, Poland, Republic of Korea, Czech Republic, Saudi Arabia, United States of America, Tajikistan, Thailand, Turkey, Ukraine, Chile, Sweden.

The results of a registration in JFERSaE are made out by the list of scientific publications according to AUSS and models of a registration presented on a portal.

5. Conclusion

At the present stage the scientific community has developed criteria for identification of the priority directions in science, the main thing from which is an introduction of the results of scientific researches in practice. Productivity and effectiveness of scientific providing education system accumulated in JFERSaE is confirmed by the practice of its introduction and use in the real pedagogical process.

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Assessment of Proper Capital Sufficiency of Regional Commercial Banks

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Abstract

Today the role of regional banks of medium size, which have several advantages over large multi-branch banks is increasing, this raises the need to analyze the stability of the regional banking system, at first to assess the adequacy of capital base of regional banks of medium and small size. The article discusses the concept of a regional bank, regional banking system, its institutional structure and level of development, a brief description of the banking system of subjects of the Far Eastern Federal district of the Russian Federation is given. The authors evaluated the adequacy of capital base of small regional banks focused on the needs of their region to determine the possible negative impact of requirements strengthening to the sufficiency from the side of the regulator. The study was conducted on the example of commercial banks registered in the Far Eastern Federal district of the Russian Federation. The calculation results indicate the absence of significant impact of Basel III requirements on capital adequacy in the regional banking system of the Far Eastern Federal district.

Keywords: *bank capital adequacy, regional bank system, regional banks, methods of assessment of capital adequacy, Basel III.*

1. Introduction

Today the main task of the banking sector of Russia is the long-term sustainability of the banking system. It is impossible to speak about the orientation of the banks to the needs of the real sector of the economy and increasing the confidence of customers without it.

The tendency of declining capital adequacy of the banking sector, showing the decrease in the stock of its strength, is related to the impact of the financial crisis, the requirements strengthening for capital adequacy of banks by regulatory and supervisory authorities, effect of sectoral economic sanctions against Russia and its position on the South-East of Ukraine and Crimea, imposed by the EU and the USA, as well as the response of Russia's embargo, all these in aggregate negatively affect on the banking system of the Russian Federation.

While the stock of financial stability at large financial institutions are supported by the state, a small, regional banks need to make more efforts to maintain a sufficient level of liquidity, solvency and capital level in the present external and internal environment (Mackevich and Kuzmicheva, 2015).

A big plus is that regional banks generally are more liquid and better capitalized in comparison with larger commercial banks that have greater economic and geographical extent of the country and abroad.

2. Literature Review

Certain researchers as well as the authors' groups in the sphere of science and education were engaged in study of the dynamics of a development vector of electronic works. So, for example, reviews of the results of a registration in Rospatent (2013) are periodically published in the magazine «Birzha Intellektualnoi Sobstvennosti», a number of the authors conduct a comparative analysis of the author's activity on the materials of Russia and Turkey (Fyodorov V. K. and Akylla Kh. (2015). A number of authors investigate development of a registration of the intellectual property in separate branches (Trifonov M.V. and Kuznetsova O. A., 2014; Bobkova E.Yu., 2015). Regular analytical reviews of a general character (Galkina A.I., Soshnikova E.A., Bobkova E.Yu., Grishan I.A. 2014; Galkina A.I., Bobkova E.Yu., Burnasheva E.A., Grishan I.A., Komarova M. V., 2014) and reviews devoted to the certain types and forms of electronic resources, and also their roles in the organizations' activity (Galkina A.I., 2014;) as well as scientific works devoted to the technology of a registration of electronic resources included in JFERSaE base, also JFERSaE employees publish (Galkin A.I., 2012). Problems and prospects of the legal protection of electronic resources created as office works both in organizations of a various form of ownership (Dobrynin by B.O, 2014) and in educational institutions (Solomonenko L.A., 2014) attract in recent years a great interest of Russian researchers that emphasizes the relevance of the research which results are presented in this work.

3. Methodology

In the research process the general scientific and special methods, which show the relationship of the theory of the bank's capital adequacy and its practical implementation on the example of regional banks in the Russian Far East, the methods of comparative analysis and synthesis, comparison, generalization, and statistical methods, economic and financial analysis were applied.

In order to assess the capital adequacy of the regional banking system the methodology proposed in works of Sorokina (2008), Didenko and Chernovalova (2012), Manuilenko (2012) was used. The calculations of capital base in the accounting of commercial banks in the Far Eastern Federal district of the Russian Federation presented on the website of the CBR were information base for the study.

4. Main Part

It is necessary to clearly understand the terminology of the investigated problem in order to conduct the study. The concept of a regional credit institution is not legislated, as well as there is no established definition, but researchers (Murychev, 2004; Rykova, 2011; Gurova, 2014) highlight a number of features of functioning of the bank that allow to assign it to the category of regional:

1. the territory is limited to one or more subjects of the Russian Federation,
2. the asset size of up to 10 billion rubles
3. clients are local small and medium enterprises,
4. share of credit portfolio is over 50%, etc.

The role of regional banks is growing every year, because namely regional banks are more focused on servicing small and medium businesses, local budgets and budget enterprises, etc. Their strengths are trust relationships with customers, effective management, efficient decision making, established contacts in the region, offering a broad range of services taking into account the specifics of the region.

In the present study commercial banks registered on the territory of subjects of the Far Eastern Federal district are observed as regional banks of FEFD. As on 01 January 2015 on the territory of the FEFD there were 22 registered credit institutions, which in the presence of certain signs can be classified as regional. The greatest number of them are in the Primorsky region, that is OJSC JSCB “Primorye", JSC "Dalnevostochniy Bank", OJSC SCB of Primorye "Primsotsbank", PJSC CB "SUMMIT BANK", LLC Primterkombank, JSC "Dalta-Bank. In the Sakhalin region there are 5 credit institutions: "OOO Okhabank" the Bank "Iturup" (LLC), ZAO “Holmskkombank", CB "Dolinsk" (CJSC), JSC "Tikhookeanskiy Vneshtorgbank". 4 credit institutions are registered on the territory of the Republic of Sakha (Yakutia) – AB "Aldanzolotobank" JSC, JSC "Nerungribank". Kamchatskiy Territory is represented by the three credit organizations "Municipal Kamchatprofitbank" (CJSC), CJSC "Solid Bank", JSC "Kamchatkomagroprombank". On the Khabarovsk Territory and the Amur region two banks are registered – the Bank of the “Ussuri “(JSC), JSC "Royal Credit Bank" and PJSC CB "Vostochniy", "Asiatsko-Tikhookeanski Bank" (OJSC), respectively. In the Magadan region, the Jewish Autonomous region and the Chukotka Autonomous Okrug there are no credit institutions, the banking sector is represented by branches of banks from other regions.

The focus of the work of regional banks to the needs of "their" region, leads to a weak diversification of the loan portfolio. The small size of the bank's capital is a consequence of the narrow customer base, low level of income, high dependence on the state of the regional budget.

A comparison of the institutional characteristics of the regional banking system in the Far Eastern Federal district of the Russian Federation in 2011-2015 showed a decrease in the number of head of credit organizations and their branches (table 1).

Table 1 – The number of operating credit institutions and their branches on the territory of the Far Eastern Federal district of the Russian Federation, units (CBR website)

Date	The number of credit organizations in the region	The number of brunches in the region		
		Sum total	Credit institutions, the parent organization of which is located in this region	Credit institutions, the parent organization of which is in another region
01.01.2010	31	172	23	149
01.01.2011	27	147	12	135
01.01.2012	26	136	8	128
01.01.2013	23	121	7	114
01.01.2014	22	96	7	89
01.01.2015	22	89	6	83

Moreover, in the regions the ratio of the number of local banks and branches of banks from other regions is constantly decreasing. Consequently, an ever-larger portion of the funding is concentrated at the Federal level, flowing from the regions, thereby defining a negative trend of decreasing level of competition in the banking sector, increasing dependence on the Federal government, the growth in the proportion of risk attributable to Federal banks.

At the same time, a number of such internal structural units of credit institutions is growing, as well as credit and cash and operating offices (table 2).

Table 2 – The number of internal structural units of credit institutions on the territory of the Far Eastern Federal district of the Russian Federation, units, (www.cbr.ru)

Date	Additional offices	Cash offices out of cash operating unit	Lending and cash services office	Operational office	Sum total
01.01.2010	1 139	275	64	105	1 583
01.01.2011	1 125	265	69	125	1 584
01.01.2012	1 074	232	87	308	1 701
01.01.2013	983	207	108	539	1 837
01.01.2014	1 040	137	111	622	1 910
01.01.2015	1 000	113	104	645	1 862

The increase in the number of internal structural divisions of banks is characteristic not only for the Far East, but also for Russia on the whole. The number of banks and branches is reducing, the number of indoor units is increasing. This is due to the optimization of the bank's divisions and caused, primarily, by the desire to reduce costs associated with maintenance of a full-fledged banking offices.

Quantitative characteristics of the regional banking system adequately characterizes the dynamics of the development of banks in the region, however, does not give information about the qualitative composition and the prospects of development of the banking system in the region. Especially does not show the perspective of the development of the regional banking system.

For a complete picture of the development and distribution of commercial banks within the region, it is necessary to calculate the bank's capital relative share to total assets of regional banks in FEFD.

It is obvious that the credit institution with the largest shares in the structure of the capital of banks of FEFD will be more competitive and more effective in relation to customers and shareholders.

Table 3 – The share of commercial bank assets of subject of the Federation to total assets of regional banks in the Far Eastern Federal district as of January 01, % (calculated by authors on www.cbr.ru)

Subjects of FEFD	2010	2011	2012	2013	2014
Amursk region	45,8	54,53	59,09	66,06	67,06
Kamchatka Territory	6,32	4,94	4,32	3,57	4,06
Primorski Territory	32,41	27,94	25,86	20,59	17,96
The Republic of Sakha (Yakutia)	7,74	5,87	5,53	5,23	5,83
Sakhalin region	5,18	4,45	3,54	3,29	3,68
Khabarovsk Territory	2,54	2,28	1,66	1,26	1,4
FEFD	100	100	100	100	100

Table 3 shows that about 80% of the assets of regional commercial banks are concentrated in banks registered in the territory of the Amur region and the Primorski Territory. Banks of the Amur region are increasing their positions, while Primorski territory gives them up. Nevertheless, this indicator does not let to make a conclusion about the quality of asset management or the adequacy of the resource base.

Researchers (Krivoshapova and Votinceva, 2012) indicate that regional banks are typically small and medium-sized by total assets banks, for which it is difficult to compete in scale of operations with branches of banks from other regions, that does not prevent them, however, to have the capital adequacy ratios higher than that of the country's leading banks with an extensive branch network.

The capital base of a commercial bank is a most important resource for business and is initially formed at the expense of the owners. Unlike contracted on the terms of repayment, promptness and payment of funds of clients and investors the capital base of the bank has an irrevocable character (Leonov, 2013).

The value of own funds of the bank, primarily is in maintaining sustainability. Also a number of functions (Leonov, 2013), which perform the bank's capital base are selected, namely: safety, operational, regulatory.

The amount of capital base of the bank determines the scope of its activities. However, the existence of different methods of evaluating the capital (Didenko and Chernovolov, 2012) leads to the fact that when using this or that technique the quantity and quality of the bank's equity will be different.

So, capital base, calculated in accordance with Bank of Russia requirements, will be called the regulative, because in structure of capital base are taken into account such items as, for example, a subordinated loan, reducing or increasing the capital base, while in the Bank's balance sheet these items are not taken into account. Essentially, the regulatory capital is the capital base of the bank, but designed with some additional adjustments that the regulator believes is right (Sorokina, 2008).

Unjustified overstatement of capital in the calculation leads to false information about the prosperous condition of the bank and thereby misleads investors, shareholders and the bank itself. The latter, on the basis of overvalued capital base expands its active operations, facing increased risks. On the contrary, if the method of determining the cost of capital leads to its artificially dumping, narrowing of the range of active operations and, consequently, reducing of income will be observed (Didenko and Chernovalov, 2012).

In addition to the analysis of absolute values and structure of capital base of the bank it is necessary to analyze its share in comparison with the value of assets and liabilities by calculating the adequacy.

The term "capital adequacy", in banking practice and theory is interpreted ambiguously (Didenko and Chernovolov, 2012). Capital adequacy ratio is defined as its ability to compensate for losses and to prevent bankruptcy. On the other hand, the adequacy reflects the stability of the bank, its reliability, the degree of dependence between the value of capital and the risk exposure of the bank.

The significance of the bank's capital base, for its own financial condition and stability of the Russian banking system in general, led to the introduction of regulation of its value and adequacy on behalf of the Central Bank of the Russian Federation. At the international level, the regulation of banks activities is carried out by the Basel Committee on banking supervision, which in 1988 adopted the first regulatory requirements for commercial banks, the so-called "Basel I". Regulatory requirements of the Basel agreements are implemented in practice supervision not only in member countries but also, on a voluntary basis, in other countries. On January 1, 2014 came into force the rules of "Basel III" (www.bis.org).

Russia has made commitments to implement these recommendations in the Russian practices of supervision. According to the Bank of Russia the entry requirements of Basel III in Russia will be phased (www.cbr.ru). After the full switch to methodology of the Basel III in regulatory purposes, commercial banks will calculate and provide to the Central Bank information about the three adequacy ratio of capital base H1.0, H1.1, H1.2.

In connection with toughening of requirements for the stock and quality of banks ' capital base, some experts are concerned that a large portion of regional banks will not be able to carry out these requirements and will be forced to undergo bank resolution. However, preliminary calculations of capital adequacy of commercial banks of the Far Eastern Federal district by the method of the Basel III showed the presence of the factor of safety and the ability to perform the requirements of the regulator (Danilovskikh and Makovskaya, 2014).

To analyze the stock and structure of capital base of regional commercial banks in the Far Eastern Federal district in constituent entities of the Federation, were calculated: the coefficient K1 is the share of fixed capital in the capital base (table 4), the ratio of the rate of growth of banks ' capital base (IC) and the rate of growth of their assets (A) (table 5), the coefficient K2 is the profit share in the structure of capital base (table 6).

Division of capital base of commercial banks on the primary and secondary is consequence of the different roles of the various sources of capital base to ensure its reliability (Manuilenko, 2012), from this follow the differences in these types of capital base adequacy ratio calculation.

Table 4 – Dynamics of K1 in FEFD in constituent entities of the Federation at January 01, % (calculated by authors on www.cbr.ru)

Subjects of FEFD	2010	2011	2012	2013	2014	2015
Amursk region	62,82	54,04	67,98	69,44	68,13	65,08
Kamchatka Territory	90,77	86,89	81,57	80,17	80,14	86,90
Primorski Territory	74,40	67,40	60,37	65,79	69,42	69,01
The Republic of Sakha (Yakutia)	85,98	81,73	85,69	81,89	74,00	75,38
Sakhalin region	90,49	89,08	84,51	79,55	78,84	74,86
Khabarovsk Territory	59,87	57,74	60,41	54,09	51,86	50,00
FEFD	71,09	63,28	68,41	70,12	69,30	67,57

The capital requirements strengthening according to the requirements of Basel III will relate mainly to additional capital, therefore it is necessary to consider the interrelationship between the primary and secondary capital of the regional banks of the Far Eastern Federal district. According to the researchers (Sorokina, 2008, Manuilenko, 2012) the basic capital must at least two times exceed the amount of the additional

From the given calculations (table 4) follows the logical conclusion that the smaller the bank is, the less ability it has to attract additional sources of funding, and as the Central Bank also establishes requirements for the creation of reserves for different types of expenses, so respectively by the values of these indicators it is possible to estimate the potential financial feasibility of any of the considered bank.

In average for regional banks of the Far Eastern Federal district the share of fixed capital is about 70%, which positively characterizes the stability of the regional banking system. In general, during the period under review, the share of basic capital decreases, indicating the increase in the activities of commercial banks in the region, which allow banks to find additional sources of capital base. Tables 3 and 4 also revealed an inverse relationship between the scale of the Bank's activities and the share of basic capital.

Attention should be paid to the value of bank assets and the ratio of chain growth of capital base and total liabilities (assets) of regional banks

Table 5 – The rate of growth of capital base and assets of the commercial banks in the Far Eastern Federal district in the context of subjects of Federation of January 01, % (calculated by authors on www.cbr.ru)

Subjects of FEFD	2011 to 2010		2012 to 2011		2013 to 2012		2014 to 2013	
	IC	A	IC	A	IC	A	IC	A
Amursk region	126,50	189,25	146,17	145,56	165,73	159,86	133,48	110,22
Kamchatka Territory	105,28	124,08	112,68	117,51	149,90	118,29	107,99	123,48
Primorski Territory	112,24	137,02	124,92	124,32	116,7	113,87	106,67	94,70
The Republic of Sakha (Yakutia)	116,90	120,41	119,78	126,67	155,50	135,28	118,78	121,05
Sakhalin region	101,58	136,42	110,99	107,00	126,42	132,48	110,00	121,74
Khabarovsk Territory	106,98	142,46	127,78	98,00	121,04	108,53	105,49	120,13
FEFD	118,36	158,94	134,57	134,34	149,65	142,99	124,90	108,57

According to the data presented in table 5 and figure 1 it can be concluded that the excess growth of assets over the growth of capital base, leads to lowering of ratios of adequacy.

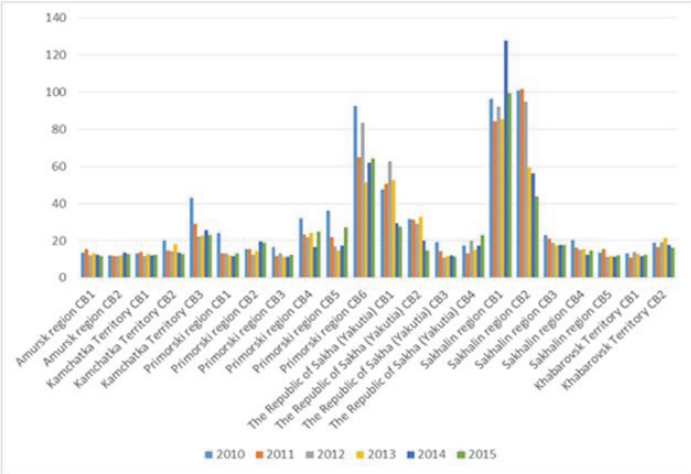

Figure 1 – The dynamics of the coefficient of capital adequacy

Over the last year adequacy ratio from the banks of the Primorski region, Sakhalin region grew, the value of the capital adequacy ratio N1.0 of commercial banks of other regions of FEFD slightly decreased**.**

Table 6 – The dynamics of the coefficient of the share of profit in capital base for commercial banks of FEFD have been given at January 01, % (calculated by authors on www.cbr.ru)

Subjects of FEFD	2010	2011	2012	2013	2014	2015
Amursk region	90,75	91,6	93,7	95,8	96,8	96,1
Kamchatka Territory	71,43	71,83	78,10	77,63	79,10	80,02
Primorski Territory	59,00	60,40	61,97	62,38	62,83	65,12
The Republic of Sakha (Yakutia)	41,83	42,40	27,65	31,13	40,80	46,34
Sakhalin region	36,62	38,02	43,84	55,52	56,48	57,90
Khabarovsk Territory	62,55	64,55	67,25	64,75	67,30	66,78
FEFD	60,36	61,47	62,08	64,54	67,22	68,71

The bank's capital can be replenished from two sources – internal (accumulated profits) and external (additional issue of shares) resources. More preferred is the former, because it is deprived of such a defect, as loss of control of bank management (Sorokina, 2008). The coefficient of share of profits in the bank's capital base can be calculated in different ways depending on the goals of the analysis. In our case it is calculated as the ratio of total capital base less authorized capital to the total value of capital base, i.e., the more earned or accumulated profits are, as well as other sources in capital base, the greater the value of this ratio will be.

The results of the element analysis of the sources of capital base of the regional banks in the Far Eastern Federal district showed that almost all banks use only one of options of compounding the capital base amount, it is profit. It should be noted that the growth rate of banks ' profits, as well as the opportunity to use other sources of formation of basic capital, are constraining, also because of the lack of long-term resources in the banking system (Vorozhbit and Terenteva, 2010). The emergence of such resources will increase the balance in money demand and supply, and thus increase the liquidity and stability of the banking system.

5. Conclusion

According to the results of the study we believe that the introduction of the requirements of “Basel III” for calculating norms of sufficiency of capital base of the bank, has not led to significant changes of the situation with capital adequacy in the regional banking system of the Far Eastern Federal district.

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The Nature and Problems of Tax Administration in the Russian Federation

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Abstract

Financial activity of the state on getting taxes and improvement of the investment climate will be effective only at development of an optimal mechanism of tax administration n. It involves, on the one hand, the possibility of replenishment of the budget and, on the other, lack of prerequisites for tax evasion. However, currently existing methods of tax administration have drawbacks (in the rules, the timing of tax audits, the list of available documents, evidential base and other) and are a deterrent to the budget replenishment. The mechanism of tax administration, which could reduce the costs of tax legislation both for tax authorities and taxpayers on the principles of mutual responsibility, is necessary. Problems of practical work of tax administration according to the authors lie in the groundless theory of matter. To solve these problems, the authors investigated the economic and legal essence of the concept of "tax administration" in the absence of legislative regulation and multiplicity of approaches by different authors. The study of diametrically opposite and similar approaches has allowed to identify tax administration as the institution responsible for the raising of taxes and fees, as a component of the mechanism of management of the tax system in the framework of tax policy; its purpose is to provide the budgetary system of tax revenue under the optimal combination of specific methods; its object - monetary relations between the state and taxpayers regarding the mobilization of tax revenues to the budget system; its subject - fiscal relations, generating cash flows in the respective budgets at the expense of tax payments.

Keywords: *tax administration, taxation system, mechanism.*

1. Introduction

The taxation system is the basis of the mechanism of state regulation of the economy through financial leverages. The effective functioning of the entire economy of the country depends on a well-established taxation system. Therefore, Russia's taxation system needs to reflect the realities and needs of the current state of the economy taking into account its national characteristics and with the involvement of international experience.

The state should have a reliable mechanism for tax collection to obtain the necessary funds in the budget. One of the main components in this mechanism is the tax administration. Financial activity of the state on getting of taxes and improvement of the investment climate will be effective only at development of an optimal mechanism of tax administration, which involves, on the one hand, the possibility of replenishment of the budget and, on the other lack of prerequisites for tax evasion.

However, currently existing methods of tax administration are the deterrent of budget replenishment. Objections of participants of the economic relations are mainly provoked by functions of the control exercised by the tax authorities: the rules for the tax audits and the timing of the audit; a list of documents that the tax authorities may request at the desktop and counter checks. The low quality of inspections, lack of evidence on revealed tax violations at the recovery of tax sanctions, increasing of the number of one-day firms, etc. - all these point to poor administration mechanism. It is necessary that the mechanism of tax administration does not simply reduce the costs of tax compliance for both tax authorities and taxpayers, but also forms the understanding of the inevitability of discovery of the violation and sanction in the budget the full amount of taxes due to pay. (Paizulaev, p.16).

2. Methodology

To solve these problems, it is necessary to consider the economic and legal essence of the concept of "tax administration" in the absence of legislative regulation and multiplicity of approaches of different authors.

"Tax administration" as a phenomenon and as a concept arose with the "arrival" of a market economy. In the socialist economy there was another (non-tax) system of formation of the state budget.

In market conditions the first tax administration was formulated by Ospanov (2012, p. 289) as "the implementation of the tax administration within its jurisdiction functions and powers established by government and tax legislation. The main component of tax administration is the tax management system. It includes a complex of measures: optimization of tax structures; improvement of the mechanism of taxation, tax accounting and reporting; control over correctness of calculation, timeliness and completeness of payment of taxes; compliance of, established by the tax legislation, rights and obligations of tax authorities and taxpayers; distribution of tax revenues between budgets of different levels; collection and analysis of results; preparation of suggestions to improve their effectiveness; harmonization of tax relations of all participants of the process of taxation."

Krasnitsky (2010, p. 72-75) considers tax administration as a management system of tax relations, which main task is to develop new forms adequate to the state of the productive forces, and also forecasting of tax revenues in the medium term on the basis of forecasts revenue growth of the economy; development of new concepts of taxation; preparation of tax studies of the implementation of protectionist policies of foreign economic activity

The main methods of tax administration are tax planning, tax management and tax control. Each of these methods has its forms of implementation, aimed at solving specific problems. The purpose of tax administration, therefore, is the provision of planned tax revenues to the budget system in terms of the optimal combination of methods of tax regulation and tax control" (Vorojbit and Samsonova,2013).

At first, tax administration were treated as a set of methods, techniques and tools of information provision by which the governing bodies give to the functioning of the tax mechanism, specified by the law, direction and coordinate tax action due to significant changes in the economy and politics, and then, "in the broad understanding the tax administration is a system of government fiscal relations in action..." This concept is revealed in two sides (Vinnickiy, 2012, p. 10-11).

First, it is a system of administration (legislative and administrative tax authorities). The scope of their procedural duties includes ensuring the passage of the tax concepts for the next planning period: consideration and discussion, the legislative approval. In addition, they must make reports on the realization of the tax budget, subject them to comprehensive analysis.

Secondly, it is set of rules and regulations regulating tax actions and specific tax technique, and also determining measures of responsibility for violation of tax legislation.

3. Results

Based on the foregoing, the authors conclude that tax administration is elaboration of the legal basis of taxation on the basis of historical experience, modern achievements of economic science and practice, as well as providing conditions for the functioning of a particular taxation mechanism and its elements (planning, regulation, control), and the establishment of accounting and analytical, reporting rules, documents, and etc.

Among the problems facing tax administration, the authors indicate:

- the development of new concepts of taxation, promoting business development without compromising the government's social programes;
- preparation of tax justifications to ensure protectionist policy in the system of foreign economic activity.

Thus, it appears that in the content of the tax administration are budgeted all aspects of tax relations, in fact, including the development of government tax policy.

Very close to this position are some other scholars, for example, Porshnev (2015,p. 62-63) defining the relationship of "state tax management" with the actual practices of the various state decisions in the tax area, in particular, the implementation of tax reforms aimed at accelerating the accumulation of capital and the stimulation of business activity.

This approach to tax administration seemed groundless broad. Tax policy is a category which reflects general trends in the development of tax relations, including in relation to a particular stage of economic development of the country. And tax administration is mostly connected with the practical activities of tax authorities. The successful implementation of the state tax policy in practice requires an effective system of organization and management activities, i.e., management of taxes, or tax relations or tax system.

Taxes as a theoretical abstraction of tax relations in the organizational plan are seemed to the tax system in a comprehensive understanding, respectively, the management of tax relations (taxes) are also rightly regarded as the management of the tax system, but represented with all its elements. Accordingly, identifying tax administration as the management of tax relations, the concepts of tax administration and management of the taxation system are practically identified as a complex concept.

"Taxation system" is also an ambiguous concept in the economic literature. (Maiburov, 2011, p. 68) for example, considers it to be based on certain principles of holistic unity of interrelated and interdependent elements .

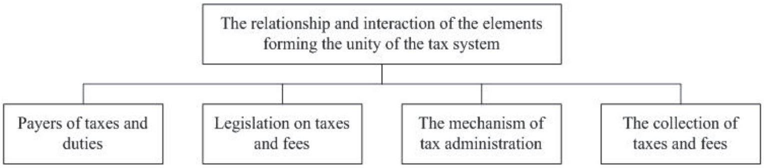

Figure 1 – Taxation system elements

Management of the taxation system as a complex concept can be seen as the activity of the state (legislative, executive, administrative activities of authorized bodies) on management of each element included in the definition of the taxation system.

Considering the tax system as a complex concept, we cannot agree with the identification of the concepts of "tax administration" and "management of the tax system". The first is narrower in content than the second.

Recognizing that tax administration is part of management of the tax system whereby the tax administration is an element of the tax system, by assuming that it to some extent contradicts itself, the following definition is giving: "Tax administration is the process of managing of production tax implemented by taxes and other authorities (tax authorities) with certain powers in respect of taxpayers and payers of fees" (Dadashev and Lobanov, 2012, p. 38-50).

Tax administration is presented as the activities of the competent authorities, namely the Federal tax service of Russia and its territorial bodies, partly the Ministry of Finance, aimed at ensuring control of observance of the tax legislation by all participants of tax relations. Thus the tax administration still includes the current and subsequent monitoring of the development of the taxation system, with the aim of predicting and assessing the impact of implemented or proposed changes in legislation to ensure the effectiveness of control measures. Accordingly, in the contents of tax administration should be included preparation of suggestions on improving tax legislation in respect of the forms and methods of tax relations, but with emphasis on the improvement of tax control (administration) for the calculation of the tax payments.

The activities of state authorities aimed at implementing mainly the regulatory impact of taxes, is the management of the taxation system in part undertaken by other bodies and authorities (the Ministry of Finance, Ministry of economic development of Russia and other interested and authorized administrative agencies).

Thus, the management of tax relations, management of the taxation system as a combination of three elements is a broader notion, and tax administration is its part, representing the activities of the competent (specialized) state administration bodies.

At the same time, it is believed that in tax relations cannot be a full concept of "control" in terms of the relationship of the tax authority, on the one hand, and legal and physical persons on the other. Tax and custom authorities are not empowered to manage taxpayers, tax agents and other persons under obligation. Some researchers refute this view, believing that "the authorities of the state are vested with the authority to fulfill directives, power decisions in respect of the taxpayer upon the occurrence of appropriate conditions they have the right to take disciplinary action. In fact, it suggests that the administration is in existence".

The authors highlighted the terms that refer to "tax administration":

- state tax administration (of state tax management) and corporate tax management (corporate tax management);
- state tax administration (the work of tax authorities) and tax management (activities of taxpayers);
- state and banking tax management and tax control.

The analysis of the essence of management activities at different levels of government administration and in organizations from the point of view of the theory of management, it seems more fair to allocate tax administration as the management activities of the state represented by authorized bodies of executive power, while tax management should be considered as an activity of organizations on management of tax payments.

Tax management may be realized only within a particular organization and may spread on tax payments, calculated in the legally prescribed manner. The activity of state bodies of legislative and executive powers in tax matters is more versatile than "state tax administration". It includes the development of state tax policy, legislative support of taxation, the creation of an effective taxation system, ensuring of an effective tax control.

The concept of "tax administration" is actually in the identification of tax administration with taxation law. Thus, Koren and Tatuiko (2014, p. 134-137) believe that "tax administration is one of the legal institutions of taxation law». And this is can be explained in connection with the legal regulation of the relationship between tax authorities and taxpayers, the mandatory nature of the tax and legal liability of the taxpayer. At the same time, the essence of tax administration also includes "lawless" elements:

- development and application of methods for determining taxpayers subjected to tax inspections,
- methods of conducting field audits on groups of taxpayers and revealing the facts of understating of tax base, for example, as a result of a wrong understanding of the economic substance of the transaction, etc.,
- monitoring, evaluation and development of suggestions for amending or supplementing the legislation on taxes and levies in legal groundwork (procedural, processual) to ensure relations between all participants of tax relations.

Tax administration, according to Goncharenko(2010, p. 17), is in the identification of this concept with the tax control, also due to the translation of a foreign term “tax administration” as tax control by the competent authorities.

Actually the content of tax administration is broader than the tax control, it is the function of tax administration along with the other functions of management: planning, accounting and control.

The differences between the tax administration and tax control in detail and convincingly are presented by Aronov and Kashin (2011, p. 477) Differences between the tax administration and tax control are following:

1. in subject-object composition;
2. in goal setting;
3. In functional characterization;
4. In the principles of implementation;
5. in methods of implementation.

Table 1 – Distinguishing criteria of tax administration and tax control

Criteria	Tax administration	Tax control
Essential characteristic	Tax administration is a control system of tax relations	Tax control is an element of financial control and of tax mechanism
Subject	Tax relations	The activity of the entity as the taxpayer
Functions	Planning Accounting and control Regulation	Fiscal Control Regulatory
Methods	The set of methods of interaction between tax authorities and taxpayers, as well as a set of methods for implementation of control measures	Only set of methods of implementation of control measures
Aim	Optimal organization of tax relations by authorized bodies of executive power for maximum realization of the fiscal aspects of taxes and fees	Ensuring of completeness of tax revenue to the budget through control measures, including obstruction of tax evasion
	Promotion of the prestige of the tax service and the tax culture of taxpayers	Ensuring completeness and timeliness of tax obligations by taxpayers
	Improvement of cooperation with taxpayers while making tax relations	Tax legislation compliance and prevention of its breaches
	Tax collection improving	Control over the correctness of conducting accounting and tax accounting and preparation of accounting and tax reporting
Goals	Resistance of tax evasion and use of tax schemes Prediction of the development of tax relations	The supervision of banks in the fulfillment of their interaction with taxpayers

4. Conclusion

Thus, considering different points of view on the term "tax administration", different ways to group them, it should be noted that each view is rational, and the idea, around which the logic of evidence is built confirming the correctness of the author. Each new researcher agrees with the arguments and refuses others, formulating his own idea of the term, event, phenomenon.

In respect of tax administration there is even the view that "there is no need to search for a precise definition of the considered term, it is only the expression of a descriptive nature that needs no definition... acceptance is shifting on that one of the participants of tax relations is administrative and the other is administering... from the point of view of logic of public administration, there is no problem..." (Lelikova and Konvisarova, 2015).

At the same time, a clear understanding of the phenomenon, its nature, content and relationships allows to use it effectively in the development of suggestions on improving the mechanism of its functioning to stabilize the financial system of the state.

Therefore, the detailed analysis different considered definitions led to the conclusion that the truth lies somewhere between the two extremes of identifying tax administration: tax control and tax management system.

Tax administration is not just an economic category, but the Institute, connected with the tax policy of the state, system management, tax authorities, tax control. In accordance with the institutional approach the tax administration includes two aspects: institutional norms and authorized bodies (Kuklina, 2013; Koren and Zviaginceva, 2015).

Tax administration should be considered as the institution responsible for the mobilazation of taxes and fees and as a part of procedures for the administration of the tax system in the framework of tax policy, expressing the legal relations between the state, municipal entities and obligated persons.

The purpose of tax administration - ensuring budgetary system by tax revenue under the optimal combination of methods of tax planning, accounting, control and regulation based on the principles of taxation.

The object of tax administration is money relations between the state, on the one hand, and legal and physical persons, on the other hand, regarding the mobilization of tax revenues to the budget system.

The subject of tax administration is tax relations, ensuring cash receipts, including taxes, at the federal, regional and municipal budgets (Koren and Tatuiko, 2014 & Samsonova, 2010).

Analysis of different perspectives on the functions of tax administration revealed a significant drawback inherent in members of a "managerial" position, as well as in additional supporters of the idea of grouping not set of consistent procedures for the management, nor the list of grouped tasks do not describe the mechanism of tax administration.

The mechanism of tax administration can be defined as a set of organizational forms, types, methods and techniques of the activity of authorized bodies - administrators for the management of tax relations with the aim of achieving stable tax revenues to the budget system while maintaining the balance of public and private interests.

Describing the tax mechanism as organizational and management system for the implementation of tax administration the following should be considered:

- tax mechanism is an integral element of the overall system state management of the economy and occupies a special place due to the nature of implemented through objective distribution relations;
- tax mechanism contributes to the realization of the direct and inverse relationship between the economy (the basis) and the state (superstructure),- therefore, it is not only determined by the tax relations, but also has a reverse effect on them;
- development and improvement of the tax mechanism is due to the state of the economy, and the necessity of solving specific problems of management, which determines the mobility of its elements, their restructuring following the cyclical nature of reproductive processes;
- the internal structure of the tax mechanism is characterized by systemic integrity of relatively independent structural and functional units and elements.

The mechanism of tax administration includes the principles, functions, methods, tools, levers and structural modules.

Tax administration is in a subordinate position to the entire tax system. The peculiarity of the institute of tax administration is the effect of the method of administrative guidance: the subjects of the tax administration are carried out by tax relations on the basis of requirements of the legislation, and not by choice. At the same time, the possibility of choice is in the specific procedures and criteria for assessing the actions or omissions of participants of relations in the sphere of taxes established by the Tax code of the Russian Federation. Therefore, when considering the nature and institutional structure of a mechanism of tax administration, it is necessary to include a strict system of legal regulation.

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Formation of an Effective Mechanism of Financial and Credit Support Reproduction Process

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Abstract

The paper proposes an approach to the assessment of the economic efficiency of financial and credit support reproduction a company's fixed assets for sea transport sectors of the regional economy of the Russian Federation on the basis of an economic-mathematical models describing the process of cash flow development and including sensitivity analysis. The article examines the process of forming an effective mechanism of financial and credit support when reproducing fixed assets of the economic entity; offers forfeiting as the finance vehicle element; introduces comparative analysis of loan financing, leasing and forfeiting and proves the economic viability of the last described. The results of the study to determine the most effective methods of financial and credit support of the reproduction process in the economy may be based on the need to develop a financial mechanism for the Russian financial system in order to ensure sustainable economic development.

Keywords: *finance methods, financial relations, finance and credit support, leasing (finance lease), forfeiting, loan, fixed assets reproduction.*

1. Introduction

The investigation and development of methodology of forming an effective financial and credit support when reproducing a company's fixed assets is particularly pertinent in view of today's economic climate in Russia. Financial vehicle is a system of financial relations management with the use of capital gearing and finance methods (B.A. Raizberg and L.S. Lozovsky, 2004). It consists of various elements complying with financial relations. It is the multiplicity of financial interlinkages that prejudges the implementation of many types, forms and methods of organization of financial vehicle elements. The need for developing the elements of financial vehicle with a focus on forfeiting is a priority topic (T.K. Miroshnikova, 2009).

The need for enhancing the scope of implementation of technical reconstruction as one of the main types of fixed assets reproduction has caused changes in the structure of sources of funds. That gives place to modern, unconventional methods of financial and credit support of reproduction process.

The recent increase in investment activities aiming technical modernization and reproduction of fixed assets in the economy is plagued by underdeveloped financial markets, basic concepts of stimulation of investment activity and consideration of the specific characteristics of the investment potential realization (A.D. Sheremet, 2004).

The introduction of the term «forfeiting» as a financial instrument advances the theoretical and methodological basis for further development of the financial vehicle. It is appropriate to examine the relevance of this instrument justifying the economic efficiency and compare it with other funding models (T.K. Miroshnikova, 2013).

2. The Purpose of Research and Methodology

The purpose of this study is to evaluate the economic impact of different financing methods for the reproduction of the Russian economy. Further theoretical and practical developments in the field of financing the reproduction process is demanded for the development of regional economy. The calculation is based on the principle of comparing the effect of alternative methods of fixed assets financing.

Economic-mathematical models consist of mathematical expressions that describe the process of formation of streams of payments and relationships, which allow calculating the desired performance characteristics. The main advantage of using the model, as is known, is the ability to simultaneously integrate all the necessary requirements, conditions and proposals. The important factor is some option in the review these facilities during the work with the model, the consistency of all the calculated parameters, finally, the possibility of obtaining behaviors of the studied phenomenon (in our case, the method of financing) for various combinations of monetary market, inflation, demand. A feature of the model developed for investment in production, is that it is the basic block in which costs and return on investment (flow of charges) are calculated for each time interval with a specific distribution within it. In the analytical model block defines the required performance indicators. The model allows sensitivity analysis, i.e. the identification of the most important model input parameters and receiving system of evaluation of investment efficiency for a wide range of values of such parameters. We obtain not only point estimates, but also a detailed picture in the form of tables and graphs efficiency values for a variety of possible and expected situations. Evaluation of the effect of the forecast period is made in accordance with the methodology for determining net present value (NPV) based on the discount rate.

Key assumptions and limitations taken into account are as follows: the economic impact is calculated using those industries in which there has been a practical use and application of these coatings. In accordance with the method used to determine net present value (NPV) of economic benefit, the results were given to the current value based on the discount rate by the formula [6]:

$$NPV = \Sigma D_i /(1+K)^i, \quad (1)$$

where: NPV- present value; Di - the amount of economic benefit obtained in the i-th period of the discrete projection period; K - the discount rate; i - period.

2.1 Basic data for calculation

To justify the efficiency calculations it is necessary to carry out the planning of revenue and costs. These indices are calculated on the assumption of a fully loaded vessel during the year. Revenue was calculated based on the average of tariffs for transportation of cargoes by sea transport on the territory of Kamchatskiy Krai (data were taken from the website of the company the «Trance-the leader of the DV») and the average number of use of the vessel per year. The ship takes on Board four 20 foot containers or four trucks of 20 tons. The cost of freight per ton is 20-25 rubles per kg, when fully loaded the vessel can work 2-3 days a week. Thus in the first year the amount of revenue was 27 540 000. The rate of revenue growth was 5% (the average growth of prices for this service).

To calculate the costs that the company will incur during the operating activities were calculated following elements: fuel costs; the salary Fund; depreciation; insurance of the vessel; the costs of preventive repairs and maintenance of vessels. In this article cost includes the painting of the vessel, the partial replacement of equipment, etc. This cost in the first year is 150 thousand rubles. Based on the data of the ship, it uses diesel fuel; average consumption for the vessel under such conditions is 500 litres per day (provided that the ship is working 18-20 hours a day). According to the characteristics, the ship has 2 diesel generators. On average the ship uses 1 ton per day. The cost of 1 liter of diesel fuel is 33 rubles. Total fuel costs for a year will be 3 432 000 rubles. The growth rate of the cost of fuel is 5% per year. For calculation of insurance the standard package of the company «Ingosstrakh» - 8% of the value of the vessel - was taken. It includes the insurance of risks associated with the wreck of a vessel due to natural disasters. Justification of the investment amount is 1 150 000 dollars or 39 100 000 rubles that corresponds to the cost of the vessel. For the considered schemes discount rate was 14.9% (Investment asset renewal (7%), inflation risk (4%), industry risk (1,9%), dependence on external sources of funding (2%)).

For finding the net present value and other indicators it is necessary to calculate the discount rate. In the process of discounting is usually done the conversion of future costs and outcomes to date. The discount factor is calculated by the formula of compound interest:

$$\alpha = \frac{1}{(1+r)^t} \quad (2)$$

where α is the discount factor;
r – discount rate;
t – time (year).

2.2 Stages of the research

The logic of the research involves the implementation of the following basic steps.

2.2.1 First step. The Forfaiting Contract.

The forfaiting contract is regulated by the law Art. 1, para. 1 L. 1905/1990. The contract of forfaiting was first used by

Swiss banks during the Second World War. Its special feature is that the banks or the special factoring corporations make advance payment to the supplier of claims which are usually of the type of negotiable instruments (e.g. bills of exchange, checks to order) and embody export claims without recourse for payment against the exporter, in case the claim is not satisfied by the importer. For the security of the agent (forfaiter) the claims for which he makes advance payment are guaranteed by a bank which is credit worthy (Georgiadis, 2000; Psychomanis, 1996).

Forfeiting is a specific form of medium-term foreign trade lending. It is a sale transaction on credit terms, which represents the operation of purchasing loan-subscriber's debentures on non-recourse basis. Non-recourse basis stands for the risks and responsibilities that a fund receiver takes on. Usually documents of indebtedness consist of ordinary bills and bills of exchange.

That type of financing is used by discounting a series of consecutive ordinary bills that serve as the buy-side payment obligations in exchange for goods or services under a contract with the exporter.

Compared to traditional bill discounting, forfeiting:

- Is usually used when supplying equipment of high value
- Is used with long-term delay of payment (from 6 to 10 months beyong traditional 90 or 180 days)
- Includes guarantees or aval of the first rate bank that is necessary for rediscounting (K. R. Adamova 2005).

The participants of a traditional forfeiting transaction are merchant (loaner), buy-side and lending bank (the taker of the creditor's debt). Both a loaner and a buy-side can initiate a transaction. A forfaiter there is a bank or any institutional lender that mediates the lender and the promisors. In international trade a supplier's bank acts as a forfaitor, accepting and clearing bills on non-recourse basis. A bill should be drawn either in one of the freely convertible currencies or in one that is popular at the global market. The principle should be negotiated in every case. Sometimes acquirer's guarantor bank can serve as the fourth participant of transactions that ensures the recovery of debt on a bill. It is a great opportunity for a company to acquire fixed assets at lower cost.

In Russia a traditional forfeiting transaction looks as follows: if a Russian importer after making a contract with a foreign party has proved its creditworthiness, he can pay with a bill instead of cash avoiding advance payment. Yet, this bill must be avalized by Russian bank that is of good reputation at the financial global market. Providing clearer, Russian bank becomes a payment guarantor (A.O. Soldatova, 2013).

After getting avalized bill a foreign exporter presents it to foreign bank that endorsed an agreement with Russian bank for discounting. Upon aval receipt foreign bank pays to the exporter a nominal bill amount, net of discounts. On the expiration of the bill foreign bank tables a bill to the Russian bank and receives money. Russian bank submits the bill to the Russian importer who meets the bill.

This scheme describes a loan taken out by a foreign bank to Russian importer mediated through Russian bank. In addition, a loan period concurs with the currency of a bill. As you can see, forfeiting allows not only avoid advance payment, but, with luck, pay for goods after releasing them on the Russian market, which makes it attractive for Russian importers.

One of other advantages is the price factor as the cost of lending resources in foreign banks is much lower than in Russian banks. Moreover, forfeiting assumes the operating risks.

Forfeiting is a flexible instrument of international finances (Dirk Daube, Susann Vollrath, Hans Wilhelm Alfen, 2008). Most transactions are based on export deliveries, which can be inside the country as well. At the moment forfeiting is is not a traditional financial instrument, but it supplements traditional ones, thus requiring further development.

For calculation the following conditions of the Bank of Jiangsu (China) were used:

- five promissory notes with an annual repayment;
- interest accrues on the portion of debt that is covered by the bill;
- interest rate of 8.5%.

In the calculations the terms of this Bank will be used.

For the first option envisaged that the repayment of principal shall be made in equal amounts, respectively, in each promissory note the amount of R/n is recorded. The interest for the loan form number:

$$P_i, P_i(1-\frac{1}{n}),\dots,P_i(1-\frac{i-1}{n}),\dots,\frac{P}{n}i \quad t=1,2,\dots,n \tag{3}$$

where P is the price of the goods;

i – rate of simple interest for the period;

n – the number of bills.

The amount of the promissory notes, redeemable at time t, will be

$$V_i = \frac{P}{n} + Pi(1-\frac{i-1}{n}) = \frac{P}{n}[1+(n-i+1)i] \tag{4}$$

The total amount of accrued interest equal

$$Pi\sum_{i}^{n}(1-\frac{i-1}{n})=\frac{n+1}{2}Pi \quad (5)$$

The amount of bill portfolio will be

$$\sum V_i = P(1+\frac{n+1}{2}i) \quad (6)$$

From these calculations we can draw the following conclusions:
The annual amount for redemption: 7 820 000 roubles;
The total amount of interest: 9 384 000 roubles;
The total sum amounted: 48 484 000 rubles.

Cash flows upon acquisition of a vessel according to the scheme of forfeiting shows that the NPV is positive (27 788 780,2,). IR (profitability index) was 1.71, which is higher than the unit and reflects a return on invested capital. Internal rate of return was 21,78%. Since IRR is more than 16.9%, the project provides a positive value of NPV.

Investment profile of the project using forfeiting financing scheme shows that the payback period is about 3 years.

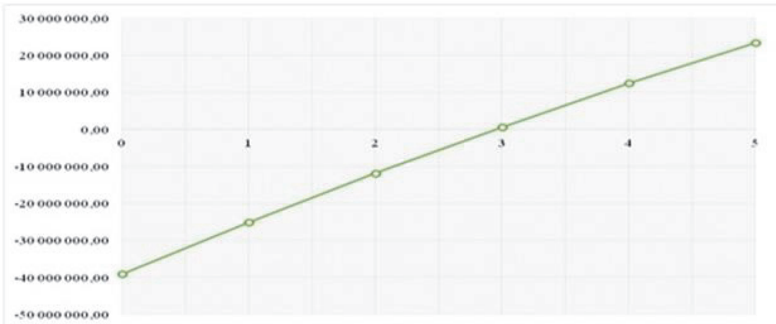

Figure 1 – The financial profile of the project using forfeiting financing scheme

The sensitivity of the cash flows of the lessee with the increase in fuel costs by 10% and the reduction of revenue by 5% reflects the reduction in NPV, profitability index and internal rate of return. In this scheme, the funding factor for decrease in profit is also more powerful than the increase in the cost of fuel.

2.2.2 Second step. The Loan Contract

Loan is one of the most popular ways of getting money for a certain period of time. Most Russian companies prefer it as a source of funding. Leasing and forfeiting are more complicated, but at the same time have greater advantages.

As a subject of research, loan consists of elements that are closely related. These elements are entities, i.e. loan supplier and loan debtor. Loan supplier grants money. In fact, any entity can become a loan supplier if it lends money.

When a company purchases properties worth more than $1mln, bank can require larger collateral and guarantees. Collateral is demanded by virtue of law or the contract and it can be provided in the form of company's assets, securities and property rights. The exceptions are assets which have been withdrawn from circulation, statement requiring associated with the loan debtor, particularly, claim for health compensation and other rights, assignment of which is statute-banned.

Guarantees are not less important. As for legal entities, guarantees are given by the head of a company, all the founders (entities with participating interest of more than 20%) or the spouse, if the head is the only founder. In Russia this term is applied by «Rosselhozbank, LTd».

One of a bank loan features is the targeted use. When a company purchases high-value assets, bank lends large sum of money and starts to control the company's activity. For instance, the bank has the right to demand, at any time, balance sheet, finance statement and its definition. The breach of credit terms causes long-term withdrawal of the credit or implementation of default interest.

Substantial lending can be applied, if a company has existed for a certain period of time and got a fixed income. Also attention is given to goodwill of the company, criminal records, relations with debtors and creditors and accounts payable.

To estimate creditworthiness of a lender, quantitative and qualitative analyses of the risks are implemented. The aim is to determine the opportunities, amount and conditions of credit granting. The assessment of financial condition of the company covers the latest 3 years and it is based on methods, produced by the Ministries and investment banks. The most popular methods are offered by «Sberbank of RF».

For calculations there were used the credit conditions of the Bank «Intesa». Loans are granted for five years. Loan interest rate is a 12.75% per annum. Repayment terms provide for repayment of principal and interest monthly over 5 years. For calculations we use the differential method of calculating payments. A criterion of efficiency is considered the net present value of cash flows. Cash flows upon acquisition of a vessel according to the scheme Bank loan shows that the NPV is equal to the value of 25 654 930 rbl.; IR is 1.66; IRR takes the value of 20.2%.

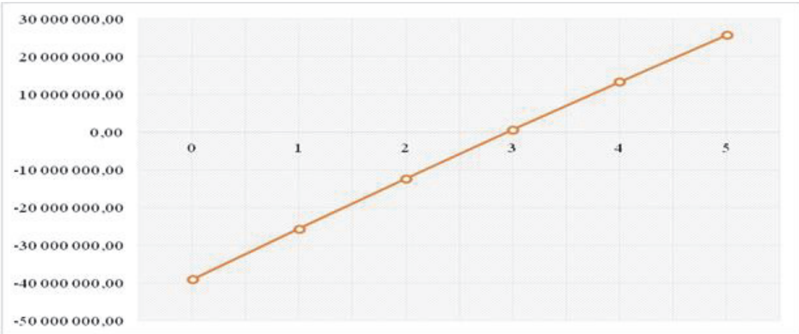

Figure 2 – The financial profile of the project using loan financing

The payback period is about 3 years old that we can see from the figure.

A sensitivity analysis of this project revealed that the most significant factor affecting efficiency is the reduction of revenue by 5%, which can be noted a strong deterioration of performance indicators

2.2.3 The third step. The Leasing contract.

Rental of equipment known since the middle ages, for example, the rental of a ship anchors in Venice XI. Leasing is a transaction with the participation of three people (legal and natural entities). In real terms one party buys some assets from another party and then lends it to the third party with a purchase option. The assets of the lessor may be provided in the form of equipment, transport, construction for production needs and so on. The terms are specified in the agreement of the parties. (Weber, Manfred, 2007)

The main feature of leasing is the absolute power of a user to choose the kind of property and its producer (in accordance with the lessor's abilities). That financial instrument is beneficial to small and medium-sized enterprises, as the procedure of concluding a contract is easier than getting a loan. If the contract conditions are violated, the lessor confiscates property.

The regulatory and legal framework of leasing is based on such regulatory acts as:

Federal Leasing Act No. 164 of 29 October 1998;

Civil Code of RF and the Russian Tax Code;

Federal Act No. 16 of 8 February 1998 «About Russia's joining to UNIDROIT Convention»;

UNIDROIT Convention on International Financial Leasing, Ottawa of 25 March 1988.

Now let us examine the characteristics of leasing, forfeiting and loan as financial instruments and check their viability in terms of purchasing a sea vessel. According to «Expert RA» agency, sea vehicles leasing makes the lowest share of leasing market, though it has increased by 0,5% for the last two years. Leasing characteristics depend on vessels high value, greater construction and pay-off periods.

According to the effective legal framework, sea vessels are defined as real estate property. That means that ownership rights must be registered, which makes the transaction more complicated. Leased asset can not be pledged until the ownership right is registered by the lessor. Sometimes it can cause ploblems with bank financing.

In practice, vessels leasing goes through a number of stages: choosing the vessel with a certain range of functions, choosing either Russian or foreign supplier, negotiating the terms and signing the agreement, supplying the vessel to the lessee (arranging import customs formalities and registration in the name of either lessor or lessee), insuring the item.

When using the scheme of acquisition of a vessel through lease agreement, credit terms of the company «TransFin-M» were used, where loans are granted for four years with annual repayment. Interest rate is 10.5% per annum.

For the calculation of the lease payments it was proposed to use a formula with coefficient calculation for regular rents. Under such scheme, the lease payment is included in cash flow from financial activity that differs from the calculation of cash flows when determining the lease payments under the scheme recommended by the Ministry of Finance. For accuracy comparisons were calculated in both methods.

At first, lease payment under the scheme recommended by the Ministry of Finance was calculated.

$$PL=AO+PC+IN \quad (7)$$

where PL is the total amount of lease payments, RUR;

AO depreciation and amortization or maturity value cost, rbl.

PC - fee loans, RUB.;

IN - reward of the lessor for the provision of property, rbl.

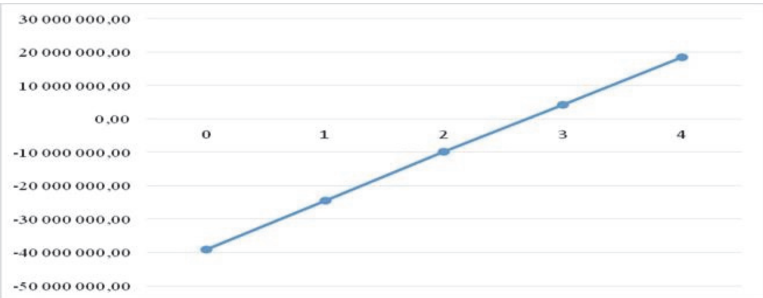

Figure 3 – The financial profile of the project using lease financing

The payback period is 2.6 years; discount rate of 14.9%; NPV takes the value 18 447 075,54 rubles; IR is 1,46; IRR takes the value 18,62%.

These values of efficiency indicators are change in the accrual of lease payments by a factor for regular rents.

To calculate the coefficient for permanent rent the following formula is to be used:

$$a = \frac{i}{1-(1+i)^{-n}} \quad (8)$$

a – coefficient ghosts of permanent rent;

i – interest rate per year;

n - the lease term in years

The payback period is 2.4 years; discount rate of 14.9%; NPV takes the value 21 818 626 rubles; IR is 1,56; IRR takes the value 21,37%.

3. Comparative Analysis

The following graph introduces comparative analysis of loan financing, leasing and forfeiting on indicators, such as stransaction object, time limits, finance methods, maximum term, risks and guarantees. The result of investigations is determing the economic viability.

Table 1 – Comparative analysis of loan financing, leasing and forfeiting

Comparison base	Loan financing	Leasing	Forfeiting
Transaction object	funds	Equipment or property	ordinary bills and bills of exchange
Loan term	Long-term loaning (up to 10 years)	Long-term loaning (up to 10 years)	Long-term loaning (up to 10 years)
Amount of loan	Up to $4,000,000	The amount is limited by lessor's abilities	The amount can be enlarged depending on the ability of buyers to create syndicates
Financing method	Bank lends money and starts to control the company's activity (targeted use)	Lessor pays for transaction, lessee makes lease payments during loan period	Forfaiter meets a debt less the discont
Risks	Bank risks to lose own money, but assumes all the buyer's risks	risksdepending on the agreement terms, either a lessor or a lessee can bear the risks	Forfaiter can resell the assets on the secondary market
Resale	One bank can resell the loan to another bank	Rented equipment can be transferred to another lessee	Forfaiting assets can be resold on the secondary market
Guarantees	Guarantee is required	Guarantee from a third party is required	Guarantee or aval is required from a third party
Pledge type	The assets themselves	Credit by rented assets	Possible transfer of finance bill which aim is to accumulate value for other allowed goals achievement

All the financial vehicles are unique and required by the economies of different countries. Economic viability of each of them depends on the goals of the promisee, but all of them are appropriate for large companies that have the overall aim of accumulating funds for different-term projects implementation.

The difference of the financial instruments is based on several indicators:

- Transaction object.
- Loan term.

Not all the banks are ready to provide high-value loans

- Amount of loan.

For instance, commercial banks give credits with a maximum term of $4,000,000. The ammount of leasing depends on the company's size and turnover. As for forfeiting instrument, the amount is also limited as buyers can create syndicates. The process of unification is based on the mutual deal of the forfeiters on the share acquired.

- Risks.

Commercial banks do not assume risks connected with purchasing while forfeiter bears a risk of debt non-payment (including policy risk and exchange risk). (Nechaev Andrei, Morozova Aleksandra, 2012)

- Guarantee.

Bank loan demands additional guarantee in the form of stocks. Sometimes leasing does not demand guarantee, but it depends.

If using forfeiting model, aval or guarantee of a bill or note is required. Besides payer, everybody can act as a guarantor of a bill, whose guarantee is valid nevermind, the reasons. In such case aval is equal to guarantee, which is complementary in relation to the primary obligation.

Also it is important to mention, that leasing companies specializing in leasing certain kinds of equipment and thus having long-term relations with suppliers, sometimes can purchase necessary equipment for lower price (or get sale for lot-size orders). That causes the dicrease of the deal price.

On the basis of the above, we can see that leasing and forfeiting funding models are more beneficial, as they include favourable terms, like risks allocation, finance methods and terms.

Let us examine the ways of ship financing in terms of bank loan, leasing and forfeiting.

4. The Efficiency of Different Funding Schemes

The efficiency of practical implementation of the investigated financing tool was implemented for transport vessel in fishing industry. We calculated the amount of necessary financial and credit support of the fleet reproduction in fish industry of the Far -East region with the use of forfeiting, leasing and loan. To select efficient financing schemes the criteria of efficiency of investment projects (net present value, profitability index of discounted investment, internal rate of return, payback period) were considered and final amount of the purchase was calculated (E.M. Chetyrkin, 2008).

Calculations were performed for the transport vessel valued $1150000 for the period of 5 years with the use of various financing methods. Also sensitivity analysis was performed to identify the impact of two factors - the reduction of revenues and the increase of fuel cost (T.K. Miroshnikova, 2014)

Table 2 – Efficient criteria for the different funding schemes

Indicators	Credit	Leasing	Forfeiting
Vessel cost, rubles		1150000$	
Basic version			
The final vessel cost (with interest)	1524142,46	1466903	1426000
The period of providing	5	4	5
The ratio of the final cost to the cost of the vessel	132,5%	127,9%	124,3%
NPV_0	754556,76	641724,29	817317,06
IRR	20,2%	21,37%	21,71%
IR	1,66	1,56	1,7
Payback period	3,1	2,4	3
With the increase of fuel prices of 10%			
NPV_1	723734,64	616163,15	786494,91
The ratio of the growth rate of NPV_0 к NPV_1)	104,5%	104%	103,9%
IRR	19,1%	20,57%	19,8%
IR	1,63	1,54	1,68
Payback period	3,2	2,4	3
With the reduction of proceeds by 5%			
NPV_2	614456,1	525537,27	677216,38
The ratio of the growth rate of NPV_0 к NPV_2)	122%	122,6%	120%
IRR	16,42%	17,71%	18,27%
IR	1,53	1,46	1,59
Payback period	3,5	2,7	3

The net present value of each of the funding scheme is positive which indicates their effectiveness. However, not all criteria confirm the effectiveness of the financing schemes.

It is important to notice that the final cost of a loan is the biggest and it exceeds the initial 32.5%, while in the forfeiting scheme cost is the smallest, exceeding the initial 24.3%. This indicator, together with IRR and profitability index, shows that it is the most effective financial instrument.

Special attention should be paid to the leasing scheme, as this scheme has the lowest NPV. Still, the term of granting credit resources is 4 years, unlike 5 as in other two schemes. At the same time the payback period is 2.4 years instead of 3 years.

The sensitivity analysis was held with changing two main factors: revenue decline and rising fuel prices. The change of fuel prices has contributed insignificantly for all three funding schemes. The revenue decline was the most important factor in these calculations. In forfeiting scheme the net present value (NPV) reached 20% and the payback period has not changed.

5. Conclusion

After consideration of the selected finance methods, conclusions were drawn on the most effective scheme. Forfeiting is the most effective scheme of the fleet financing as the final price is the smallest as well as payback period. Forfeiting operations have not yet become traditional, and the potential market is quite large. Under these conditions further theoretical development of forfeiting is required.

We covered the following research areas:

- giving the notion of the financial vehicle by introducing forfeiting as a financial instrument;
- specification of bank loaning, leasing accept and forfeiting when purchasing a vehicle;
- a comparative graph was made to compare 3 financial instruments;
- conclusion was made taking into account the effectiveness of every instrument and its features.

Fixed assets provide an ongoing stream of net operating income, along with a residual value. Fixed capital is often held directly rather than through a financial derivative, and it has other economic characteristics that in the minds of many make it a class of asset that is distinct from other capital assets. For instance, the cost of fixed assets is typically high, compared to operating cost, and the cost tends to be fixed rather than variable. The cost of construction across many types and locations of real estate also tends to be correlated. The value of fixed capital will influence the operating leverage. Capital assets can be valued at their net present value, which discounts an expected stream of value (Eugene F. Brigham, Louis C. Gapenski, 1999). Results of the assessment of the economic efficiency of financing fixed assets for the economy of the Russian Federation was based on methodology for determining the present value (NPV) and estimating the economic benefit results based on the discount rate. Development of a financial mechanism is the main issue of providing the reproduction process in the Russian economy. The results of the study to determine the most effective methods of financial and credit support of the reproduction process in the economy may be based on the need to develop a financial mechanism for the Russian financial system in order to ensure sustainable economic development.

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The Role of Pre-Action Procedure in Settlement of Disputes in Transportation in Russia

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Abstract

One of the peculiarities of the liability of the transport operator under the contract of transit of the cargo is in the presence in such a relationship of necessary pre-action procedure of disputes prior to recourse of the consignor or consignee to the court for protection of their violated rights. Compliance with the complaint procedure is carried out by requiring the transport operator the claims by the consignor or consignee. The general rule about the presence in relations of the transit of cargo of mandatory complaint procedure is established in the Civil code of the Russian Federation, at the same time, a more detailed regulation of the complaint procedure, namely the direction of the claim, the timing of consideration of the consequences of refusal in satisfaction of requirements shall is determined by transportation rules and codes, which leads to differentiated legal regulation of relations on the complaint procedure on the settlement of disputes in the sphere of cargo transportation. Despite the fact that the complaint procedure on the settlement of disputes plays a significant role in social relations, in the legislation of the Russian Federation there is no developed mechanism to encourage voluntary compliance, which leads to the fact that in the Russian practice complaint procedure is regarded rather as an additional encumbrance to the person whose rights were violated in the process of transit of cargo.

Keywords: *pre-action procedure, complaint procedure, complaint.*

1. Introduction

There is no doubt that the most common form of protection of violated rights is the submission of the application to the court. At the same time, this right may be restricted by law or by agreement at necessity of parties ' compliance with pre-action procedure of the resolution of the dispute. This is stipulated in the legislation of the Russian Federation for disputes arising from the contract of transit of cargo. In accordance with section 1 of article 797 of the Civil Code of the Russian Federation (later the CC) prior to the presentation to the transport operator of the claim arising from the transportation of cargo it is necessary to present the claim in the manner prescribed by the respective transport regulation or (the Civil Code of the RF).

According to statistics published on the website of the Judicial Department at the AF of the RF, courts of General jurisdiction in 2006 considered 7 million 564 thousand civil cases, and in 2010 these cases were considered for 12 million 914 thousand (Bratenkov S.I., 2011). The number of applications received in arbitration courts since their creation, increased almost 3 times (1992 – 480 applications, 2013 – 1 371 279) (Analytical note to the statistical report on the work of arbitration courts in Russia in 2013, 2013). This suggests that in Russia do not work the mechanisms that encourage voluntary execution of obligations. About 30% of court decisions are made for the obvious cases where the defendants were required to satisfy such requirements at the pre-trial stage, without litigation at law. The reason is that a person who fails to fulfill the requirements of the law, in case of submission of the dispute for consideration has no risk. In extreme cases, the court will oblige him to perform various actions aimed at the fulfillment of the law. On a reasoned request to the fulfillment of the law, the citizen often hears the refusal without any arguments, and when he tries to explain his innocence, he is just send to the court. (Bratenkov S.I., 2011).

2. Results and Discussions

Russian legislation does not contain definitions of "pre-action", "complaint" or "complaint procedure". "Pre-action procedure of dispute” resolution" indicates the time resolution of the conflict that is, before applying to court. However, the presentation and consideration of complaints to the counterparty is a special procedure for the resolution of the dispute between the parties prior to its taking to court. In this sense, complaint procedure is a kind of pre-action order of settlement of disputes. It should be noted that in art. 125 of the Arbitration procedural code of the Russian Federation (hereinafter referred to as APC of the RF) is mentioned "on the complaint or other the pre-action procedure" (the

Arbitration procedural code of the Russian Federation). Thus, the legislator in the APC of the RF actually equates these terms. From article 125 of the APC of the RF also follows that along with the complaint procedure there are other possible ways of pre-action settlement of legal conflicts. For example, an appeal to a higher official or body, if such dispute resolution procedure is permitted by law (e.g. by virtue of paragraph 3 of article 30.1 of the Code of the Russian Federation about administrative offences) (the Code of administrative offences of the RF); the direction to the taxpayer of a complaint for payment of the tax until the treatment of the corresponding complaint in court, etc. (Rakitina L.N. & Markin A.V., 2005).

The APC provides the ability to resolve conflict not only through a settlement agreement, but also through other conciliation procedures. The article 148 of the APC says that the statement of complaint may be left without consideration, if was not complied with, established by law or contract, pre-action dispute resolution procedure. Such dispositions make it possible to provide in the contract the settlement of the dispute not only through negotiations, but also through recourse to mediation (Kudriashov A.A., 2009).

Thus, the pre-action procedure of settlement of disputes is broader than the complaint procedure, a concept that includes a variety of methods of protection of violated rights, including complaint procedures for resolving disputes.

As a specific feature of the contract of transit of cargo, mandatory complaint is provided by transport regulations and codes enforcement, independent, private, pre-action procedure for settling disputes about the law, the contents of which is the obligation of the presentation by the interested person immediately to the transport operator complaints for non-performance or improper performance of obligations under the transit of cargo, and also the duty of the transport operator to review and provide a timely response to the complaint (Nekhoroshikh A.M., 2004).

Contained in the legislation dispositions concerning the mandatory complaint procedure give the impression that this order is only prerequisite, anticipating the inevitable requests for judicial protection. The wording "prior to filing of suit ... is required to reclamation" indicates that prior to going to court, it is necessary to perform additional steps, meaning and sense of which the law does not give. This formulation combined with the negative consequences of non-compliance complaint procedure has resulted in the Russian practice the complaint is rather an additional "charge" of persons whose rights have been violated, and no effective means of protection (Rojkova M.A., 2008).

In order to solve this problem, S. I. Bratenkov proposes to extend to the citizens the possibility of pre-action settlement of disputes by setting the recovery of compensation for moral damages for unreasonable and a manifest denial of legitimate complaints, for failure to meet such requirements, for failure of consideration or for late referral to such requirements (Bratenkov S.I., 2011).

In our opinion, not the possibility of compensation of moral harm, but the possibility of fines for non-compliance on a voluntary basis of the requirements of the creditor should be set, as it is done in p. 6, article 13 of the RF Law "On protection of consumers' rights". In addition, the establishment of liability to a fine for dissatisfaction in voluntary proceeding of legal requirements gives the opportunity to apply for recovery of both citizens and organizations, while compensation for moral damages is only possible to the citizens. Thus, in transport regulations and codes a rule should be introduced where the following is stated: "In meeting by court the requirements of the consignor or any other person who in accordance with the transport regulations and codes has the right to make a complaint, the court charges from the transport operator for failure to voluntarily meet the requirements of the consignor or any other entity the penalty in the amount of fifty percent of the amount awarded by the court to the consignor or other person".

As rightly pointed out by M. Mednikova, "parties, often placing in the contract the need to comply with the complaint procedure, do not stipulate the procedure for submission and consideration of complaints and related other issues" (Mednikova M., 2006).

Taking into account given the above and the fact that the complaint procedure gives the opportunity to relieve the work of judges and to settle disputes between the parties in the pre-action procedure, it appears that the legislator would need to adopt a legal act that would regulate the procedure for filing complaints, its form, content, and also the sanction for failure to comply with the legal requirements set forth in the complaint.

With regard to the international practice of law-making, then, for example, the Convention on the contract for the international transit of cargos by road does not establish the necessity of filing a complaint (hereafter CMR) (Convention on the contract for international carriage of cargo, 1956). According to K. V. Kholopov, "according to a general rule having a complaint under the contract of transit is not mandatory, with the exception of complaints for damages due to violation of terms of delivery. This, in particular, comes from the contents of p. 1 of article 27 of the CMR. Failure to submit complain against a transport operator means that the entitled person, in a judicial or arbitration proceedings, would have to prove the fault of the transport operator, as before that there was no complaints to the transport operator from the direction of the authorized individual." (Kholopov K.V., 2010).

Russian legislation mandatorily establishes the obligation prior to the presentation to the transport operator of the complaint to show him the complaint. However, this provision only applies to relations arising from the contract of transit of cargos. Thus, it should be noted that the Code of inland water transport of the Russian Federation (further IT) departs from this principle, in p. 1 of article 161 states that prior to filing a lawsuit in connection with the transit of passengers, baggage, cargo to the transport operator necessary is to make a complaint to the transport operator.

When compliance with the complaint procedure there is a contradiction in p. 3, article 30 of the Civil procedure code of the RF (hereinafter CPC RF) (claims against transport operator arising from contracts of transit, are presented to the court at the location of the transport operator, which in the prescribed manner was presented to him) and paragraph 2 of article 17 of the Law "On protection of consumer rights" (lawsuits about protection of consumers ' rights may be brought by the choice of the plaintiff: in the court at the location of the organization, in the court of the place of residence of the plaintiff, in the court of the place of conclusion or performance of the contract). According to M. V. Krotenkov, this conflict should be resolved in favour of weaknesses, that is, the consumer (Kratenkov M.V., 2010).

Thus, the complaint for non-performance or improper performance by the transport operator of its duties under the contract of transit of passengers and luggage is a right and not a duty of a citizen. When determining the jurisdiction of civil cases on disputes arising from contracts of transit of passengers and their luggage, the Supreme Court of the Russian Federation suggests to be guided by the Law "On protection of consumers' rights" and to file a suit on the coordinate jurisdiction and not, not exclusive (Erokhina T.P. , 2006).

This issue became the subject of the proceedings in the constitutional Court of the Russian Federation, where a complaint was addressed by a citizen of N., to admit p. 3, article 30 of the CPC of the Russian Federation misfitting articles 2, 18, 46 and 55 of the Constitution of the Russian Federation in connection with the fact that this norm, according to the applicant, limits his constitutional right to effective judicial protection, providing for consideration of disputes arising from contracts of transit of passengers only at the location of the transport operator, making it difficult to protect the rights of consumers in disputes with transport operators. In its determination, the constitutional Court of the RF pointed out, that part 3 of article 30 of the CPC of the Russian Federation in the system of existing legal regulation (i.e. in the absence of the mandatory presentation of a complaint to the transport operator) does not preclude the filing by a citizen of a complaint arising from the contract of transit of passengers or luggage by the rules of jurisdiction established for complaints for consumer protection (definition of the constitutional court, 2006).

Thus, firstly, it seems unreasonable to include in IT dispositions for mandatory submission of complaints in the transit of passengers and luggage, as there is no any of the specific features characteristic of the relations regulated by IT, compared with other transport regulations and codes, and therefore this disposition should be excluded. Secondly, based on the above given definition of the constitutional Court of the Russian Federation, it can be concluded that if the legislation establishes mandatory pre-action dispute settlement procedure, or if the plaintiff exercised his right to submit complaints to the transport operator, then it is necessary to follow the rule on exclusive jurisdiction, in other cases it is necessary to follow the Law "On protection of consumers' rights".

According to the article 123 of the RF Statute on Railway Transportation (hereinafter SRT) complaints may be filed within six months, and complaints for penalties and fines within forty-five days. Also, the transport operator may accept for consideration a complaint after established by article 123 of SRT terms, if it acknowledges the reason for missing the deadline of the complaint to be good. Therefore, if the transport operator admits the reason for missing the deadline for complaint disrespectful, it has the right not to consider such a complaint (Koval, A. V. 2006). Art. 126 of the Aviation Code of the Russian Federation (hereinafter AC) also sets the time period for presentation of complaints within six months.

At the same time, the Merchant Marine Code of the RF (hereinafter MMC) and IT do not establish a special term for complaint and in it they fully comply with the CC of the RF. Interesting is the procedure for establishing a special period for complaints in the transport regulations and codes. So, pursuant to the 1997 AC, the legislator has established a special deadline for complaint. In 1998 was adopted the Transport Regulation of the Railways (hereinafter TRR), the norms of which in respect of the complaint period was preserved in the current SRT of 2003. In 1999 and in 2001 were accepted accordingly IWTC and MMC. In connection with these interesting is which period for filing complaints established the legislator in the newest of all transport regulations and codes, namely in the regulation of motor transport and city ground-based electric transport of the Russian Federation (hereinafter RMT). According to part 6 of article 39 of the RMT complaints to the transport operators, charterer providers can be brought within the period of limitation of action.

However, whether on the basis of these norms can be concluded that beyond the complaint period the person who had not addressed with the complaint to the transport operator, will lose the right to judicial protection of his legitimate rights and interests? Obviously, no. According to P. V. Remishevski, "the right of a person to file a court complaint against the transport operator must not be due to the failure of the transport operator in satisfaction of the complaint, as provided by applicable law. Such conclusion is in contradiction with the basic principles of Russian law and contradictes to article 46 of the Constitution, under which everyone has the right to judicial protection of their rights" (Remishevski P.V., 2008).

A conflict of norms of AC and SRT about the impossibility of judicial protection of their rights in connection with the filing of the complaint outside deadlines was eliminated by judicial practice (Braginski M.I. & Vitryanski V.V., 2006). P. 28 of the Resolution of Plenum of the Supreme Arbitration court of the Russian Federation dated 12.11.1998 has determined that the filing by consignor or consignee complaints against the railway company outside the time limits established in article 139 of STR, provided that they comply with Transportation rules of procedure for submission of complaints is not ground for return of the statement of complaint (the resolution of the Plenum of the Supreme Arbitration court of the Russian Federation, 1998). Released in 06.10.2005 resolution of Plenum of SCC of the Russian Federation № 30 "About some questions of practice of application of the Federal law "Regulation of railway transport of the Russian Federation", cancels the order dated in 1998, but the position reflected in the resolution of the Plenum 1998 is retained (decree of the Plenum of the Supreme Arbitration court, 2005). The eighteenth arbitration appeal court went further in its decision and stated: "The plaintiff's complaint is presented in violation of the term under article 123 SRT, however, established on the complaint time limits was not preclusive, the complaint is sent within the statutory period of limitation with observance of the established order, in this connection the trial court reasonably considered the complaint on the merits based on the recognition complied with the complaint about the resolution of the present dispute (decision of the Eighteenth arbitration appeal court, 2009). A similar position is shared by the courts in case of the transportation by air. Thus, the arbitration court of Moscow in a decision dated 30.01.2006, 06.02.2006 notes that the complaint is returned to the defendant without consideration in connection with the omission of the term established by clause 1 of part 1 of article 126 of the CC. These circumstances do not indicate a failure by the plaintiff to the complaint procedure dispute resolution. In addition, admission of a six-month deadline for filing a complaint is not preclusive. This is evidenced by part 2 of article 126 of the CC, in accordance with which the transport operator is entitled to proceed with the complaint after the deadline, if it acknowledges the reason for missing the deadline of the complaint. The abandonment of the complaint without consideration does not preclude the filing of a complaint, which follows directly from part 2 of article 128 of the CC. According to this norm of the period of limitation begins on the day after receipt by the consignor or consignee the answer about refusal in satisfaction of complaint. Since the abandonment of the complaint without consideration is actually a refusal in its satisfaction, the plaintiff has not lost the right to complaint (Decision of the Moscow Arbitration court, 30.01.2006, 06.02.2006).

As the consequences of non-compliance of the period of the complaint the Resolution of Plenum of the Supreme Arbitration court of the Russian Federation No. 30 States that when considering if a complaint is determined that the case has arisen due to breach by the plaintiff provided by the article 123 of SRT terms of a complaint against the transport operator, the court of arbitration in accordance with clause 1 of article 111 of the APC may be attributed to the plaintiff's legal costs (in full or in part) regardless of the outcome of the dispute.

Thus, as pointed out by N. N. Ostroumov, if air transportation comes within the purview of relevant international Convention, which defines complaint terms, the Russian court has no grounds for making a complaint to consideration if the complaint is stated with the violation of the Convention of complaint deadlines. According to paragraph 4 of article 31 of the Montreal Convention and article 26 of the Warsaw Convention "failing complaint within the times aforesaid, no action against the transport operator will not be accepted, except in the case of fraud on the latter" (Ostoumov N.N., 2006).

The case that the transport operator is obliged within thirty days from the date of receipt of the complaint to consider it and notify the consignor or the consignee about the approval or rejection of the complaint (article 128 WC, article MMC 407, article 163 IWTC, article 40 CMT, article 124 of SRT), is one of the few, when the article 797 of the CC of the RF fully correspond to the norms of the transport regulations and codes.

In the Resolution of the Plenum of the Supreme Arbitration court of the Russian Federation dated 06.10.2005 No. 30 is an explanation of the question of the date of satisfaction of the complaint. The court stated that the complaint shall be deemed satisfied provided that the actual transfer of a recognized transport operator of the amount or the restoration of records for his personal account. Otherwise, the plaintiff may apply to the court with the complaint to the transport operator on the recovery of the loss or recovery of record on the personal account. At the same time, recognition of the plaintiff's complaint and the failure to transfer of the recognized amount reflects the recognition by the debtor of the creditor's complaint, according to article 203 of the CC of the RF leads to interruption of the limitation period (Falkovich M.S., 2006).

In all transport regulations and codes, except MMC, stated that the response to the complaint shall be given in writing. Apparently, in this case we are dealing with another mistake of the legislator.

In addition, the content of the answer is satisfied only in certain normative statements (for example, article 124 of SRT). One should agree with D. A. Suvorov, who believes that the answer to the complaint must contain details similar to those described for complaint (Suvorov D.A., 2006).

3. Conclusion

Thus, analysis of modern legal regulation of complaint procedure allows conclude that in the domestic legal system there are the following types of complaints:

1. Depending on compliance with peremptory norms guaranteeing the complaint procedure, the complaint may be mandatory (e.g. at the transit of cargos compliance with the complaint procedure is a prerequisite before filing a complaint in court) and not mandatory (for passengers and luggage compliance with the complaint procedure is not a prerequisite);
2. Depending on the period for filing a complaint, it can be simple, i.e. the law does not set a particular deadline for filing complaints and special, for example, under the contract of transit of cargos by railway or air carrier by the legislator is established a deadline for filing complaint within six months;
3. According of form there are the normative complaint, that is, its form is fixed by the legislator, for example, in section 1 of article 405 MMC stated that the complaint is mandatory to be presented in writing and a traditional complaint, its form is not fixed by the legislator and the complaint is sent in the form established by the customs prevailing in the field of transportation.

In general it follows from the foregoing that the complaint procedure for resolving disputes is far from ideal. For example, it is the lack of a unified procedure for filing complaints to the transport operator and the absence of a complaint form, and unequal legal status of transport operators. In addition, the absence of real effective mechanism for the settlement of disputes leads to the fact that the complaint in the Russian practice is rather an additional obstacle to going to court, rather than the ability to promptly resolve the dispute outside the court.

Thus, the complaint procedure is not dependent on the type of transport and for its regulation it is necessary to apply general basics and principles.

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Socio-Cultural Context and Christian and Philosophical Sources of the Modern European Science Formation: Theoretic-Methodological Ideas and Approaches

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Abstract

In the article the comparative analysis of the main methodological ideas and approaches to a problem of a Socio-cultural context and Christian and philosophical sources of the genesis of the modern European science is carried out. It is shown that according to S. Yaki's concept, Christian Catholicism in which the Creator's cult based on the cosmological argument was systematically emphasized was the religion, which created optimum conditions for the development of science. The Protestant hypothesis of M. Weber – R. Merton differs in a reduction of the analysis of religious terms of emergence of science to features of a Puritan way of life, and data of specifics of science to simply to the interpreted experimentalism. Similar the "method from conditions" does not give the chance of an explanation of substantial transformations of the bases of antique and medieval science, which led to formation of the bases of the modern European natural sciences. The conclusion that the method of "absolute metaphysical prerequisites" of R. J. Collingwood allows to reveal Christian theological "the postulates functioning as contexts" which being excremental in outlook of founders of classical science of Modern times is drawn, had impact on the content of their scientific ideas. It is noted that the considered theoretical-methodological approaches do not mutual denial and, on the contrary, complement each other.

Keywords: *science, religion, culture, society, Christianity, theology.*

1. Introduction

The appeal to the declared subject is caused by some the circumstances connected with functioning of science and some effects of scientific and technical progress in the modern world. First, destructive ecological and sociocultural effects of scientific and technological advances in the XX century cause criticism of scientism understanding of its place and assignment in human lives, societies, and nature. However, implementation of the antiscience program with its nihilistic relation to science threatens the European culture with the loss of its major case as scientific rationality. In this regard for its preservation, there is need of internal transformation of scientific reason in the way of its rapprochement with other forms of spiritual experience, first with religion and philosophy. Secondly, in the conditions of post non-classical science subjective activity of the scientist, it's valuable and target structures, metaphysical, religious, moral beliefs closely correspond to the nature of the gained knowledge of the object. The specified features of modern science define, in our opinion, the importance of searches of interrelations between religion and scientific knowledge of social epistemology.

The historical and genetic aspect of the ratio of science and religion is the object of research of this article, the methodology of studying of Socio-cultural context and Christian and philosophical sources of the formation of classical science – its subject. Respectively the purpose of work consists in the identification of well-being context and theoretic-methodological ideas and approaches of research of Christian and philosophical sources of the modern European science. However, whether there is sense to consign so far to the past, addressing to science sources. Reflecting on this question, the modern American historian of theology and science S. Yaki truly notices that "studying of any subject demands, first of all, approach to it from the point of view of its embryonic state, it belongs and to science. The incorrect understanding of sources with inevitability leads to the false conclusions and concerning all subsequent steps" (Yaki, 1993, p. 239). In other words, identification of religious sources of the modern European science can help, in our opinion, with understanding of its today's problems and contradictions, and also specifics of its ratio and interrelations with religion at the present stage.

Specifics of the declared subject define the methodological basis of work. Along with hermeneutic procedures in the article, the method of comparative analysis is widely used. Besides, in work the dialectic principles of research are applied: historicism, concreteness of consideration, and also methods of the analysis, synthesis, generalization along with other classical general logical and methodological procedures.

2. Catholic Hypothesis of S. Yaki

Recognition of the special role of Christian dogma information of classical, modern European science in the western historiography and methodology of science has happened enough recently – only from the middle of the XX century, in post-war decades. R. Merton, R. J. Collingwood, A. Koyre, E. Klaaren, Ch. Webster, S. Mason, S. Yaki, A. Whitehead and other researchers, developed this subject to a varying degree. Until the specified time as the modern domestic philosopher of science V. N. Katasonov notes, " deadening formal positivistic interpretations of history of science, "revolutionary" opening of "scientific revolutions" could not catch this theological component in the history of formation of the systems of knowledge which have led to today's science" (Katasonov, 1997, p. 142). Separate works, for example, the in-depth studies of P. Dyugem devoted to this subject on medieval cosmology, remained almost unnoticed.

Recognition of certain deep correlations between classical science and Christian dogma is initiated by judgment of that fact that creators of the modern European science - Galilei, Descartes, Bacon, Boyle, Newton, Pascal, Leibniz – were sincerely believing people identifying the outlook as Christian. Thus, the judgment of this fact causes some questions, which in the course of our research it is necessary to answer. First, why the Christianity is connected with the genesis of science, but not any other, for example, one of East religions? Secondly, if the correlation of classical natural sciences with Christianity is not accidental what of the existing Christian theological systems promoted its formation? At last, in - the third, whether the range of religious premises of this process is settled only by Christian sources?

In this regard the modern American historian of science and the Catholic theologian S. Yaki formulates question as follows: "why only once in the history of mankind, in 1250-1650 in Europe scientific researches have got mature forms, and of them it became possible to speak as about science in the true sense of the word. Involuntarily there is thought of Christianity as about that religion that promoted the emergence of the natural-science relation to the world" (Yaki, 1993, p. 237).

At this S. Yaki comes to a conclusion about the incompatibility of East religions with science owing to the originality of those cultural conditions, both in India and in China, which are defined by specifics of these religious beliefs. According to the logic of the American researcher, religion the dominating role in forming of culture belongs, and then the culture can promote the emergence of science. However, if the science has arisen, it is identical to any cultures. In this regard, commenting on the point of view Yaks, not concordant with Koyre and Kuhn's anti-cumulativist views, the domestic philosopher of science L. A. Markova notices: "From here also rejection Yaks of revolutions results: no fundamental changes in development of science can be, it is homogeneous" (Markova, 1997, p. 224).

The American researcher and, first of all, with need "the theoretical generalization conducting to formulation of quantitative laws" refers idea of recurrence, pantheism, sociomorphism, contemplation to characteristics of the ancient Eastern cultures that are not coordinated with criteria of scientific knowledge. The idea of recurrence of development, widespread and in Ancient India, and in ancient China did not fit into scientific outlook in which ideas of infinite space and the unidirectional time prevailed. Pantheistical view of the universe as uniform organism in which the person is it is small insignificant part, does not give it the chance to look at the world from the outside that is essence of the subject and object relations, characteristic for natural-science research of the nature. Besides the idea of recurrence and the pantheistical description of space-generated confusion in logic, destroying the idea of the clearness of relationships of cause and effect.

Transferring of laws of life of society on development of the nature, characteristic for sociomorphism, interfered with forming of understanding of the world as objective and arranged, namely such it appeared in consciousness of great founders of the modern European science. At last, the sermon of the contemplate, passive relation to nature obviously was not agreed with energetic of experimental natural sciences. As a result, S. Yaki, it is explicit from Eurocentric positions, pronounces sentence to east science, defining science stories in China, India, Egypt as "deadlock" or "dead born branches". Proceeding from the recognition of self-sufficiency of East cultures and originality of their cognitive traditions, it is hardly possible to agree with its conclusion. It is rather possible to claim that the science of West European type could not arise in cultural and historical conditions of the ancient East.

At the same time, the fact of the uniqueness of the modern European science demands special research of its specific sources. From the point of view of the American researcher, Christian Catholicism was the religion that created optimum conditions for the development of science. He emphasizes that though fundamentals of all monotheist religions are worship the Creator of the Universe, nevertheless, between them there is an essential distinction. This distinction is "that measure in which purely rational view of the Universe can become a source of recognition of the existence of the Creator" (Yaki, 1993, p. 237). Thus, the natural theology that purpose is the rational knowledge of the Creator on his creations, owing to certain reasons did not gain development either in Judaism nor in Moslem. In Christianity it "could not enjoy popularity in East Orthodoxy where attachment to monastic and ceremonial mysticism" is too brightly expressed (Markova, 1997, p. 237). Protestants rejected natural theology because of a particular emphasis on a fallen human nature.

From the point of view of the American researcher, "the only place in Christianity where the Creator's cult based on cosmological argument was systematically emphasized there is a Roman Catholic Church" (Markova, 1997, p. 237-238). Rather the special value of a cosmological argument in Catholic theological tradition from S. Yaki, undoubtedly, it is possible to agree, but with some reservation. The matter is that the natural theology started being developed actively by Foma Akvinsky at a turn of the XII-XIII century, till this period the status of cosmological argument of life of God in Roman Catholic religious thought was a bit different. However, we will consider this question more in details in the following paragraph. Here it is important to emphasize that, indeed, since the time of Akvinat the official doctrine of the Roman Catholic Church proving reliability with which the reason can comprehend existence of the Creator by studying the physical world developed.

It is no casual "The declaration I of the Vatican cathedral was supported with the reference to the well-known fragment from Pavel's message to Romans" (Markova, 1997, p. 239). Paul the Apostle writes to him: "Actually that it is possible to learn about God, is clear to them; because He made everything for this purpose. From the moment of creation of the world invisible realities, its eternal power, and the Deity, became visible, recognized in things that It created" (Rome 1: 19-20).

So, according to the American theologian and the historian of science, the modern European natural sciences could arise only in Christian culture because the Christianity is connected with belief in the personal, reasonable, transcendental Creator or the Legislator who created the rational world available to comprehension by human reason. In other words, the world is the objective and ordered reality comprehended by reason because the reason is too the ordered and objective creation of the same reasonable and perfect Creator. Here it should be noted that in the cosmological argument of Christian theology received a new embodiment the principle of identity of thinking and life in due time proved by Parmenides, which became the rationality basis as that. In the context of Christian creationism, this principle allowed to rehabilitate the sensual terrestrial world appearing in Parmenides doctrine as not true life about which the knowledge is impossible. Moreover, the natural theology as it was already noted, was actively developed in Catholic thought.

Further S. Yaki develops the initial thesis, marking out the features of the Universe directly connected with God Creator. To these characteristics of the Universe the knowledge about which submits the maintenance of the metaphysical bases of science, it carries the following:

1. "God creates the world, in this sense it is real.
2. At the beginning of the world – God Creator, who created the world voluntarily at the choice, and it means that the world could be and other, it is conditional.
3. The world, as well as each separate thing in the world, is specific, it such, other than any other possible world.
4. Its property not to be necessary follows from the previous two qualities of the world.
5. The world is causally caused and develops from the reason to a consequence, and the reason cannot turn out to be a consequence and vice versa as development is not cyclic.
6. God creates the world from anything" (Markova, 1997, p. 242).

The metaphysical regulations on features of the Universe formulated above following from Christian dogma are confirmed, according to S. Yaki, a number of discoveries of the XX century, for example, gravitational paradox of the infinite Universe, and also the theory of the extending Universe. The gravitational paradox according to which in infinitely uniform Universe consisting of stars, the total effect of gravitational attraction will be equal to zero as the attraction will be identical in all directions, raises doubts in the validity of scientific idea of the infinite uniform Universe, confirming the provision on uniqueness of the world, its uniqueness and dissimilarity in any other possible world. According to the theory of the extending Universe, the world has the beginning and the end that corresponds ideas of God Creator.

The modern researcher L. A. Markova, critically analyzing the concept of a ratio of science and S. Yaki's religion, pays attention, in particular, to a certain discrepancy between idea of uniqueness of the world on which the Christian theologian, to postulates of the classical science dealing with certain the average, unified objects, processes, and sizes, studying their quantitative characteristics places emphasis. The idea of identity is of particular importance already in non-classical science. However S. Yaki interests a little, whether there are essential distinctions between classical natural sciences and science of the XX century.

Nevertheless, it is necessary to agree with the main thought of the Christian theologian that recognition of the features of the Universe directly connected with God Creator generates at the scientist confidence in reality of the reality surrounding it, its rational device and cognoscibility in the scientific ways and means. In other words, it is about those philosophical bases without which the science is impossible in general.

3. The «Method from Conditions» of M. Weber - R. Merton

If S. Yaki defends "the Catholic version" of genesis of classical science, the famous American sociologist R. Merton which externalist position we already concerned in one of the previous paragraphs, developing the line begun by M. Weber connects emergence of science with Puritanism. M. Weber was the dependence of genesis of capitalism and the modern European science on Protestant values is shown (Vodenko, Tikhonovskova & Ivanchenko, 2015). Formation of scientific norms as social Institute comes under the spotlight P. of Merton. Considering as fundamental signs of a new science experiment and its disciplinary as a form of the social organization of intellectual activity, Merton finds their sources in a way of life of Puritans. In this regard the modern American historian of theology and science E. M. Klaaren notes: "Merton defines the religious factor that had an impact on the development of new sciences as "the Puritan ethnos" and … shows means of statistics that the considerable number of persons in these new areas (as well as among members of royal society) was made by Puritans whereas in the population of England they were minority" (Vodenko & Tikhonovskova, 2015, p. 7-8).

Some peculiar features characterize the Puritan way of life, according to R. Merton. First, it is asceticism and the strict discipline connected with an embodiment in the life of Puritan doctrines of justification and predetermination. If according to idea of a justification successful utilitarian activity of the person aimed at glorification of God, the doctrine of predetermination directed to "good deeds" for the sake of the proof of God's chosen people. Secondly, "the imminent mysticism" unlike the "transcendental mysticism" typical for Catholicism is peculiar to puritanism (Klaaren, 1977, p. 452). Thirdly, one more important feature of a Puritan way of life, according to R. Merton, consisted in aspiration of Puritans to rationalism, i.e. praise of reason and refusal to oppose reason to belief.

From the point of view of the American sociologist of science, Puritan outlook and vital norms inspired new scientists to follow the professional discipline and to be engaged in experimenting. The experiment was a scientific expression of a practicality, activity, methodical Puritans. In other words, ethos puritans promoted a religious justification of occupations by sciences and, respectively, legitimation of scientific knowledge. Thus, R. Merton considers also considerable impact, which had on the process of formation of science from economy and trade, especially in the sphere of transport and military technology. They stimulated discoveries; the science was urged to satisfy requirements of their development.

In effect, R. Merton divides the externalist direction of understanding of genesis of science (J. Bernal, E. Tsilzel, etc.) bringing science with its rational and mechanistic vision of the world out of the rational bourgeois and economic relations becoming in the XVI-XVIII centuries. In opinions of representatives of the specified direction, formation of the bourgeois social and economic ties penetrated by spirit of rationalism of Modern times led to gradual weakening of religious, magic, animistic perception of the world and strengthening of rational ideas of the universe. Moreover, as the development of capitalist production demanded development of mechanics and mathematics, the picture of the world gained Rational Mechanics and Mathematics character, the thinking became rational. In works of externalist, dependence of formation and development of the modern European science on social and economic conditions of the arising capitalism, on growth of the cities and craft production, from interaction of practical experience of free handicraftsmen and abstract thinking of scientists, Protestant ethics and new norms of scientific research is investigated.

Thus, the science as productive force cannot realize the universality as, on the one hand, indeed, industrial revolution demanded development of technology and science, inquiries of production demand new knowledge that, really, brought to life science. However, on the other hand, not clear are reasons of changes in the outlook of people and transition from the medieval type of thinking to scientific. Now approach to the solution of the declared problem the complex: first, social and economic conditionality of science as development of the industry demands new scientific knowledge is not dismissed, secondly, searches of the answer to a question of the reasons for transformation of outlook of people from medieval type of thinking to the scientific do not stop.

R. Merton's attempt to rely only on Puritanism meets critical objections of E.M. Klaaren. In this regard, he writes: "The Merton perception of new science contains implicitly in its concept of Puritan ethnos, as conditions of the feasibility of new science. Such is his statement as if the discipline inherent in Puritan lifestyle generates new feeling of professionalism in science as in the experimental enterprise mainly. In my opinion, such data of new science to an experimentalism " – are noticed by the researcher – "is very limited. It leaves in a shadow greatness of intellectual tasks and the generating conceptual force hidden in new science and its respect for a reason" (Vodenko & Tikhonovskova, 2015, p. 8).

However, similar objections, against an exaggeration simply of the interpreted experimentalism in new science, still in the late thirties the XX century A. Koyre who, in the context of criticism of positivistic interpretation of its character, fairly claimed stated that not the pragmatic empiricism, but the concept of mathematical realism is Descartes's concept, Galilee, and Plato.

Coming back to the analysis of methodological approach of R. Merton it is necessary to agree with E. M. Klaaren's conclusion that weakness of this approach consists in "an unjustified reduction as the analysis of conditions of emergence of science, and understanding of the science". "The explanation method from conditions" of the American sociologist of science, really, does not give the chance deeply to get into the modern European science, to understand why, for example, the understanding of space, the movements, the nature in general, etc. essentially changed. At the same time, demonstration of the relevance of social and religious conditions by R. Merton to the genesis of the new science was a certain achievement in the methodology of research of this process

4. Methodology of "Absolute Metaphysical Prerequisites" of R. J. Collingwood

In our opinion, more considerable potential the methodology of genesis and development of science presented in works of the 40th years of the XX century of the English historian and philosopher R. J. Collingwood possesses. In it a certain influence of the ideas of A. Koyre stated in "Etudes about Galilee," published in 1939 is felt.

The English researcher put forward the project so-called "metaphysics without ontology", or metaphysics as historical science about absolute prerequisites of scientific thinking. As ontologies, R. J. Collingwood did not agree with the treatment of metaphysics, considering that in modern conditions value of logical, but not ontological sense Aristotelean "the first philosophy" remains. In other words, Metaphysics is updated as the science of the highest kind of existence which types are ten categories. The maximum sort of life embraces everything existing; everything determines by itself, and there is no other than God. Therefore, Aristotle, as we know, calls the first philosophy also theology. In such interpretation, it becomes science about "absolute prerequisites" of scientific knowledge, and as they historically change, its task is disclosure of those metaphysical preconditions, which scientists accepted during the concrete historical periods.

The idea of "absolute prerequisites" which is put forward by the British researcher demands a certain explication. First, R. J. Collingwood pays attention to their unconscious character. Being based on all reasoning’s and conclusions, they do not rely on consciously and are assumed implicitly as something silently implied, self-evident, concealed at heart. This basic feature distinguishes them, for example, from assumptions, which become in the act of a free choice, i.e. is quite conscious. Absolute prerequisites also unconsciously change, and it is possible to learn about their metamorphoses based on the historical analysis only subsequently. Also, these changes happen, extremely painfully as affect deep installations and belief of people, representing, according to R. D. Collingwood, not theoretical postulates, but beliefs. Beliefs, unlike ideas of the conceiving reason, are characterized, first, by ontological rootedness, i.e. indissoluble communication of the person with reality in the highest sense of this word. This deep communication arises as a result of them (beliefs) of people proves in all the integrity (without division into mind, feeling and will).

Many western philosophers of science of the XX century pay attention to the unconscious character of religious and metaphysical sources of the genesis of the modern European science. For example, A. Whitehead claims, "the belief in the possibility of science that arose even before the emergence of the modern scientific theory is unconscious derivative of medieval theology" (Petrov, 2000, p. 259). Thus, A. Whitehead emphasizes that, as belief understands "instinctive style of thinking, but the credo put into words is not simple". The famous modern Catholic researcher of religion and history of science S. Yaki develop the same idea.

Let us notice that the problem of the possibility of not verbalized, premised knowledge is quite widely discussed also in modern domestic epistemology. However the unambiguous solution of this question is not found. Some authors develop the idea of the movement from not verbalized to verbalized forms of thought. So, M. K. Mamardashvili writes that from depth unconscious the "implicit" knowledge breaks to the sphere of consciousness as though "the third eye" which as the searchlight highlights directly essence of objective reality opens (Markova, 2000, p.63-65). As prerequisites for cognitive activity pays L. A. Mikeshin's attention to dual specifics of implicit personal knowledge: "Complexity of understanding of implicit knowledge is explained considerably by that, existing implicitly, it at the same time exists in the sphere of consciousness, not beyond its limits" (Mamardashvili, 1994, p. 146-157).

The second specific feature of the absolute prerequisite, from the point of view of R. D. Collingwood, its inclusiveness in some set of similar beliefs or "historical facts" which he calls “constellation“ is. Let's notice that Klaaren, analyzing R. D. Collingwood's concept, calls a constellation of historical facts "the postulates functioning as contexts" (Klaaren, 1977, p. 450-451). He notes: "In R. D. Collingwood's methodology the concept of the postulates functioning as contexts acts as a decisive element. Though its approach is less rectilinear and harder, than a causal explanation, it at the same time and is more productive … To put it briefly, Collingwood's approach offers a method of system historical research" (Vodenko & Tikhonovskova, 2015, p. 11).

In our opinion, the term "postulates" in this case is not successful if to mean unconscious character of absolute prerequisites on which R. D. Collingwood while the concept "contexts" very precisely transfers their integrity synthetically character pays special attention. In this regard, the English researcher emphasizes: "It is impossible to give the answer to a question of what the particular person took for the absolute basis of this thought, a conclusion, situation, etc., pointing to one absolute prerequisite, but it is necessary to consider a complete constellation of the last" (Mikeshina, 1990, p. 66-67).

Comparing R. D. Collingwood and R. Merton's methodological approaches, Yu. Klaaren, the main advantage of the scheme of the first, fairly in our opinion, sees in detection of intellectual integrity, the general theological basis of an initial stage of Modern times, unlike R. Merton who is snatching out for an explanation of Genesis of science "the separate, taken out of a context, dissociated past events". The English philosopher and the historian find the beginnings of new scientific rationality in the uniform theology of the XVI-XVII centuries, which it allocates in thinking of real persons of that time, analyzing their intellectual activity. The part of this theological continuum, which the set of the operating postulates, is, Yu. Klaaren compares to T. Kuhn's paradigms in disciplinary matrixes.

At the same time, the domestic researcher M. K. Kissel fairly pays attention to essential difference of approach of R. D. Collingwood to a problem of dynamics of scientific knowledge from methodology of the author of the concept of scientific revolutions, which reflects influence culturally - O. Spengler and A. Toynbee's historical relativism. According to methodological approach of R. D. Collingwood, in development of scientific knowledge there is a transformation of one of "a constellation of prerequisites" into another, between them there is no impassable abyss (Collingwood, 1940, p. 287-288). In this regard, the task of the researcher consists in getting into the sense of the beliefs existing and existing earlier. Then it has to compare the formulated religious credo with scientific thought of the corresponding historical era and then this credo and there will be a constellation of absolute prerequisites of science of this period in the same place (Collingwood, 1940, p. 287).

Such historical system of theoretical prerequisites of the genesis of the modern European natural sciences, according to R. J. Collingwood, the Christian doctrine of the Trinity doing the central part of Nicene Creed was, first. Following the tradition of the western divinity originating in the treatise Severina Boethius "How the Trinity is uniform God, but not three deities", gained development in scholasticism of Anselm, Abelard and other medieval thinkers, tradition which Hegel paid a tribute subsequently, the English researcher carries out a philosophical explication of a doctrine of the Trinity.

Actually, from Boethius times the western divinity proved the idea of the ternary development of the Divine being in God, which was caused by the Relations between Persons of the Trinity. Scholasticism allowed the possibility of a reasoning on a ratio of the Father, the Son and the Holy Spirit as dialectic triad. Thus, they used the category of the relation that is a category of Aristotelean logic. Subsequently Hegel interpreted the Trinity doctrine as bifurcation uniform on contrasts and return to uniform, but already mediated by this distinction: "God Father generates the Son as another. But in this another he beholds Himself, recognizes Himself and thus it is the Holy Spirit proceeding at the same time from the Father and the Son and reaching in the Christian community of the perfect reality and truth" …" comes back to the unity which unity distinguished is, (Kissel, 1997, p. 21-22).

Commenting on Hegelian philosophic interpretation of a doctrine of the Trinity, the modern researcher Matyash T. P. concludes that the thesis about coincidence of the original doctrine of Christ to the doctrine of reason is the main thing in Hegel's doctrine. The German thinker, "living in Christian culture, knowing about secrets of Revelation, dared to resolve antinomy Trinities inherent in a doctrine by means of rational and speculative thinking, to consider God as the concept available to human reason and therefore defined" (Hegel, 1977, p. 72).

As well as Hegel, R. J. Collingwood treats Christianity as philosophy, and the highest purpose of the last sees in the intellectual knowledge of God. The emphasis on the intellectual maintenance of Christian religion, idea of its unity with philosophy was the methodological prerequisite of a philosophical explication of a doctrine of the Trinity, the English philosopher. It is significant that "Religion and philosophy" it begins the work with the following statement: "This book is result of attempt to consider the Christian creed not as dogma but as the critical solution of a philosophical problem …" (Matyas, 2002, p. 13).

The Trinity doctrine, from the point of view of the English philosopher considering it as a subject of a philosophical reflection, is some "a dialectics touchstone". Thus, it should be noted that the researcher not the theological problem of a trinity in its full value, and it occupies "the physio philosophical appendix setting coordinates of empirical research of nature". In this regard, R. J. Collingwood writes that representatives of a patristic "meant by belief in the Father (only in relation to procedure of natural sciences) the absolute prerequisite of existence of the world of the nature which always and it is indivisible one world. They meant the absolute prerequisite of by belief in the son that this one natural world is, nevertheless, a set of kingdoms of the nature, they meant the absolute prerequisite according to which, the world of the character of the structure is the world not simply things, but events or movements by belief in the Holy Spirit" (Mikeshina, 1990, p. 225-226).

In other words, church dogmatic persons of a form of God Father and the Son express idea of the most differentiated unity in terms, and a symbol of the Holy Spirit – idea of the universal movement, characteristic of the universe. Thus, Nicene Creed assumes a certain system of the metaphysical prerequisites forcing the world to think like unity of the variety got by the principle of the movement.

It's hard to disagree with the point of view of the English philosopher according to which the unity of variety and the movement represent the aprioristic principles, which are not found in the world by means of scientific empirical procedures, and are premised on it as something in advance set. In this regard, the modern researcher of creativity of Collingwood M. K. Kissel notes that in empirical reality "the unity is always given along with variety, and the unity is in effect, illusory, existing before mind … will turn imaginary unity into the unit" (Collingwood, 1940, p. 292).

So, from the point of view of R. J. Collingwood, the physio philosophical Appendix of the Christian doctrine of the Trinity represents one of important "constellation of historic facts" or a certain system of historical metaphysical prerequisites of formation of the modern European science. At the same time, it should be noted that these prerequisites of very general character. They influence on characteristic for the scientist living in an initial stage of the Modern times cultivated in Christian culture, perception and understanding of the world as unities of the variety which is in the movement. However, it is not enough these prerequisites to explain Genesis of peculiar features of the classical science of Modern times. (We will remember that fact that, for example, Heraclitus and his followers in antiquity perceived the world similarly. Nevertheless, the experimental mathematical natural sciences were created more than through two thousand years).

In this regard, it should be noted that the significant place in works of the British researcher is allocated for consideration of more concrete, direct reason of this process, which he sees in the metaphysical provisions caused by specifics of medieval theological interpretation of a doctrine of Divine creation. To this conclusion R. J. Collingwood comes, making a start initially from the results received by I. Kant in his epistemology. The British researcher fairly claims that in "Criticism of pure reason" the great German thinker for the first time in the history of philosophy investigated cognitive practice of experimental mathematical natural sciences, but not process of knowledge in general.

Thus, from the point of view of R. J. Collingwood, Kant aprioristic forms of sensual contemplation are only relative prerequisites specifying conditions of application of mathematics to studying of natural phenomena, but the status of the absolute metaphysical prerequisite has the principle of applicability of mathematics to the world of the nature. As it was already noted above, Galilee and Descartes A. Koyre interpreted a support on this principle in science as a platonism in their views. At first sight can seem that the English researcher simply repeats the idea, profoundly reasonable A. Koyre. However, it not so. R. J. Collingwood goes further, revealing deep Christian theological sources of this principle.

According to the English researcher, "… the possibility of applied mathematics is one of the expressions in terms of the natural science of Christian belief that nature is the creation of an Almighty God … Platonism of natural science of Renaissance is not in the bases Platonic, he fundamentally Christian" (Mikeshina, 1990, p. 253-254). R. J. Collingwood proves this idea as follows. In Platoon's doctrine, nature represents a kingdom of uncertainty and imperfection. In the Christian theology recognizing that, God is all-powerful and that the world of nature is the world of divine creation, it appears as a kingdom of accuracy and definiteness. "… Now began the business of belief to look at the world of nature as on an accuracy kingdom, but not approximations … A line is drawn or designed by God, and if God wished that it was a straight line, it would be a straight line. To tell that it not direct, means that it in accuracy something other. The scientist also has to define, what exactly it such" (Mikeshina, 1990, p. 252-253).

In this regard the prominent domestic historian and the philosopher of science M. K. Petrov pays attention to that fact that: "Collingwood found one of the postulates deciding for theology, belief of Modern times that God creator is all-powerful and, therefore, is occupied just by that and what it also is busy, but not something by another" (Klaaren, 1977, p. 449). Thus, the understanding of nature as divine creation changes the informative installation of the researcher. In this case questions "Why?", "What for?" become inappropriate, they are forced out more superficial and impersonal "How?".

From the point of view of the English researcher, with a Christian doctrine of divine creation according to which the nature is creation of Almighty and transcendental God, also the most important metaphysical prerequisite of the modern

European science consisting in understanding of the character of cars are connected. The main distinction of antique and modern European scientific pictures of the world, which explains all other distinctions between them, consists in this feature. R. J. Collingwood fairly considers that "Greeks saw in nature reasonably self-coping whole whereas thinkers of the late Renaissance saw in this place of an Almighty God as something other, then the nature. Respectively, nature as whole was perceived by Greeks as an organism, and thinkers of the late Renaissance – as the car" (Vodenko & Tikhonovskova, 2015, p. 13).

Therefore, the transcendental understanding of Christian God creator was some source of transformation of an image of nature of an organism in the mechanism. Thus if transcendence of God in Christian theology of an initial stage of Modern times or "the late Renaissance" (R. J. Collingwood) is correlated with mechanicalness of the nature, his pantheistical interpretation in antiquity corresponds to its harmony. It is hard to disagree with a chain of reasoning of the British researcher. Nevertheless, the similar discourse is resulted by a question of the following character: if transcendence of God is correlated with mechanicalness of the nature why the classical science arises only in the XVI-XVII centuries, but not in an initial stage of existence of Christianity? Possibly, there are some aspects of a problem, which did not receive consideration in R. J. Collingwood's research. It will be necessary to address to them in one of the subsequent paragraphs.

Nevertheless, seeking for identification of a constellation of historic facts, the English philosopher finds double opposition of the nature: the nature mechanism resists not only to God as to the transcendental creator, but also the person to the transcendental being learning its means of reason. In this case, the reason cannot be considered included in nature, "conformal" with it, i.e. such what antique Greeks understood it. It is understood as a certain abstract means, which, comprehending nature, can manipulate it theoretically in mathematical formulas and practically in the experiment.

Thus the interpretation of the main categories of reason changes. In it the qualitative specification of objects affects rather quantitative, than: the movement is understood as a function of structure, but not as a certain tendency. The matter from primary and deprived of a form beginning becomes quantitative and organized generality of moving things (atoms); causality – formal and efficient, but not teleological; the laws existing in antique Space only in "the sublunary world" subordinate to themselves and “superlunary world".

Thus, R. J. Collingwood, investigating "a constellation of historical facts", or "the postulates functioning as contexts" in an initial stage of Modern times receives the following results. Theological shift from pantheism to theism was deep connected with cosmological transition from organic to a mechanistic view of the nature, and epistemological change of understanding of the nature of knowledge, transformation of ontologically reason, "conformal with the nature", in abstract reason, theoretically and almost manipulating it by means of specifically interpreted categories, mathematical formulas and experiment.

5. Conclusion

Therefore, we carried out the critical and reflexive comparative analysis of the main methodological ideas and approaches to a problem of Christian and philosophical sources of the modern European science. According to S. Yaki's concept, Christian Catholicism in which the Creator's cult based on the cosmological argument was systematically emphasized was the religion, which created optimum conditions for the development of science. However at all importance of cosmological argument for religious legitimation of knowledge of the nature "the Catholic version" of genesis of science is submitted insufficient for an experiment formation explanation as standards of substantiality and validity of scientific knowledge.

"The Protestant hypothesis" of R. Merton differs in an unjustified reduction of the analysis of religious conditions of emergence of science to features of a Puritan way of life, and data of specifics of science to simply to the interpreted experimentalism. Similar "the method from conditions" does not give the chance of an explanation of substantial transformations of the bases of antique and medieval science, which led to formation of the bases of the modern European natural sciences.

Unlike Merton approach, the method of "absolute metaphysical prerequisites" of R. J. Collingwood allows to reveal Christian theological "the postulates functioning as contexts" which being excremental in outlook of founders of classical science of Modern times, had impact on the content of their scientific ideas. At the same time at all operational advantages of methodology of R. J. Collingwood the fragmentariness of the historical, scientific, and theological material used by him defines a fragmentariness of the correlations of "absolute metaphysical prerequisites" revealed by it and the content of scientific ideas of founders of the modern European science.

In our opinion, the considered theoretic -methodological approaches do not mutual denial, and, on the contrary, complement each other. Their synthesis gives the chance to carry out a reconstruction of a theological context of formation of the science of the XVI-XVII centuries. This difficult context incorporated Christian to the dogmatic person, Catholic Thomistic doctrine of creation, rescue and ways knowledge of God, their forcible transformations, Protestant receptions of forcible ideas, which intertwined in very inconsistent way with phenomena of occult tradition.

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Features of Forming of a Manpower in Strategically Important Cities of the Far East of Russia (On the Example of Vladivostok)

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Abstract

This article is devoted to features of forming a workforce in territories of social and economic development, strategically important for Russia. As an example of such territory, the port city of Vladivostok located in the south of the Far East Russia on the bank of the Sea of Japan was chosen. For Vladivostok forming of a workforce is the important problem leaving the mark on dynamics of economic development and nature of the social processes proceeding in the city. In article factors of forming a human capital and a workforce of the port of Vladivostok on an extent of all history of existence of the city are considered, historical stages of this process are allocated, the reasons and features of forming a workforce of the city at each stage are designated. In addition, authors analyze a current state of a staff of Vladivostok, namely: analyze dynamics of the demographic indicators, which are a part of a labor, their gender and age structure, and their forecast until 2020. At the end of article authors give the key findings of research, main from which reflects, on the one hand, transition, long-awaited for Russia, from negative demographic tendencies to positive (growth of population size), on the contrary, negative dynamics of able-bodied population because of regressive age structure of the population. Nevertheless, authors connect the future development of labor capacity of the city with the innovation strategy based on the implementation of large regional projects.

Keywords: *manpower, human potential, Far East Russia, economy of Russia.*

1. Introduction

Vladivostok – the city and the port in the south of the Far East Russia located on the bank of the Sea of Japan about 650 kilometers from the closest coast of the Japanese island of Hokkaido. Vladivostok, along with Khabarovsk, is the largest city in the Far East region, an administrative center of Primorye Territory of Russia and the center of the biggest city agglomeration in the Far East.

Vladivostok plays a large role in political and economic life of the country. It is a terminal point of the Trans-Siberian long distance railway, the main transit point on the way from Asia to Europe and vice versa. In addition, Vladivostok is the primary base of the Pacific Fleet of Russia and the largest scientific and educational center of the Far East region including a number of large educational institutions of departments of the Russian Academy of Sciences.

Vladivostok was founded in 1860 and 155 years of the history repeatedly changed scenarios of the development. It happened because of change of the external and internal factors connected with the economic policy of Russia in the Far East, the international situation and other conditions. Since the second half of the XIX century, Vladivostok was both a pioneer outpost, and the city of the free zone, both military fortress, and a confidential military facility, and the capital of the Russian suburb, both the far province, and the center of international cooperation in ATR (Abramov, 2010, page 117). Vladivostok "tried on all these roles on itself" in different combinations, but one was invariable: forward forming and intensive development of human and labor capacity of the city as most important factor of the social, economic, and military-political development.

2. Literature Review

The world community already created a certain theoretical base of researches in the field of forming of a human capital and market development of work, considerable experience of regulation of these processes is saved up. To comprehensive consideration and the analysis, the system of forming of a manpower of the USA is exposed, to Germany, Italy, France, Australia and some other countries from the traditionally high migratory component. Russia was among the countries feeling the need for creation of a full-fledged management system of human capital with the high level of a migratory component not so long ago. Nevertheless, the number of the Soviet and Russian scientists – E.P. Pletnev, L.L. Ribakovsky, V.A. Iontsev, V.G. Gelbras, A.N. Kamensky, Zh.A. Zayonchovskaya, S.V. Soboleva, V.L. Larin, V.I. Dyatlov, M.L. Titarenko, Bezrukov I.S. – made the significant contribution to research on fundamental demographic and migratory problems, and also the issues connected with development of a manpower and their interrelations with process of economic development of the cities and regions of Russia. Now in connection with the intensive development of resources of the Far East region the new effective policy of traffic control of the population is necessary. With respect thereto there is a need of profound studying of factors and premises of forming of resources of work and the migratory processes accompanying it (Krasova, 2012, p. 10).

The purpose of this research is studying of features of forming of a manpower in strategically important cities of the Far East of Russia (on the example of Vladivostok). The author was faced with the following tasks: to investigate factors of forming a human capital and a manpower of the port city of Vladivostok on an extent of all its history, to give a historical assessment to separate stages of labor development of the city, to characterize a current state of a manpower of Vladivostok.

Research is based on the scientific and statistical materials describing dynamics of the major indicators connected with the development of demographic and labor processes. General provisions of economic science, works of domestic and foreign scientists in the field of researches of interregional and international migratory processes make the theoretical and methodological base of research. In the course of research, methods of logical, comparative analyzes were used. Also, the author actively used legislative, regulating, program documents of federal and regional levels.

3. Factors of Forming a Human Capital and Manpower of the Port City of Vladivostok

The human capital in a broad sense represents a productive factor of social and economic, cultural and moral and intellectual and innovation development of society and its certain members. Features and tendencies of development of a human capital of this or that country (the territory, the district, the city, the area, etc.) are considered through system of the factors and indicators characterizing the level of demographic and social and economic development.

The history of settling of Vladivostok, development of its human capital reflects all social and economic and military-political processes happening in the city on an extent of the entire period of active development of strategically important, but very remote and sparsely populated Far East region of Russia. In comparison with the majority of the cities in the central part of Russia having centuries-old history, Vladivostok has a number of the essential differences connected, first, with its remoteness, secondly, with his relative youth, thirdly, with intensity of its development. All this left a mark on dynamics and nature of forming of demographic, labor and personnel capacities of the city.

Considering a human capital of Vladivostok in a historical and economic and demographic context, it is possible to allocate the following factors of its development:

- strengthening of military-political presence;
- development of the territory and economic growth;
- improvement of the quality of life.

3.1 Strengthening of military-political presence

Vladivostok was founded as a military post on the instructions of the imperial government to provide a military presence in the Pacific Ocean. Transfer of the residence of the military governor and the primary base of the Siberian military flotilla to Vladivostok in 1871 formed the basis for a further development of the city and need of its fastest settling. Far East territories appeared open for settling by the peasants who do not have the earth, and enterprising people of all estates. For the first immigrants, the state allocated some privileges and subsidies. In particular, moved at own expense were exempted from a conscription duty during 10 sets, were exempted from a subpar tax and payment of a land tax within 20 years. In 1879 in Vladivostok 8,8 thousand people were, military settlers with families, merchants, workers and employees made the others of them 36%, – the civilian population of East origin (http://old.pgpb.ru).

Occupying Vladivostok, the Russian government pursued not only especially military but also political goals. The main foreign policy task was the creation of the Russian settlements in response to the growing demographic pressure from China. Removal of social tension because of dispossession of the land of peasants became an important internal political task. For the solution of these tasks at the beginning of the XX century, P. A. Stolypin's program about resettlement to the Far East of landless peasants from internal provinces of Russia was accepted. This program, which is completely financed by the state, together with construction of commercial port and Ussuriisk railroad, provoked the rapid economic growth of Vladivostok, created the base of economic and human capacities of the city. In 1897 in Vladivostok lived 29 thousand people, in 1907 – nearly 87 thousand people, in 1926 – 99 thousand persons. In 1917. By the end of the first (pre-Soviet) stage of settling of the city, a manpower of Vladivostok included representatives practically of all professions, levels and classes: from longshore labors and the Chinese water carriers to large industrialists, bankers, military and government employees. Thus, the main role was assigned to military: service only of Vladivostok Fortress, which in 1915 was recognized, as the best seaside fortress of the world, the 9-thousand garrison, was engaged (http://old.pgpb.ru). Among occupations of the civilian population, the agricultural industry prevailed.

Thus, the solution of military-political tasks became the first condition for forming of the human capacity of the city, and the importance of a military-political factor over the years only increased. It is enough to take into account that Vladivostok since 1922 is base of the Pacific Fleet of Russia to this day – operational and strategic consolidation of Navy of Russia where tens of thousands of highly qualified personnel of officer and not officers serve. Moreover, China is still demographically very strong in comparison with East territories of Russia.

3.2 Development of the territory and economic growth

Powerful impact of development of economy on forming of human capacity of the city began in the late twenties – the beginning of the 1930th, during industrialization and militarization when the strong extracting sector and the defense industry (Motrich E.L. was created., 2006, page 121). The enterprises were created, and the problem of a deficit of manpower became the sharpest. The policy of economic development and settling of the Far East proclaimed the Soviet government within which intensive development of East territories of the country was performed, allowed to achieve impressive progress in forming of human capacity of Vladivostok. Patronage of the state and unprecedented financing of regional projects by the Soviet government promoted not only to accumulation of population size of the city, but also forming of the optimum structure of its manpower corresponding to problems of a military-political and economic development of the city and the region in general. Despite the accompanying difficulties and issues, this policy is an example of efficient use of exogenous factors for the development of human capital. Exogeneity, in this case, means the secondary, subordinated role of demographic development about the economic. In other words, human potential formed according to the set parameters of economic growth and political priorities, and not vice versa. With respect, thereto the main way of building of the population was migration, resettlements. In different years quite successful measures for attraction of working hands from the central regions of the country and to fixing of the population from which it is possible to distinguish the key were taken:

1) Use in 1930 - 1945 of work of prisoners, including political, compulsorily sent to the Far East. In 1930 for the purpose of development of natural richness of the region Management of Far East labor camps – Dallag (since 1939 there was Vladlag) was created. Prisoners of Vladlaga worked at ship repair, fisheries, logging, gold mining and coal, construction. Their hands constructed many industrial and infrastructure facilities of Vladivostok, Artemas, Ussuriisk, the Big Stone, Spasska-Dalnego and other settlements. In 1939 the number of inhabitants of Vladlaga passed for 90 thousand people, and only after 1945 – began to be reduced gradually (http://www.25.fsin.su);
2) Providing during the different periods (1930 - 1934, 1970 - 1979) the privileges to immigrants including arriving on the agricultural channel;
3) Establishment in 1946 of salary supplements to inhabitants of the southern regions of the Far East;
4) resettlement on an organized set of rendering significant financial aid in 1945 - 1953, preferential crediting of immigrants, providing privileges from the different ministries and departments;
5) The organization in 1960 of a public appeal at which in the construction organizations young men and girls according to Komsomol permits were accepted. In 1960-1961 on a call to buildings of Vladivostok there arrived about 10 thousand young workers (Vlasov S. A., 2010);
6) Introduction in the 1970th of salary supplements: percentage allowances, allowances for a continuity of an experience, coefficients for employees of the light and food industry, education and health care (Motrich E.L., 2006, page 121-125).

Except migratory measures, it should be noted such way of forming of the population of the city as natural reproduction especially. Natural reproduction has a big time log of receipt of return therefore it began to play a significant role only in the second half of the XX century. So, in the 1970-1980th when rates of a migratory gain gradually decreased because of reduction of a reserve for resettlement, natural reproduction helped to keep rather high rates of a population growth of the city.

As a result of the taken measures and active reproductive behavior of the population, the population size of

Vladivostok grew the rates advancing growth rates of the population in general across Russia (Figure 1).

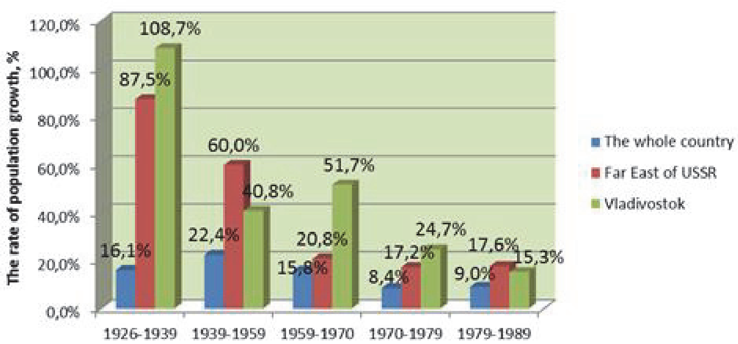

Figure 1 – Comparison of rates of a population growth of the USSR, the Far East and the city of Vladivostok for 1926-1989. (Population of Russia, 2008; Population of the USSR, 1990).

From 1926 for 1989 (the period between the first and last Soviet censuses) the population of the city increased by 6,4 times while the population of the Far East increased by 5 times, and the population of Russia – by 1,9 times. Being founded in 1861 at distance more than 9 thousand kilometers from the center of the country, by 1989 Vladivostok took on population size the 10th place among 33 Soviet cities with number of inhabitants from 500 to 999,9 thousand people, and on growth rates of population size – the 13th place among these cities (the Population of the USSR, 1990). Only in 128 years after the basis Vladivostok had the demographic potential comparable to the capacity of such old cities as Voronezh, Zaporozhye, Krivoy Rog, Kishinev, Izhevsk. On population size Vladivostok by 1990 exceeded the cities of Yaroslavl, Tolyatti, Ulyanovsk, Krasnodar, Frunze, Khabarovsk, Novokuznetsk, Dushanbe, Vilnius, Orenburg, Penza, Tula, Kemerovo, Ryazan, Astrakhan, Tomsk, Gomel and other cities.

In the 1990th, during the market reforms, which cardinally changed managing type in the country and the concept of development of the Far East, exogenous factors, were replaced endogenous, not assuming any reserves for building of a human capital of the city and the region in general. Unlike external factors, internal affected the population in a pushing-out way that led to the depopulation of Vladivostok, destruction of the saved-up labor potential, the emergence of cyclical unemployment and deepening of social problems. Since 1992, for the first time in all history of Vladivostok, falling of population size, reduction of labor and deterioration of their structure began. For years of falling – 1992 - 2009 – population size decreased by 66 thousand people, and the demographic capacity of the city returned almost on 30 years ago, to the level of the beginning of the 1980th.

3.3 Improvement of quality of life

For the first 130 years of the existence, Vladivostok implemented itself as naval and industrial base of Russia in the Far East. The next 20 years (the 1990-2000th) showed how brittle and unstable can be a human potential in the conditions of action of exogenous factors. In the 2000th the understanding of the strategic issues connected with the loss of human resources in the Far East, therefore, the attention of the state to the region and its key cities amplified returned. The state support was expressed in the implementation of some programs for development of the Far East, Primorye Territory and, of course, Vladivostok as the east capital of Russia.

Realities of today say that, along with the centralized measures, important, and sometimes and a priority role in the development of labor potential plays use of own, internal benefits which are available for the city. The saved-up economic power has to be converted in quality of Wednesday, in the vital long-term strategy of the people living in the city.

In the 2010th in Russia, the state policy aimed at the accelerated development of Vladivostok as the center of international cooperation in ATR was accurately issued. As showed the Soviet experiment, economic growth and considerable financial injections do not mean accumulation of human capital and growth of quality of life yet. Therefore, the federal and regional purposes of development have to be added actually with the purposes of development of Vladivostok which achievement will increase quality of life of residents to the level allowing stabilizing at first population size and then gradually to increase it (Abramov, 2010, page 138). Actually, it means transition from extensive strategy of forming of the population "people for economy" to the innovation concept of development of a human capital "economy for people", the attractiveness of the city assuming increase for life, work, creativity and self-realization.

The first attempts of the state since the end of the 2000th to combine grandiose plans of an economic development of the city and edge with elements of the innovation strategy for development of a human capital led to certain positive shifts in the spheres which are traditionally connected with the level of comfort of life: employment, education, including preschool, health care, housing and communal services, social policy, etc. The gradual growth of the population of the Vladivostok city district (Figure 2) became the result of it.

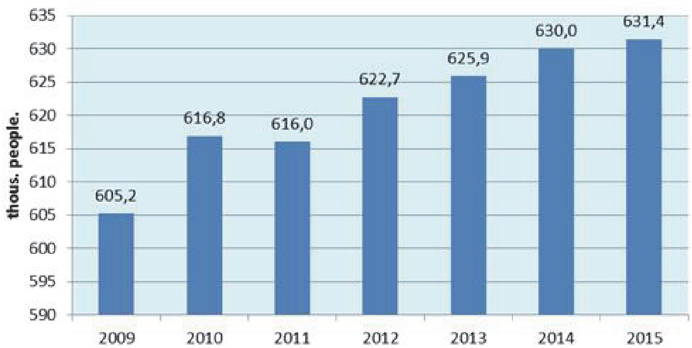

Figure 2 – Dynamics of population size of the Vladivostok city district for 2009-2015. Source: (http://www.gks.ru).

It should be noted that the positive moments have both mechanisms of growth of population size – both natural, and migratory. So, the natural movement the population of Vladivostok for the period is characterized 2009-2013 by a continuous gain of number been born and almost continuous decrease in number of the dead owing to what the tendency to reduction of natural wastage was outlined. In 2013, for the first time in 20 years (since 1993) in the city the natural increase in 67 people was recorded (Figure 3).

Figure 3 – Dynamics of the natural movement of the population of the Vladivostok city district for 2009-2014. (For 2014 the assessment is given).

Source: (Vladivostok - the east gate of Russia, 2014).

Important line of the natural movement of the population is gradual decrease in the mortality rate at working-age, both in absolute, and in relative indicators: in 2009 the death rate of the specified category of people made 3,788 ‰, in 2012 – 3,136 ‰, in 2013 – 3,119 ‰. The birth rate level increased in Vladivostok from 10,87 ‰ in 2009 to 11,16 ‰ in 2013.

The population shift in the city for 2011-2013 is also characterized by positive annual balance (Table 1).

Table 1 – Dynamics of the migratory movement of the port city of Vladivostok for 2011-2013

Indicator	2011 г.	2012 г.	2013 г.
Arrived, persons.	26 298	23 918	24 729
Left, persons.	18 854	20 415	20 637
Migratory gain, persons.	7 444	3 503	4 092
Degree of migratory activity of the population, %	7,33	7,11	7,24
Level of migratory attractiveness of the city, %	16,5	7,9	9,0

Source: (Vladivostok - the east gate of Russia, 2014).

Apparently from table 1, in three years on the migratory channel the population of Vladivostok increased more, than by 15 thousand persons. The main donors who are filling up the population of the city are subjects of the Far East federal district (69% all arrived) and other regions of Russia (27%). If to consider structure of sources of migratory growth by the accruing result for longer period – 1989-2010, it is possible to note that 52% of replenishment of the population of the city are inhabitants of Primorsky Krai, 25% - inhabitants of other regions of the Far East and Siberia, 15% - arrived from regions of the European part of Russia and 8% - from the CIS countries (the Population of Russia, 2008).

A feature of the migratory movement in Vladivostok the district is a moderate degree of migratory activity of the population – on average, 7,2% for 2011-2013. Unfortunately, the share of the population making active attempts to leave the city forever for the last 12 years decreased slightly: from 1,6% in 2002 to 1,2% in 2013. However, the level of migratory attractiveness calculated as the relation of a pure gain to total number migration of the active population, significantly grew: from-7,7% in 2002 to +9,0% in 2013 (Vladivostok - east gate of Russia, 2014).

Analyzing a city place in the general demographic system of Russia, it is possible to note that now Vladivostok is included into a 50-ka of the largest cities of Russia, taking on this list the 24th place on population size. According to the last Russian census, Vladivostok in 2010 the persons took the 11th place in 25 Russian cities with the number of inhabitants from 500 to 999,9 thousand. On the saved-up human potential Vladivostok in 2015 concedes to such cities, comparable to it, as Voronezh, Saratov, Krasnodar, Tolyatti, Barnaul, Tyumen, Izhevsk, Ulyanovsk, Irkutsk, Khabarovsk, but still exceeds Orenburg, Novokuznetsk, Tomsk, Kemerovo, Ryazan, Astrakhan, Penza, Tula, Kaliningrad, Kursk, Stavropol, Ivanovo, Belgorod, Sochi and many other Russian cities (http://www.gks.ru). The closest to Vladivostok according to characteristics of reproductive and migratory behavior the city is Khabarovsk. Reflecting, in general, the demographic tendencies inherent in all Russia, Vladivostok and Khabarovsk have the Far East specifics.

Today and shortly forming of the population of Vladivostok will go thanking both external, and internal factors that expand and supplement each other in the unity. Human development and quality of life have to be considered as primary, priority, but not a secondary factor of an evolution of the city. The prosperity of Vladivostok in the future directly depends on that, how numerous, healthy, and enterprising the aboriginal Vladivostok population will be educated. The significant and perspective instrument of implementation of the innovation strategy of development of human capital will be the project the Free port Vladivostok created using the mechanism of territories of the advancing development. The attraction of a manpower on new competitive workplaces has to be performed, mainly, due to the creation of the conditions of life activity meeting the most modern standards.

Different options of a development of the city assume various scenarios of its further demographic development. So, the inertial scenario by 2045 will increase the population by 26 thousand people, realistic – by 170 thousand persons, optimistical – by 370 thousand people. Implementation, any of scenarios, will depend on rates and quality of economic growth (A demographic annual, 2014).

4. Dynamics and Structure of a Manpower of the Port City of Vladivostok

The part of the population possessing the physical, spiritual and mental capacities necessary for the implementation of labor activity belongs to a manpower. These capabilities act as a basis for forming of professional skills and abilities. In a broad sense, a manpower is a potential of use of resources of work in the course of a social production in the specific territory.

The analysis of dynamics and structure of a manpower of the city includes some quantitative and qualitative indexes, such as:

- number of able-bodied population and its share of total population size;
- gender and age structure of the able-bodied population;

- number of a labor reserve.
  1. *The able-bodied population* is men at the age of 16-59 years and the woman at the age of 16-54 years except for disabled people of I and II groups, and also the unemployed persons of working-age receiving pensions. These categories of citizens act as the base of manpower. As of 01.01.2015, the total number of able-bodied population of Vladivostok made 409,5 thousand people or 65% of total population size. On this indicator Vladivostok exceeds Russia in general where the share of able-bodied population makes only 59,3% (http://www.gks.ru), however it is impossible to forget that such situation developed due to considerable reduction of number and a share of the population of age is younger than the able-bodied. On the basis of the available age structure of the population, it is possible to predict what will be the number of able-bodied population in 5 years, without migration (table 2).

Table 2 – The number of able-bodied population of the port city of Vladivostok for 2012-2014 with the forecast for 01.01.2019.

Indicator	2012 г.	2013 г.	2014 г.	2019 г.	The predicted change 2019 by 2014, %
Total, thousand people	411,8	410,5	409,5	393,5	-16 one thousand persons.
Share in total population size, %	66,1	65,6	65	61,5	-3,5

Source: (Vladivostok – east gate of Russia, 2014; Demographic annual, 2014).

The adverse forecast of number of able-bodied citizens is caused by regressive age structure, at which number of elderly citizens (60 years) significantly more than a number young (till 16 years are more senior): today their ratio makes 1,6, i.e. it is the share of 1000 young people 1600 elderly. Such imbalance arose as a result of "demographic holes" of the 1990th, and as a consequence of the active irrevocable migration out of borders of Vladivostok observed in the 1990-2000th. Unfortunately, the developed age structure will define negative dynamics of the able-bodied population further and to strengthen the degree of social and demographic load of young residents of Vladivostok. Therefore to the city not to do without additional measures for involvement of the population from other regions.

2. *The gender and age structure of able-bodied population* defines quality characteristics of labor power and makes a direct impact on labor supply. The structure of able-bodied population on age groups is provided in figure 4.

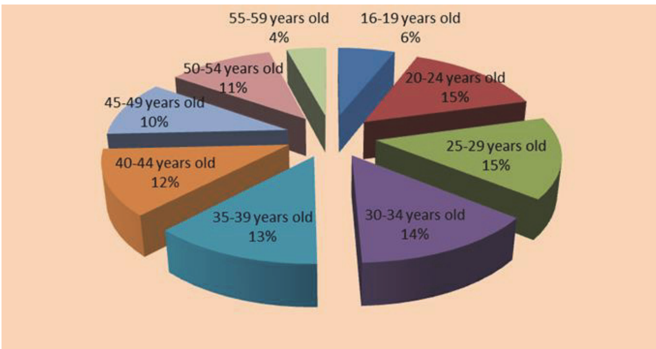

Figure 4 – The age structure of the able-bodied population of Vladivostok in 2014.

Source: (Vladivostok – east gate of Russia, 2014).

Apparently from figure 4, the greatest share – 15,1% - is occupied by citizens of Vladivostok at the age of 25-29 years: their number makes 61,5 thousand persons. On the second place there is an age group of 20-24 years from shares of 14,7% and numbering 59,9 thousand people, on the third – group of 30-34 years from shares of 13,8% and individuals numbering 56,1 thousand. The total number of young people calculated by a technique of the International Labour Organization and including age groups till 35 years makes about 203,8 thousand persons, or 49,8% of total quantity of citizens, able-bodied on age. For comparison: in general across Russia the share of citizens till 35 years makes 48,3%, i.e. it is less, than in Vladivostok. In general, it is possible to tell that the age structure of the able-bodied population of the city is rather balanced that will well be reflected in a succession of generations.

The gender structure is close to optimum, essential distortions in the number of men and women are not observed in one age group (table 3).

Table 3 – Gender structure of the able-bodied population of the port city of Vladivostok in 2014

Age group, years	Both floors, one thousand persons.	including men, one thousand people.	Share of men, %	including women, one thousand persons.	Share of women, %
16-19	26,3	14,9	56,7	11,4	43,3
20-24	59,9	30,7	51,3	29,2	48,7
25-29	61,5	30,7	49,9	30,8	50,1
30-34	56,1	28,1	50,1	28,0	49,9
35-39	51,3	25,6	49,9	25,7	50,1
40-44	49,5	25,1	50,7	24,3	49,1
45-49	42,8	21,5	50,2	21,3	49,8
50-54	45,3	21,6	47,7	23,7	52,3
55-60	16,9	16,9	100	-	-
Всего	**409,5**	**215,1**	**52,5**	**194,4**	**47,5**

Source: (Vladivostok – east gate of Russia, 2014; Demographic annual, 2014).

Contrary to an ordinary opinion on exceeding of the number of women and "shortage" of men, women at working-age on 20,7 thousand people it is less than men. Steady exceeding of the female population is observed only in age groupes after 50 years.

3. *The labor reserve* is an additional source of manpower from among those who on age does not enter the category of the able-bodied population. Usually, labor reserve consists of teenagers of 15 years wishing to work and pensioners till 72 years that did not complete the labor activity. Both categories can belong to economically active population, creating employment. In Table 4 the flowing and predicted labor reserve in the conditions of preserving of life expectancy, and also the influence of a reserve on the total number of a manpower of the city is provided.

Table 4 – A labor reserve of Vladivostok in 2014 and the forecast for 2019, one thousand persons

Indicator	2014 y.	2019 y.	The predicted change 2019 by 2014, %
In total reserve	89,6	104,2	+14,6 тыс. чел.
- including at the expense of young people of 15 years	4,4	4,6	+0,2
- including at the expense of elderly people: women of 55-72 years and men of 60-72 years	85,2	99,6	14,4
Reserve share in population size, %	14,2	16,3	+2,1
Total number of a manpower	499,1	497,7	-1,4

Source: (Vladivostok – east gate of Russia, 2014; http://www.gks.ru).

Apparently from table 4, now the labor reserve of Vladivostok makes 89,6 thousand persons. It means that in case of economy "overheat", i.e. at critically high growth rates, the city can expect 89,6 thousand persons of labor power also. The youth of 15 years makes only 4,4% of the available reserve; pensioners make another part. Despite the small predicted growth of a reserve for 2019, the deep age distortion guards him: the city will not be able long to use such reserve.

The maximum number of a manpower of Vladivostok taking into account able-bodied population and manpower reserves makes 499,4 thousand people, thus, 82% of resources are occupied by able-bodied population, 17% - a reserve from among pensioners and only 1% - a reserve from among youth.

Speaking about perspective, it is possible to tell that against a decrease in the number of the able-bodied population the need for working hands will increase. According to the Federal law, on territories of the advancing social and economic development in the Russian Federation, the Far East is the region in the territory of which zones of the advancing development form (http://kremlin.ru). Till 2020, it is going to implement 30 large investment projects. The greatest number of workplaces will be created in a petrochemical cluster (5,4 thousand workplaces), in a transport and logistic cluster (2,4 thousand), ship repair and shipbuilding (6,5 thousand), power production (3,5 thousand), in a tourist complex (to 30 thousand). Implementation of investment projects will allow to create about 74 thousand new workplaces that in turn will entail still significant shortage of manpower. However, it belongs already to a subject of other research.

5. Conclusions on Research

Summing up those above, it is possible to draw the following findings concerning factors of forming of the population of the Vladivostok City district.

1. From the second half of the XIX century and to the second half of the XX century development of demographic and labor potentials was influenced by exogenous factors, namely: strengthening of military-political power and creation of an economic complex. The population policy was secondary about economic and was based on migratory methods involvement of the population. From 1990th endogenous factors became prevailing, and since the end of the 2000th in connection with a new course of strategic development of The Far East both exogenous and endogenous factors are combined. Visually and generally information on stages of forming a human capital is provided in Table 5.

Table 5 – Factors of forming a human capital of the port city of Vladivostok

Period	Purposes and problems of development of human capital	Methods of forming of the population	The created demographic potential
The second half of the XIX century – the beginning of the XX century.	Creation of military base on the Pacific Ocean, agrarian resettlement, settling of boundary territories (external factors)	The centralized state policy, mass resettlements from internal provinces of Russia	By 1926 y.: 98,9 thousand persons.
1926 г. – 1939 y.	Development of the territory, creation of industrial base due to transition to industrial development (external factors)	Voluntary resettlements forced relocations of political prisoners. Providing privileges to voluntary immigrants	By 1939 y.: 206,4 thousand persons.
1939 y. –1959 y.	Creation and development of the strong extracting industry, the defense industry (external factors)	Organized sets with providing privileges. Introduction of salary supplements	By 1959 y.: 290,6 thousand persons.
1959 y. – 1970 y.	Complex development of productive forces of the city, creation of an industrial and social infrastructure (external factors)	Organized sets with providing privileges, a public appeal. Financing of construction of houses for immigrants	By 1970 y.: 440,9 thousand persons.
1970 y. – 1979 y.	Complex development of productive forces of the city, industrial and social infrastructure (external factors)	Providing monetary privileges: introduction of coefficients and salary supplements, providing lifting means to graduates, privileges for independent immigrants	By 1979 y.: 549,8 thousand persons.
1979 y. – 1990 y.	Complex development of productive forces of the city, industrial and social infrastructure, aspiration to improve quality of life (external factors)	Action of the allowances entered earlier, improvement of social service	By 1989 y.: 633,8 thousand persons.
1991 y. – the first half of the 2000th.	The population survival in the conditions of destruction of social and economic potential (internal factors)	Orientation to business activity, self-employment, "shuttle" trade with China	By 2009 y.: 578,6 thousand persons.
The end of the 2000th – the 2010th.	Implementation of strategic investment projects on the development of the extracting industries. A development of the city as center of international cooperation in ATR (a combination of external and internal factors)	Fixing of the having population by improvement of quality of life: employment, providing educational, medical and cultural services	By 2015 y.: 631,4 thousand persons.

Sources: (Motrich E.L., 2006; Population of the USSR, 1990; http://www.gks.ru).

2. The current period of time (2009-2015) is characterized by transition from negative tendencies to positive, namely: growth of quantity given rise, decrease in number of the dead, positive migratory balance, increase in level of migratory attractiveness of Vladivostok and, as a result of everything listed – the potential growth of population size.
3. Future development of a human capital of the city is connected with the innovation strategy on the basis of implementation of large regional projects, including such as free port Vladivostok, territories of the advancing development and others.
4. The number of able-bodied population of Vladivostok makes 405,9 thousand people, or 65% of total population size and has negative dynamics because of the regressive age structure of the population. The able-bodied population of Vladivostok has a rather balanced internal structure on a floor and age today.
5. The general manpower of the city is estimated at 499,4 thousand people or 79% of its population. It is slightly

better, than, in general, across Russia. For comparison: across all Russia the share of manpower makes 74%. Able-bodied population does the most of resources.

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Integration of Fishery Enterprises in the Primorsky Region: Economic Rationales and Ways of Their Realization

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Abstract

Development of globalization processes of the world economics is first of all shown through the increased intensity of integration processes. Scientific basis of integration were created and developed by many generations of scientists. The issue of what of the existing theories most precisely reflects the real motives of the enterprise structures planning the integration serves as a matter of scientific controversy. It is established that the major cause of the increasing number of economically unstable subjects of managing with the low innovative activity in fishery of Primorye is ignoring of its system nature. For the purpose of this problem solution the work determines the main types and motives of the strategic alliances creation, and offers possible ways of integration processes development. Fishery associations with the closed cycle "production-processing-realization" and an economic cluster are considered to be the most perspective ones among them. The creation of unified technological processes during the whole production way will revive the unified production control system that was destroyed in the 90th of the last century. Simplification of the access to new technologies, distribution of risks, organization of the sharing of knowledge and the fixed capital, the increasing competence of the personnel due to coaching and possibility of the professional experience exchange are the purposes of a cluster. The offered ways of integration processes development in fishery activities can become the most important instrument of the advantage ensuring in innovative processes. Besides, the integration of the managing structures will improve a coordination of their activity, the management of fishery, and give a focus and competitiveness to all economics in the Primorskiy Krai.

Keywords: *cooperation, integration, fishery enterprises, region.*

1. Introduction

In the course of privatization in Russia it was taken the wrong decision that the market transition is closely connected with a disaggregation and disintegration of the industrial production as a necessary condition for the development of competitive and market relations in the industrial sector. The disintegration of economic communications between enterprises was the result of such a decision (Latkin, 2009). Besides, the disaggregation of enterprises in the capital-intensive branches to one of which the fishery industry relates, had an anti-investment character. The intensive competition caused the failures of the market and the fishery enterprises began to compete at the price level, covering only variable expenses. In such conditions the financial resources are not enough for carrying out the active investment policy. Now the material basis of the fishery in Primorye is in a critical situation. The high level of physical and moral deterioration of the fishing fleet and almost complete the blast of its updating, the reduction of capacities of the extracting and overworking enterprises show it. The share of the unprofitable enterprises is great (table 1). Own sources for the renovation implementation of the fixed capital are not being formed, and credit sources have a short-term and medium-term character. In spite of the fact that in recent years in the Primorskiy Krai fishery the tendencies of economic stability are observed, the production output makes one fifth part in relation to the similar indicator of 1989, and the total amounts of water bioresources production makes the third part of the volume of 1988.

Table 1 – The results of the enterprises work of the Primorskiy Krai fishery in 2012 – 2014

Name of indicators	Unit of measure	2012	2013	2014
Fish capture and no fish objects of the trade	thousand tons	831,9	798,0	778,0
Production index according the form of activity "Processing and conservation of fish and seafood"	%	101,2	98,3	99,7
Production index according the form of activity "The fishery"	%	112,5	96,4	88,0
Shipped own-produced goods on a fishing complex	mil. rub.	27 546,9	35 315,0	36 502,7
Fishery share in shipment of own-produced goods of the industrial enterprises of an edge	%	13,5	14,6	13,9
Stream of commerce of the organizations for the fishery and fish breeding	mil. rub.	23 188,2	26 632,1	27 537,6
Output of fish products, including canned food	thousand tons	669,2	667,3	646,6
Output of live, fresh or cooled fish, tons	thousand tons	82,0	75,7	57,6
Output of canned food	rub	119,20	146,3	146,6
Supplies to the domestic market	thousand tons	263,0	232,0	215,5
Share of supplies to the domestic market in general production	%	39,3	31,2	30,6
Export supplies	thousand tons	452,1	568,4	523,2
Export share in general production	%	60,7	76,5	74,3
Export in value terms	mil.$	712,0	926,2	922,9
Number of enterprises	un.	550	531	512
Number of vessels,total	un.	329	324	320
including:				
large-capacity	un.	71	71	65
medium-capacity	un.	160	156	156
small-capacity	un.	98	97	99
Share of profitable enterprises	%	25,2	20,1	18,4

A source: the table was made by the author on the basis of the Federal Service of Statistics data in the Primorskiy Krai

At the same time the experience of economically developed countries is evidence of a dominant of integration processes in production and dynamics of the postindustrial development. The development of globalization processes of the world economics and strengthening of economic entities interdependence of various countries have led to essential changes in the economic structure. In the industrial economics the main factor of economic growth was the deepening of public division of the labor, grocery, technological and professional specialization. In modern conditions an intercompany and interindustry research and production cooperation, consolidation and integration have the leading position.

The ranges growth of production, the increase in a share of the enterprise in the market by means of the enterprise structures integration can become the answer to new requirements to the forms and principles of the organization of a business conduct. Integration at a certain historical stage is a condition of the further increase in production, accumulation of the capital and expansion of functional communications, balances and synchronization of reproduction of the individual capitals of managing subjects.

It is known that the integration is understood as association of economic subjects, deepening of their interaction, development of communications between them. Economic integration is shown in the expansion and deepening of production and technological communications, sharing of resources, association of the capitals, in creation for each other the favorable conditions of the economic activity implementation, removal of mutual barriers (Zagashvili, 1999).

2. Literature Review

Scientific basis of the integration were created and developed by many domestic and foreign scientists' generations. The analysis of the existing theories of the integration has showed that there is no unified concept that is capable to explain the structure of the market in which the integrated enterprises prevail. In our opinion it is explained by the fact that in various economic conditions the determinants of the branch structure change, that causes a plurality of integration theories.

The concept of transactional costs considers the organization of the integrated structures in the context of minimization of the transaction costs connected with an information search, a conclusion of contracts, a legal cost, etc. (Coase, 1937 and Williamson, 1971, Klein B., Crawford R.G., Alchian A. A. (1978). The strategic management considers the integration as alternatives of the organic growth strategy (Harisov, 2009). Such aspect of the integration theory as a positive effect of range, completely justifies the high level of industrial concentration in the capital-intensive branches due to specialization of work and the administrative personnel, more effective use of capacities, and also at the expense of production possibility of by-products (McConnell and Brue, 1990). Supporters of the cross-cultural interaction theory claim that the economic integration has a linear positive influence on alliance stability, but curvilinear (negative) influence on alliance profitability. Moreover, when the economic integration is stronger, other variables, such as a joint management and procedural justice will have a great influence on alliance productivity (Luo, 2008). In the theory of circumstances and the theory of situations different types of unforeseen influences are investigated and it is claimed that the joint effects of the integration are modelled by the organization size. In the small organizations and more dynamic environment the positive effect from the integration strongly decreases (Burgers and Covin, 2014).

The integration increases the level of the capital concentration, i.e. increases the enterprise structure ranges, reducing the competition level on these or those segments of the market. May it be justified by the strengthening of development function of an innovative type of reproduction? In general, in economic literature it is possible to allocate two mutually exclusive concepts establishing interrelation and interdependence of the competitive environment and innovative activity. The classical political economy, based on A. Smith's works (Smith, 1776), postulated a negative influence of monopolization on innovative activity in the branch. It did not prevent K. Marx was not prevented by that thing in order to predict the leading role of the large enterprises in realization of capital-intensive technological innovations (Marx, (1990) [1867]). A possibility of application of the scientific organization of work by the large enterprises was an argument in favor of the integration processes.

The Marx's ideas were developed in Y. Shumpeter and J. Gelbreyt's works. So, in 1942 Y. Shumpeter investigated the influence of the enterprise size on its tendency to innovation, i.e. he resolved the issue: if an innovative function of the large enterprise structure in comparison with the small one amplifies (Schumpeter, 1942)? He has offered a hypothesis that in the concentrated markets the large enterprise structures are the main engines of the technological progress. It shoukd be specified that the enterprise structure is understood as set of the enterprises of various organizational and legal forms which are carrying out the activity on the innovative, risk basis. Only the large enterprise structures, thanks to the great circulations and good access to external financing, are capable to incur expenses of innovations and take on at once some projects. Due to a diversification they are better positioned for the nontrivial works implementation. The neoclassical model connects an economic power of the state with a power of large corporations, and the integration - with opportunities of the allocative efficiency increase (the overcoming of a problem of "a double extra charge") and creations of the barriers of an entrance on the way of potential competitors. Galbraith (1967) says that the large corporations make a basis of the industrial system and control all economics spheres, a production, a scientific and technical progress, a market, and capital investments. Of course, a nature of interrelations of the considered phenomena is more difficult, than Y.Shumpeter and J. Gelbreyt thought, and innovations and structure of the markets are endogenous variables depending on many factors: capital intensities of the branch and economy from a range effect, a stage of a life cycle of a new product, costs for R&D, etc. However, a leadership of the large structures in innovations is obvious. It confirms the objective analysis of the comparative efficiency of the Russian and foreign enterprise structures which are different in size. Their indisputable advantages are connected with the following reasons:

- the security with resources and higher stability to risks of uncertainty;
- the lower transactional costs at transfer of knowledge;
- the modern innovations, as a rule, -are the result of carrying out R&D on the professional and systematic basis that is generally peculiar to the large structures. Practically in all countries which are characterized by the high intensity of innovative activity, R&D concentrates in the large companies. In such countries as the USA, Great Britain, Germany, South Korea, Japan and Finland R&D needs more than 70% of the enterprise expenses;
- in the number of branches (aircraft industry, metallurgy, pharmaceutics, chemistry, mechanical engineering for nuclear power, shipbuilding, etc.) a small business is not presented at all, and the competition there happens only between the major companies.

It is obvious that now a creation and effective use of the results of innovative activity are the most important conditions for the dynamic development of the fishery. The fishery enterprises of the Primorskiy Krai have a very small range of innovations and show an insignificant interest in the innovative development. The high level of physical and moral deterioration of the fishing fleet and almost complete the blast of its updating, a raw orientation of the Russian export and its noncompetitiveness at the world market, the reduction of capacities of the extracting and overworking enterprises are evidence of the low enterprise confidence of the fishery enterprises.

The comparative analysis of the industrial policy elements of America, Japan and Germany has revealed the identical mechanisms of an activization of innovative activity as assistance in assets consolidation of the branch enterprises for the purpose of the formation of several integrated competing structures, the state support of the research consortia formed by association of the efforts of competitor companies, the preferential taxation of the enterprises which are carrying out innovations for the purpose of the import substitution, selective protection against an import, restriction of the foreign investments in a number of the strategic branches. Thus, the strong industrial policy in capital-intensive industries is defined by a formation of the innovative infrastructure and simultaneous maintenance of the competitive environment in the branch markets.

However, M. Porter says that the above-mentioned mechanisms of the classical protectionist industrial policy are inefficient and anti-competitive (Porter, 1998). As an alternative M. Porter has put forward a concept of the branch clusters development which is mostly based on the neoclassical principles of the competition. The cluster theory characterizes a cluster as one of the organizational forms of the vertical and horizontal integration combination of the legally independent enterprises with a participation of the regional power and science. The cluster approach proved by M. Porter assumes systemacy of study of the separate branch as a part of the complex of the interconnected sectors. The study of the theory of clusters has helped Sultanova to reveal the following priorities of the industrial innovative policy (Sultanova, 2008):

1) a role of the government is limited to a creation of the necessary infrastructure for the development of the new enterprises as a part of a cluster, including the transport, financial, educational, information and innovative sphere;
2) the state stimulates a local demand, initiating the high requirements to the production quality made by the enterprises of a cluster;
3) the state encourages the competition, promotes a decrease in the barriers of an entrance to the branch cluster that causes the innovations growth in the branch.

The integration processes of the interaction of the fishery enterprise structures of the Primorskiy Krai are widely presented in Vorozhbit's (2014), Latkin's (2009, 2011), Karaseva's (2009, 2010) works.

If the economic activity of the organizations of the fish sphere is not carried out on the innovative basis, there is a question: if it can be related to the enterprise? The ranges of this phenomenon and process are insignificant that suggests that we need to search the important backbone factors and tools causing a business expansion, so, an increase of the innovative activity efficiency of the fishery enterprises.

One of such factors is the integration. Considering a capital-intensive nature of the fishery, an imbalance of the individual capitals of managing subjects and destruction of the unified production cycle, the integration in the fishery enterprise structures can become the most important instrument of a business expansion, so, the innovations growth.

3. Research Methodology

The analysis of the associations' modern forms the integration processes are the basis of which, allowed the authors to generalize and systematize them on the basis of the specified classification signs in relation to the fishery (figure 1).

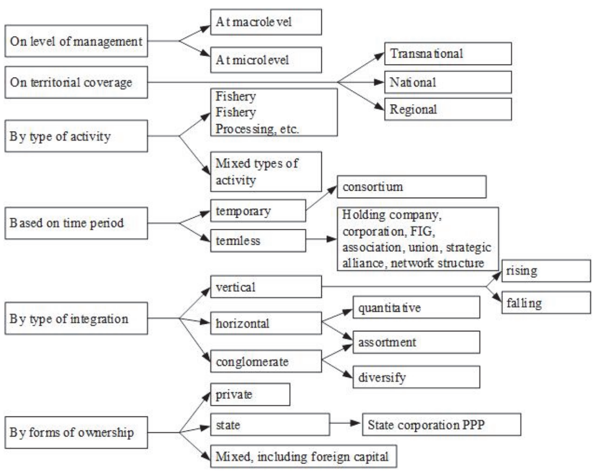

Figure 1 – The classification of modern forms of the integration in the fishery

The fishery complex of the Primorskiy Krai is characterized by the form of the horizontal integration assuming unification of the enterprises within one kind of activity. Meanwhile, in foreign countries the vertical integration of the fishery structures is recognized as the most expedient. One of the vertical integration types is the vertical fusion consisting in cooperation of the enterprises and productions of the various branches for the purpose of the output one or several types of production within a unified technological chain.

The possible ways of the integration processes development in fishing activities demand the more detailed study. For the purpose of the identification of the motives inducing the companies to unite, we investigate and range the business problems in the Primorskiy Krai fishery, using the heuristic methods of the analysis based on the expert estimates of 52 managers, owners and specialists of the fishery enterprises. The conducted research allowed ranging the problems on a degree of their importance for the managing subjects (table 2).

The high ranks (1, 2) received the problems of a resource character (there are no financial means or the rights for water biological resources capture). Material problems (ranks 3-5) have the lower importance. On 6 - m a place settled down problems of relationship with authorities. Close a problem 7 rating - go and 8 - go ranks, connected with functioning of logistic infrastructure.

Table 2 – The assessment of problems, influencing the functioning and development of business in the fishery

Group №	Problem	A share from the number of pollee, %
1	Lack of financial means	63,0
2	Insufficient volume of quotas to water biological resources capture (WBR)	52,6
3	High fuel prices, tariffs on railway services, electric power, port services	48,4
4	Wear limit of a fleet (fishing and transport)	40,5
5	Problems with an acquisition of the processing, trade equipment, replaceable spare parts at the domestic Russian market	36,9
6	Relationship with authorities	31,5
7	Problems with sale, storage of fish products in domestic market	21,1
8	Others	15,8

A source: the table was made by the author on the basis of the expert estimates.

The conducted research testifies that the fishery business development is followed by many serious problems causing an existence of a great number of the inefficient, unstable and unstably functioning managing subjects. Based on the received results we classify the rationales to the integration depending on factors of the external and internal environment of the fishery enterprises (table 3). The analysis of the table data allows concluding that the environment factors in the prevailing degree are rationales to the integration of the fishery enterprise structures.

Table 3 – The classification of rationales to the integration of the fishery enterprise structures

Classification sign	Rationales to the integration	Comments
Economic	Insufficient volume of quotas to water biological resources capture (WBR)	Enterprises which do not have the trade history, so, they must operate on conditions of time - and bareboat charter schemes, they can unite with those which has the long-term quotas
	High fuel prices, tariffs on railway services, electric power, port services	Having united, there is an opportunity to reduce need for current assets, to pass to internal mutual settlements
	Wear limit of a fleet (fishing and transport)	Only large enterprises have an access to the bank credits which are sufficient for carrying out a fleet renovation
	Lack of financial means	Having united, the companies reduce product cost at the expense of a scale effect, receive lower transactional costs at transfer of knowledge, increase profitability of production, so receive additional financial resources that allows to provide stability, to prevent crisis
Tactical	Fluctuations of market conditions	An integrated structure has a possibility of carrying out the flexible assortment policy according to fluctuations and changes of a demand. It reduces risks of the failures of raw materials delivery for processing or product sales
	Uncertainty of the environment	It is known that a complex covering a considerable sum of elements is characterized as a steadier one against the external changes
Social	The social importance of the branch	Branch is a city-forming in a number of regions of the country, one of the main sources of workplaces creation. For the Primorskiy Krai the branch is a region-forming. Integration will help to avoid the bankruptcy and to keep the employment stability

Infrastructural	Problems with an acquisition of the processing, trade equipment, replaceable spare parts at the domestic Russian market	Enterprises and productions cooperation within a unified technological chain will promote a restoration of the destroyed communications and production restructuring. There will be a need to satisfy needs for the equipment due to own productions
	Problems with sale, storage of fish products at the domestic market	Association with the logistic, port companies will allow the last ones to be more informed in needs for refrigerating capacities. Vertical integration of producers and sellers will give the chance of the fish products realization, passing a great number of intermediary speculators that will make it more available to the final buyer
Regional	Regionalization of economy	Aspiration of the regional authorities to keep the branch complexes, to provide the enterprises survival and development of the region
	Relationship with authorities	Association in the unions and associations allows to carry on a dialogue with authorities, to solve the problems of businesses relationships with tax, customs services, department of the fishery and WBR of the Primorskiy Krai, etc.

4. Findings and Discussion

The table shows that fishery managers have enough bases for the increase of the production concentration level and the capital in the fishery and creation of the horizontally and vertically integrated structures. Let's allocate the types of the fishery associations which are actively developing or perspective in the Primorskiy Krai (table 4).

Table 4 – Types of the integrated fishery enterprise structures

Types	Example	Advantages	Problems
Association as a form of non-profit partnerships	Association of the fishery enterprises of Primorye, Association of pollack getters, the Union of societies and organizations of the fishery in the Far East, etc.	Associations unite the enterprises which operate in many different sectors of the fishery - industrial and coastal fishing, processing of water bioresources, aquaculture, and storage of fish that allows coordinating the activity of enterprises at the different stages of a production cycle. Besides, these associations solve the problems of public authorities relationships	It does not assume the assets association of association participants that does not allow to carry out the program with the use of the expense of own means and to attract investments
Horizontal integrated formations on the basis of full fusion of the property	"Russkoe more - Dobycha" got in January 2013 two companies of the Primorskiy Krai – PLC «TURNIF» and PLC «Intraros»	A new structure recovers the activity of the former companies, including due to the synergetic effect. Existence of the enterprise - integrator having a necessary sum of money for the renovation of a fleet and the realization of other investments	Horizontal structure does not solve a problem of the disintegration of participants of a chain from capture, processing, transportation and before the realization of fish production. Besides, the enterprise integrator, as a rule, is not a regional tax resident
Financial and industrial group, including a holding type	A perspective form of the integration	Unification of enterprises of a fishing complex by means of the vertically integrated holding creation will create all necessary conditions for the integration of technologically and economically interconnected subsectors, will provide also a possibility of the attraction of bank resources for the production development and its diversification	A difficult financial position of participants of a group; standard and legal restrictions and weak credit opportunities of the banking sector; the joint-stock company as an organizational and legal form of the fish processing enterprises is not widespread in the region
Economic cluster	Work on the concept of a cluster is close to the end today. The most prospective sites of its placement: Slavyanka and Vinogradnogo	Cluster association joins all stages of the production and realization of a fish product - from the production of raw materials, training, development of innovations before a service of consumers with finished fish goods; all participants keep the legal and economic independence that will allow to use the market mechanisms of a self-organization and self-government; simplification of an access to new technologies; the public administration	The decision about the sources of financing of the project at the level of the government still is not made

It should be noted that the integration processes of a vertical type have to happen from top to down, and not vice versa, i.e. the fishery company-initiator of the integration after the fusion with the fish processing and trade companies will have at the same time to carry out functions on processing of fish in areas of the sea trade and on her realization through a specialized distribution network. The penetration of processors and retailers into the fishing branch is hardly possible because of the last economic incentives absence. This conclusion finds a confirmation in theses of the economic theory about the identical viability of the large and small producer in the food industry and trade.

A creation of the unified technological processes during the whole production way will:

- firstly, avoid repeated defrosting and satisfy conditions on the preservation of a nutrition value of perishable goods to which fish and not fish objects of the trade refer;

- secondly, bring indicators of the general profitability of the getter, processor and retailer into accord;
- thirdly, revive the control system of the unified production destroyed in the 90th of the last century "production - processing - production - sale".

As for a fishing cluster, it is obvious that the association of science efforts, the state and business provides advantages in the innovative processes. Simplification of the access to new technologies, distribution of risks, organization of the sharing of knowledge and the fixed capital, the joint R&D, the increasing competence of the personnel due to coaching and possibility of the professional experience exchange, the transactional expenses reduction are the purposes of a cluster. The development of the competitive territorial production clusters is widely kept both by the scientific domestic community, and the power government institutions. Let's offer the following model of a regional fishery cluster (RFC) (figure 2).

The research of Japanese experience of the cluster development allowed the authors to make a conclusion on its efficiency and adequacy for an application in the Primorskiy Krai fishery. It is connected with the fact that, firstly, in Japanese experience of the cluster management, the innovative orientation of its functioning is expressed more accurately than in other countries. Secondly, this model combines the integration with the competition for the account of existence of the large fishing enterprises in one region round which the mobile fish processing small business develops. We have stated above that fish processors and sellers have no incentives to the integration. It is connected with the fact that the pricing mechanism in the fish branch of the Primorskiy Krai has an unbalanced character because of the existing disparity of the prices of the sphere of production and the address. For the solution of the problem of of inclusion of small and medium business stimulation in a fishery cluster the Japanese government grants to small enterprises the loans with the minimum interest rates, uses the accelerated depreciation of the equipment and other forms of tax incentives of investments, initiates the creation of innovative consortia, etc.

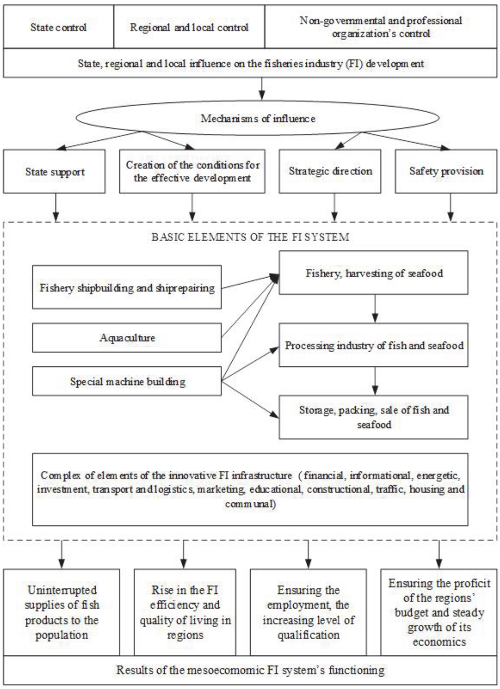

Figure 2 – The model of a regional fishery cluster (RFC)

Thus, small firms cannot address for privileges until they will not be built in the system of a cluster and to promote its structural improvement. The cluster mechanism of activization of innovative activity encourages the competition therefore it is more effectively realized in production of the differentiated production what the fish processing is that allows to satisfy most fully all ways of tastes of consumers both on internal and in foreign markets of fish products.

5. Concluding Remarks

Summarizing the above information, it is possible to note that ignoring of its system nature is the main reason of the increasing number of economically unstable subjects of the market in the fishery of Primorye. For the purpose of the solution of this problem the article offers the possible ways of the integration processes development.

Despite the growing popularity of the cluster mechanisms of activization of innovative activity, in our opinion, the fishery associations with the closed cycle "production-processing-realization" are also an effective and adequate form of the integration. Thus, technologically difficult innovations in the fishing branch can be carried out in the conditions of the corresponding industrial policy of the state in the form of the priority financing of strategic investments, the organization of research consortia, support of the competitive environment between the large integrated associations, etc. The cluster mechanism of activization of innovative activity keeps the competitive environment due to the interaction of a large business with the small enterprises. The large enterprises, being a core of the development of the regional economics, will give it a focus and competitiveness, and the small ones will cause its flexibility and mobility, its market character. At the correct interaction and interrelation they form the steady system raising the economic security of both the Primorskiy Krai and all country.

The integrated structures offered by the authors covering all technological repartitions will allow building the address mechanism of redistribution of the added value, to eliminate partially the disparities of the developed system of pricing and to combine the efforts in realization of innovative functions of business.

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Criminal Liability for Illegal Production and Distribution of Pornographic Materials and Objects: Theory and Practice

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Abstract

The article is devoted to problems in law enforcement practice in the qualification of crimes related to illicit trafficking of pornographic materials in the Russian Federation. The author analyzes the norms of the Russian criminal legislation which provides for the punishment for illegal trafficking of pornographic materials, norms of international law, being blanket against the norms of the national legislation, the practice of criminal law for illegal trafficking of pornographic materials. The article discusses the main components of crime which provide for the responsibility for illegal trafficking of pornographic materials, as containing images of minors, and also not using of such; the analysis of the different degree of public danger of crimes related to illegal trafficking of pornographic materials, challenged is the legality and validity of the existing law enforcement practice, actually completely criminalizing the trade of pornographic materials in Russia; the correctness and completeness of the components of crimes in the sentences of the courts are investigated. Particular importance is paid to the study of both objective and subjective grounds of responsibility for the offences in criminal law of Russia and the problems associated with significant gaps in the legislative regulation of the trade of pornographic materials in Russia. The author concludes that namely because of the existence of gaps in the regulation the current law enforcement practice often contradicts with the basic principles of criminal law and violates rights and freedoms of convicted persons under specified articles.

Keywords: *criminal liability; pornography; pornographic materials; child pornography.*

1. Introduction

In its essence, the problem of criminal responsibility for trafficking of pornographic materials very clear, even hypertrophied, shows the overall complexity and contradictions faced by the law enforcement agencies and the courts, implementing in practice the Criminal code of Russia. One year left before the 20-year anniversary since the adoption in 1996 of the Criminal Code of the Russian Federation. However, it should be noted that in its original complete form prior to the anniversary the criminal law did not survive: perhaps of all legal acts namely the criminal code has undergone the most significant and large-scale changes.

It would seem that such a long period of existence of the criminal law was to allow the law enforcer to identify "weak spots" of the Criminal Code, and the legislator – to systematically develop the system of criminal-legal means and methods of protection of interests of personality, society and state, to develop and adopt a system of laws and regulations, to ensure the correct and uniform interpretation and application of the criminal law. Alas, last year's did not show the availability of a balanced and thoughtful approach to the formation of criminal law policy of the Russian state. Legislator weakly listens to the aspirations of law enforcers, regularly conducting the campaign to combat certain types of crime, often ad hoc in response to specific events. Today we are forced to acknowledge the loss by the criminal law of the integrity and systemacity, frequent and unjustified expansion of the criminal legal repression, the lack of conceptualization and inconsistency throughout the modern criminal and criminal-legal policy of Russia.

Unfortunately, the domestic legal system failed to overcome the "baby" problems associated with unwillingness of law enforcer to follow not only the spirit but also the letter of the law. In the opinion of the author, in this sense, the situation surrounding the norms of the criminal law governing penalties for trafficking of pornographic materials and objects are particularly revealing and witnesses a violation of the basic principles underlying the criminal law regulation: such as the principle of legality and the principle of guilt.

2. Literature Review

Considered this article issues attracted the few attention of Russian researchers. The bulk of the work, devoted to the distribution of pornography (including via the Internet) is of a journalistic nature. There are very little serious legal researches on the problems of criminal liability for trafficking of pornographic materials in Russia. Some of the issues related to trafficking of pornographic materials and objects were reviewed at the dissertation level by the M. V. Gusarova. In addition, it should be noted that virtually any textbook on the Special part of criminal law for law students contain in itself an analysis of those norms of the Criminal Code. G. A. Esakov, A. I. Chuchaev, V. P. Konyakhin, E. V. Blagov, and others wrote about it. However, this analysis tends to be non-critical in nature. Therefore, these issues require further research and development.

3. Methods and Materials

In addition, the author has studied 200 sentences for specified category handed down by various courts of territorial entities of the Russian Federation.

Methodological base of research is a result of both general scientific methods of cognition (analysis, synthesis, generalization, induction, deduction) and also from private scientific research methods (formal-legal, historical-legal, systemic-structural, comparative-legal, statistical, sociological).

4. Results and Discussion

First of all, the fact of necessity of criminalization of trafficking of pornographic materials and materials causes doubts. Let's try to determine the attitude of the Russian legislation towards it. First of all, it is necessary to figure out which social relations threaten criminal assaults under articles 242, 2421 and 2422 of the Russian Criminal Code providing for criminal liability for trafficking and manufacturing of pornographic objects and materials. The standards are placed in Chapter 25 of the Code, having the title "Crimes against public health and public morality". Accordingly, a generic object of named criminal law norms should serve the public health and public morals.

At first, it is necessary to stay on article 242 of the Russian Criminal Code, which establishes liability for the illegal production, transfer across the State border of the Russian Federation for the purposes of distribution, public demonstration or advertising or distribution, public demonstration or advertising of pornographic materials or objects (the first part of article 242 of the Criminal Code of the Russian Federation in edition of the Federal law dated 29.02.2012 No. 14-FL). Analysis of this norm leads to the conclusion that the subject of the article 242 is usual pornographic materials and objects not connected with the use of minors or their images.

Unity of views on the harm that is caused by a "normal" pornography to adults was not developed by special literature. However, specialists estimated the demonstration of violence in pornographic materials in obviously negative way. Established in 1985 by U.S. A. President Ronald Reagan, "the Commission of the Attorney General" (Attorney General's Commission). to the question about the effect on society of pornography, noted the following: "The clinical data and other evidence supports the conclusion that propaganda of sexually violent materials causes the increase of violence against women" (Attorney General's Commission, 1986. Page. 39).

However, the European Parliament rejected an offer to ban pornography. This idea was put forward as one of the necessary steps to combat discrimination against women, which were first announced in December 2012 in the report of the Committee on women's rights and gender equality (Neal, 2013). Many critics agreed with the assigned problems still existing in Europe gender inequality, however, measures to eliminate the problems seemed questionable: for example, according to them all undesirable images of women in media and popular culture should be prohibited, until the princesses in storybooks, always in need of rescue (Arbatova, 2013).

This shows the demand for pornographic materials. Of course, this need, as any other, is socially determined. One may speculate that it is due to moral and ethical level of development of society and to recall that the attitude to pornography was changing from a complete denial to the actual recognition. It is important to understand that the rejection of tabualizing of questions of sex should lead to a definite conclusion – for an adult pornography represents private interest. Obviously, the European Parliament came out of it. Completely banning the trade of pornographic materials, the legislator invades very intimate issues of privacy, that is, in those questions that in themselves should not be a subject of legislative regulation, because are hidden from society by tightly closed doors of bedrooms: therefore intimate life and called intimate. Therefore, to say that from the distribution of pornography is suffering morality, is not correct: the fact is that there is no universal approaches to determining what is moral or immoral. Our concepts of morality change with the development of society.

On the other hand, absolutely uncontrolled distribution of objects and materials of pornographic content is also inadmissible. Researchers almost unanimously agree that pornography brings undoubted harm to the normal psychological development of adolescents, (Cline, 2011; Coetzee, 2013), provokes them to commit rape sessions

(Kheswa and Notole, 2014). Moreover, the authors are unanimous about the extremely negative impact of pornography on children (Coetzee, 2013).

It should be noted that the above arguments are less applicable to Russian legal reality. Speaking about the trafficking of pornographic objects and materials in Russia, it should be remembered that direct rules governing the trade does not exist.

The situation with the legal regulation of the above subject is ambiguous. Drawing an analogy with the well-known fact of Larry Flynt it should be noted that the current Russian Constitution in clause 4, article 29 establishes the right to freely seek, receive, transmit, produce and distribute information by any legal way. Any information can be classified as the information of a pornographic nature, except to that which trade is not expressly prohibited by the legislator.

Russian criminal legislation contains three rules providing for the responsibility for the circulation of pornographic materials. Moreover, the essence of these rules is of fundamental differences.

So, in part 1 of article 242 of the Russian Criminal Code (illegal production and distribution of pornographic materials or objects) the legislator describes two component elements of a crime: the first provides for liability for illegal production and (or) traffic across the State border of the Russian Federation for the purposes of distribution, public demonstration or advertising of pornographic materials or objects; the second for illegal distribution, public demonstration or advertising of pornographic materials or objects.

Part 2 of article 242 provides for liability for the distribution, public demonstration or advertising of pornographic materials or objects among minors or minor involvement in the trade of pornography, committed by a person under the age of eighteen.

Analyzing the text of the above rules, it is possible to make an unambiguous conclusion that the criminal law does not contain a complete prohibition of trafficking in pornographic materials on the territory of the Russian Federation. This is evidenced by the term "illegal", which characterizes the legislator's actions, forming the objective party of this crime.

Thus, the provisions of article 242 of the Criminal Code is blanket, that is, for its application it requires special norms regulating the trafficking of pornographic materials and objects. Let’s draw attention to the fact that the Russian Constitution contains a provision on the direct effect of norms of international law. Universally recognized principles and norms of international law and international treaties of the Russian Federation are a component part of its legal system. If an international treaty of the Russian Federation establishes other rules, than provided by law, the rules of the international treaty are used (part 4 of article 15 of the Russian Constitution taking into account amendments made by the laws of the Russian Federation subject to the laws on the amendments to the Constitution of the Russian Federation of 30.12.2008 № 6-FKL, of 30.12.2008 N 7-FKL, of 05.02.2014 N 2-FKL, of 21.07.2014 N 11-FKL).

In 1910, in Paris, 15 countries have signed an International agreement to combat the spread of pornographic publications. Among its participants was Russia. States have committed themselves to create special national authorities to centralize all information on such crimes, to promote international investigation and suppression, to inform each other about laws, the sentences imposed by the courts on such criminal cases. In the agreement, however, was not even the list of illegal acts, not even to mention the other issues of substantive criminal law. September 12, 1923 in Geneva was adopted effective from today, international Convention on the suppression of pornographic publications and their trade (Convention for the Suppression of the Circulation of and Traffic in Obscene Publications), to which 8 July 1935 joined the USSR. The Convention provides for the suppression of unlawful pornographic publications and their trade. In 1927 in Warsaw hosted the first international conference for unification of criminal law, where together with crimes against international law, such as piracy, falsification of metallic money and government securities, trading in slaves, women and children, illegal drug trafficking, the responsibility for which is provided by international conventions, has been referred also pornography.

In fact, in Russia there are no other rules, in addition to regulating the trafficking of pornographic materials and materials. The interpretation of the term "illegal" used in paragraph 1 of article 242 of the Criminal Code raises serious difficulties. Does all of the above mean that the circulation of pornographic materials is absolutely forbidden in Russia? A definite answer to this question may provide an analysis of the text of the criminal law. The text of the law is unambiguous and does not admit of a different interpretation. Part 1 of article 242 of the Criminal Code does not contain absolute prohibition on the trade of mentioned objects.

In contrast, analysis of the text of the law shows that the absolute prohibition refers to the distribution, public demonstration or advertising of pornographic materials or objects among minors, as well as their involvement in the trafficking of pornography.

Even more clearly illustrates the absence of a complete ban on the trade of pornographic materials comparative analysis of the art. 242 and 242^1 of the Criminal code of Russia. Article 242^1 completely prohibits on the territory of the Russian Federation production, acquisition, storage and (or) moving across the State border of the Russian Federation for the purposes of distribution, public demonstration or advertising or distribution, public demonstration or advertising of materials or objects with pornographic images of minors. Let's pay attention to the fact that in the drafting of article 242^1 the legislator, in contrast to article 242 of the Russian Criminal Code, does not use the term "illegal", which allows to make a conclusion about the presence of the absolute prohibition of pornographic material of a corresponding nature.

Article 242^2 also contains two absolute prohibitions: first, on photo, film or video of minors for the purpose of production and / or distribution of pornographic materials or objects; secondly, the involvement of a minor as a performer to participate in a spectacular event of a pornographic nature.

Thus, in the Russian Federation is prohibited: 1) illegal trade of "normal" (not containing images of minors) pornographic materials among adults; 2) any trade of any pornographic material to minors; 3) any trade and production of pornographic materials involving minors.

Taking in 1996, the Criminal Code, the legislator proceeded from the assumption on the limited admissibility of legal circulation of pornography, as it is already in practice in many countries of the world.

The answer to the question about what aspects necessary for the correct application of criminal law norms should be developed by the legal act regulating the circulation of pornography and pornographic materials in Russia is also quite obvious. First, since the legislator abandoned the use of descriptive principle in the rules on criminal liability for trade of pornographic materials, it is necessary at the legislative level to determine what is the subject of the offences of specified group, in other words, what should be classified as pornography. Secondly, as in part 1 of article 242 of the Criminal Code we are talking about illegal trade of pornographic materials, normative-legal act must establish the boundaries of the legal circulation of such materials.

Attempts to create a legal act, in which would have been given definitions of "pornography" "pornographic material", "erotica", "erotic work", would be possible to find the criteria for their separation from each other, would be stipulated cases where the trade of pornographic materials is legal in Russia over the past decade have been made repeatedly, but were of no results. In 1997, the State Duma has adopted the law "On strengthening the control over the trade of products of a pornographic nature", which was rejected by President B. N. Yeltsin. The last serious attempt of the legislative initiative was taken by the deputies of the state Duma in 2005, when was presented the project of Federal law on introducing amendments to article 242 of the Criminal Code of Russia, which suggested adding the following note: "Materials or objects print publications, images, computer programs, films, video and sound recordings, broadcasts and other materials and items, the main content of which is roughly naturalistic detailed image of the anatomical and (or) physiological details of sexual relations in the form, contrary to accepted in society moral norms that have no artistic or scientific value and aimed at arousing sensual passion are recognized as pornographic." Alas, the reasons why the bill was rejected in 2006 and then in 2008, remained unknown.

It should be noted that the understanding of the criteria defining is what pornography, in the absence of the law, causes difficulties for the staff of the investigative and judicial authorities. So, 73% of surveyed judges and 88% of lawyers are unable to answer the question of what is meant by pornography, and made by others judgments had been vague in nature (Poyanskaya, 2007).

In practice, to determine whether an object or material is pornographic, an examination with the participation of art experts, in particular experts in the field of film or video or TV, or the area to which corresponds object or material is taking place. The question of in what degree expert judgments are based on special knowledge, and not on taste evaluations, of course, remains open.

The main conclusion that can be drawn from the formal-legal analysis of the above legal norms is obvious: part 1 of article 242 of the Criminal Code in Russia should not be applied until there is the relevant law governing the trade of pornographic materials and objects. However, court statistics show the opposite. Annually in Russia are registered about two thousand crimes related to illegal trade of pornographic materials and objects. The courts almost do not acquittal in cases of this category.

The author has investigated 200 sentences of the courts from different regions of the Russian Federation made under part 1 of article 242 of the Criminal Code.

Almost all of the studied sentences have fundamental and fatal at the present level of development of the Russian legislation weaknesses relating to the establishment of both objective and subjective side of the crime. Thus, despite its disadvantages, the sentences are accusatory in nature, and since in almost all cases the courts imposed a punishment not related to real deprivation of liberty, or used a special procedure of judicial proceedings the court acts were not appealed in court of higher instance.

None of analyzed sentences do not fully disclose the grounds of the illegality, which characterizes actions that form the objective side of a crime, and proof of which is required for establishing in the actions of the person of signs of component element of the crime provided by part 1 of article 242 of the Criminal Code of Russia. Only in 15% of the studied sentences the courts have referred to the fact of violation by the defendant of the Geneva International Convention for the suppression of pornography publications and trade in 1923 (Convention for the Suppression of the Circulation of and Traffic in Obscene Publications).

It is obvious that unmotivated court's reference to the illegal nature of the actions of the guilty person in court act is invalid. In fact, in the studied sentences, courts have allowed objective imputation, expressly prohibited by applicable law (paragraph 2 of article 5 of the Criminal Code of Russia).

In all studied cases was carried out examinations on the establishment of a pornographic nature of distributed materials. Through research, the experts were guided by special knowledge in the field of science and art. This cannot but raise the question regarding awareness of the social danger of the act of the defendant. If it requires the examination to determine whether an object or material is pornographic, the producer (or distributor), not possessing special knowledge peculiar to the experts, may not be aware of the pornographic nature of the target of crime. In fact, the decision of a question on presence or absence in actions of the person of the offence is given at the mercy of the experts. However, none of the sentences did not contain an indication of the fact that the pornographic nature of the subject is obvious to the average person who does not possess special knowledge. The above also suggests that courts use objective imputation in making of studied judicial acts.

5. Conclusion

On a deep conviction of the author the norms of part 1 of article 242 of the Russian Criminal Code cannot be applied until the adoption of the relevant law regulating the trade of pornographic materials and objects on the territory of the Russian Federation. This conclusion follows from the comparative formal-legal analysis of current legislation that does not require doctrinal interpretation and is not associated with the resolution of a serious conflict between the criminal law and the norms of other branches.

Especially alarming is the fact that the analyzed sentences that came into force, were not the objects of appeal or cassation appeal (although the author doubts the real possibility of their cancellation). Moreover, sentences in cases of crimes under article 242 of the Criminal Code in Russia courts continue to impose consistently, regularly applying objective imputation.

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The Conceptual Aspects of the Innovative Format of the Distance Learning System within Modern Conditions of the Higher Education System Informatization

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Abstract

The article considers backbone elements of the innovative format of distance learning system's conception. The authors offer matrix of innovative format of higher education applicable to the form of correspondence course. Base elements of the model of innovative training of bachelors and masters of distance course are stated, the criteria of efficiency of the offered model is established – an integral criteria of quality, which includes stability, controllability, capacity indexes and indicator of self-organization. The article proves the necessity of realization of the change-over to the innovative forms of the educational process's organization, namely interactive forms of study with visualizing aspect, based on the principal of the students' activity and reorganization of the available experience aimed to form psycho-pedagogical and process conditions of the necessary study material's retention. The authors believe the upgrading of educational process of remote learning system must be carried out by means of working out and introduction a special competence-oriented learning technique into the process of study. In the context of the offered conceptual approach the authors prove the necessity of introduction of innovative and interactive forms of the study process organization by means of using modern, communicative educational techniques as a complex of different ways of the theory introduction and practical lessons' organization being ministrant to activate students and aimed to form their informative-professional competence as well as upgrading the methodology of forming evaluation tools, that let an impartial and complex assessment of competence-oriented results of training.

Keywords: *educational innovations, higher education, distance education, pedagogical conception, virtualization of education.*

1. Introduction

Reforming of the higher education system stresses the necessity of working out new conceptual approaches towards the content of the higher professional education of bachelors and masters especially in the form of distance education in conditions of educational environment virtualization.

Nowadays techniques of informative nature still predominate in practice-oriented work of high school lecturers, while objective needs of society make actual the aim of general introduction of developing and personally-oriented techniques. Modernization of Russian education is oriented not only to change the content of studying subjects but also to change the approach to teaching methodology, to increase the arsenal of methodical techniques, to activate students' work during the lessons, to approach studying themes to real life through the discussion of situations and looking for the ways of solving the most burning social issues (Mukhamedzhanov B.K., 2014). Individual approach to education, the use of modern informational and telecommunicational technologies during the preparation, organization of work experience in the leading businesses of Russia and abroad define competitiveness and innovation of education in high school.

2. Literature Review

The current research focuses on various aspects of informatization and virtualization of higher education (Bobkova, E.Y.et al 2015); the problems of application of the information technologies in the educational process in correspondence course are revealed in the works of many native and foreign authors (Magsumov T.A., 2015; Mukhamedzhanov B.K., 2014; Alehin A.N., 2014; etc.), however, analysis of the leading pedagogical work experience in Russian and foreign universities suggests that nowadays the process of their use is very heterogeneous (Galkina A.I. et al 2014).

The situation of dependence of the relevant methodological contradictions in the development of the effective learning process in distance education in the theory and methodology of higher education has identified the relevance of working out the conceptual aspects of the innovative format of the system of correspondence education in modern conditions of the higher education system's virtualization.

3. Methods and Materials

Theoretical and methodological base of the research is made up of a systematic approach to the study of pedagogical phenomena; student-activity and competence-based approaches to the design of objectives, content and learning technologies in vocational education; psychological and pedagogical theory of developing training, ideas relevant to the integration of the content of vocational education (Kuznetsova E.M., 2014).

The research methods are analysis of documents and scientific literature, generalization of experience, observation, ranking, scaling, modeling, statistical treatment of data.

4. Results and Discussion

In the conceptual aspect the innovative format of the system of distance education in modern conditions of the higher education system's virtualization contains a number of basic elements, see figure 1.

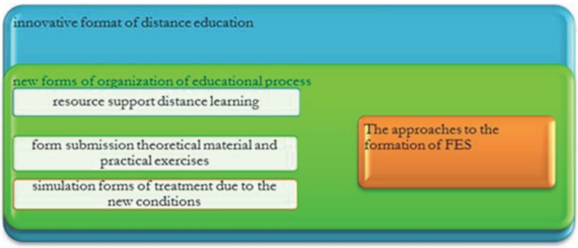

Figure 1 – The main elements of the concept of innovation format of the system of correspondence education in modern conditions of the higher education system's virtualization.

Later in this article let's look at each element in more detail. Speaking of the new forms of organization of the educational process, based on the principles of modularity and algorithmization, it should be noted that for the purpose of optimization of the educational process it seems efficient to use a model of the innovation system of bachelor's and master's degrees training in distance education, basic elements of which are presented in figure 2.

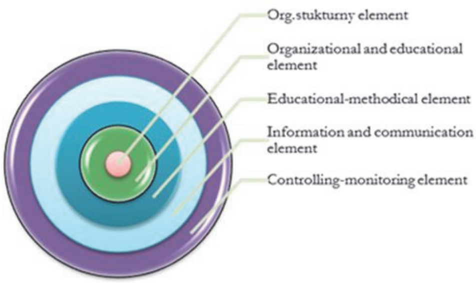

Figure 2 – The basic elements of the model of innovative bachelor's and master's degrees training in distance education

Let's look at each element in more detail.

1. Org.structural element comprises the administration (Directorate) of the educational institution, the deans, departments and the faculty. Assessment of the functioning of the administrative element can be carried out according to the following criteria: organizational work, educational work, teaching work, qualifying potential of the teachers.
2. Organizational and educational element includes the processes of educational-methodical management, arranging the schedules of training process, class schedule, etc. "Training management" process also includes the allocation of classrooms to conduct classes. The functioning of this element is inseparably linked with the use of elements of informatization and virtualization of education, because, given the small number of classroom hours, students of correspondence form of education have to learn a lot of information in a short time. This fact makes actual the need to develop an accessible e-learning environment.
3. Educational-methodical element is responsible for the organization and direct implementation of the educational process, the development of methodological and teaching software, content filling and updating of the basic electronic components of the educational environment, etc.
4. Information and communication component is responsible for managing the documents, determines the form of documents of distance education and its location, the timely retirement of obsolete documents and making corrective changes to the documents. All components of the system of distance learning should be systematically and orderly-mannered documented in the form of work programs, guidelines, timetables, etc. All documentation must be clearly stated and put in order in compliance with the established requirements, reviewed and approved by the responsible person in accordance with the standards of the quality management system.
5. Controlling-monitoring element is a set of organizational structure, procedures, processes and resources necessary for quality management. Using this item ensures the maintenance of parameters of process of vocational training within limits acceptable to its participants to meet the demands of society, the expectations and demands of the students. This element also includes marketing activities in the educational process, as well as the study of consumer demand (potential applicants, employers), providing detailed information on the timing and cost of the training, areas of training, courses, forms of organization of educational process, etc. to entrants. The effectiveness of this element correlates with the process of saving the number of students, improving its quality characteristics.

The integral criterion of quality is used as the criterion of efficiency of the distance learning model. It includes the parameters of stability, noise immunity, manageability, capacity and self-organization. Evaluation of each of the indicators is carried out by an expertise on a number of selected characteristics.

Unlike the traditional educational concepts, where the teacher acts as a lecturer-expert, outlining the new training material, showing slides, answering students ' questions, etc., the proposed matrix of the innovation system of training gives the teacher who acts as a consultant and facilitator, whose main task is to appeal to the personal experience of students, to motivate them to solve problems independently, new data collection, etc. In this case, the teacher is out of the role of «a bearer of knowledge» for some time, charging it to a student. His aim is to support the process of establishing a new experience, to equip students with tools for success. Learning outcomes are sustainable, when the bachelor knows how to create them himself.

In general terms the aim of the teacher-facilitator is to guide the process of information exchange. That is his main difference from the role of the expert whose task is to provide information, to build and to guide decisions.

The forms of organization of the educational process are a set procedure for the organization of acts, processes, actions aimed at a more effective accomplishment of goals and objectives. Training sessions are usually held in the form of lectures, consultations, seminars, practical classes, laboratory works, tests and assessments, colloquiums, etc. The technology of training sessions is determined by many factors. The choice of technology is determined by the teacher from the point of view of management of educational process. Nevertheless, a set of didactic tools, chosen to achieve educational goals, largely depends on the form of training.

The modular training involves such an arrangement of process in which the teacher and students work with educational information in the form of modules. Each module has a completeness and relative independence. The set of such modules is a single entity for disclosure of educational topics or an entire academic discipline. For example, the target module gives a first glimpse of new objects, phenomena or events. The second module is a system of necessary information in the form of sections, book's paragraphs, computer programs. The third module includes the entire list of practical tasks, exercises and questions for self-study using the obtained information. To verify the results of mastering the new educational information the last module may be represented by a system of questions for the examination, final exam, test, and creative tasks.

The modular training is designed for large amount of independent work of students with metered assimilation of educational information recorded in the modules. Sometimes this type of training is called block-modular, assuming that each module is formed by dividing the curriculum into blocks (Alehin A.N., 2014).

The education process includes the set of tasks in the test form that meets the requirements of the content, form, logic and technology.

Nowadays the following set of requirements shall be presented to the tasks in the test form: a short form, manufacturability, correctness of form, correctness of the content, logical form of the utterance, the sameness of the rules of responses' evaluation, the availability of a certain space for answers, the correctness of the elements' location, the sameness of instruction for all examinees, the adequacy of the instructions to the form and content of the task.

The tasks in the test form in educational process are more often selected not necessarily on the principle of increasing difficulty, but on a thematic or other principle. For example, in the technology of modular training such tasks check the knowledge of enlarged and basic learning units studied in each module. But such totalities do not form tests. This is just a set of tasks.

The leading idea of modular technology education is the optimal partition (quantization) of the educational process at a number of component parts (units) that can be translated into Russian language as modules. The widespread introduction of computers into the educational process gave a new development of the modular technology of education. The purpose of the technology of modular training is the creation of psycho-pedagogical and technological conditions for complete assimilation of the required training material by each student (Bobkova, E.Y. et al., 2015).

The common algorithm for the development of the training module is the following: the aim of the module, the module name, a brief summary of the content of the module, written in a heuristic manner, the plan of the module, a concentrated presentation of the learning material, tasks in a test form, developmental and creative tasks, test control throughout the material of the module.

Depending on pedagogical settings as criteria of complete understanding of the module and the possibility to transit to study other module a boundary of 90 or 100 percent of information absorption is used.

The algorithm can be defined as a system of clear rules of an ordered activity. The basic requirements for the algorithm are the following: it needs to be clear and accessible to the student, correct from the point of view of purpose and content, unambiguous in interpretation and effective in the process of implementing a given number of steps. The uniqueness implies the existence of only one algorithm corresponding to the correct answer; the other terms are hardly needed to be explained. In the process of algorithmization of the process of presenting and solving tasks an algorithmic thinking is formed, which is so necessary in modern life.

Algorithmic thinking can be defined as an intellectual ability, shown in the determination of the best sequence of actions while dealing with educational and practical tasks. Typical examples of such thinking are successful performance of the various tasks in a short time, the development of the most efficient computer programs, etc.

It should be noted that using a usual form of organization of the educational process, algorithmization and informatization of the educational objectives are difficult to achieve. A well-prepared student will be able to determine the solution algorithm himself. Another situation is the organization of independent work using computers for poorly prepared students who is needed to be taught algorithms for solving problems step by step.

The use of tasks in the test form in combination with new educational technologies can provide principle improvement of the educational process through the activization of educational, monitor, organizing, diagnostic, educative and motivating functions of such tasks. The tasks in the test form combined with the modular principle of organization of the educational process provide a high level of understanding of the educational material, consistency and strength of its study.

As innovative forms of organization of educational process for distance education it is offered to transit to interactive learning with virtualization aspect, based on the following principles: reliance on the student's experience (conversion of the available experience); students' activity, teacher's position – a consultant-facilitator.

The main interactive forms of organization of the educational process for distance education include:

- on-line and off-line games;
- group and pair work using Internet communicators and functions of collective work in text editors;
- online "brainstorming" technology using Skype and social networks;
- virtual discussion;
- projects;
- moderation workshops – seminars in the framework of the modular training, carried out using moderation

cards.

Educational technology is a system of the teacher's and students' activity in the educational process, built on a specific idea in accordance with certain principles of organization and relationship between the objectives, content and methods. In the experience of high school work various types of educational technologies are used.

Structural-logical or specified learning technologies are a gradual organization of stating didactic objectives, the selection of solutions, diagnosis and evaluation of the results. The logic of structuring such tasks can vary from simple to complex, from theoretical to practical or vice versa.

Game technologies represent a playful form of interaction between the teacher and students through the implementation of a particular story (game, business communication). The training tasks are included in the content of the game. The educational process uses role-playing, business and computer games (Bobkova E.Yu., 2011).

Computer technologies are implemented in the "teacher-computer-student" system with the help of training programs of different types (information, training, supervising, developing, etc.).

Dialog technology is associated with the creation of a communication environment, the expansion of cooperation space at the level of "teacher-student", "student-student", "teacher-author", "student author" during the stating and solution of educational tasks (Chebykina M.V. and Bobkova E.Y., 2014).

Training technology is a system of activities for the development of specific algorithms of learning and cognitive actions and ways of solving typical tasks while studying (tests and practical exercises).

Reaching the goal of improving the educational process it is offered to expand the use of mixed-training technology, combining both the students ' independent work with materials presented on-line and interactive work in the classroom, testing social and educational environment, which includes distance learning system, the website for electronic registration of listeners and other services.

The improvement of technologies of the educational process is inextricably linked with the development of teaching materials for the introduction of modern education and communication Internet technologies, educational -methodical and information resources in the environment of e-learning, multimedia educational resources.

It is also offered to use widely active and interactive forms of training (computer simulations, business and role plays, workshops, case-stages, workshops, etc.), the introduction of innovative techniques, databases, case bases and training programs in the educational process.

Another innovative pedagogical technology is conducting the moderation seminars – workshops in the framework of the modular training, implemented using the moderation cards.

Moderation workshops are based on the technology of moderation, which aim is to generalize a group professional and personal experience, to attract the creative potential of each participant in the discussion and to develop specific realizable proposals in a fairly short time, aimed at solving the target problem (Kivlyuk O.P., 2014). A moderator is the name of the leader of the discussion, as well as the presenter of an Internet forum or an e-mailing. The main thing for the moderator is to understand that during the discussion the most interesting for its participants is not the personality of the presenter-moderator, but the process of discussion itself. During the process of moderation a group of people masters the skills of active listening, open exchange of ideas, constructive criticism and mutual assessment.

The basic structure of moderation includes the following components: concentration, gathering of ideas, ranking, project work, stating an action plan.

The resource provision of correspondence courses include: the creation of the media center and infocommunication network for the full access to the joint information resources for students and teachers; implementation of automated and training systems in the educational process; computerization and automation of the process of assessment the knowledge of bachelors and masters, the use of Internet communicators, etc. (Galkina A.I. et al, 2014).

Considering the problem of improving ways to present theoretical material and practical exercises, it should be noted that this problem requires a comprehensive solution (Gaynutdinov R.G., 2014). In the framework of the proposed conceptual approach it is offered to implement a complex of various forms of lecture material introduction that will activate the work of students in the classroom: a problem lecture, a lecture-consultation, a lecture in a way of a press conference, a lecture the two together, a lecture-conversation, a lecture-discussion, a lecture-provocation, a lecture-study, a lecture with the use of feedback techniques, a visual lecture and etc. (Table1). The lectures' material should be visualized and be accompanied with the presentation materials. The text of the lecture is available to the student in electronic form.

Table 1 – Characteristics of various forms of giving the lecture material

The name of the form of lectures' organization	Feature of this form
Problem lecture	Problem lecture is based on the logic of sequentially simulated problem situations by raising problem questions or presenting problem tasks.
Lecture-consultation	This form of practice is preferred while studying themes with a clearly seen practical orientation.
Programmed lecture-consultation	It is a form of forcing the audience to join in the discussion more active. It differs from a regular group consultation by the fact that the teacher makes and offers questions to the students himself.
Lecture in a form of a press conference	Organizationally it is carried out in the following way. The lecturer, telling the theme to the class, tells listeners to ask him questions in written form on the problem under discussion. Within two or three minutes they state the most interesting questions and give them to the teacher.
Dual lecture	A lecture in this form may be held by two or more teachers, intellectually and psychologically compatible, using a scenario made beforehand.
Lecture-virtual interview	It implies the maximum inclusion of students in an intense conversation with the lecturer through the skillful use of a pseudo-dialog, a dialogue and a polylogue.
Lecture-discussion	While presenting the lecture material the teacher not only uses the responses of listeners to his questions, but also organizes a free exchange of opinions in the intervals between logical parts.
Lecture with planned mistakes (lecture-provocation)	Its main feature is the following: at the beginning of the lesson the teacher announces the theme and says that the given information will contain mistakes (the number of them is not mentioned). The mistakes may be: logical, behavioral, ideological, mistakes in definitions of concepts, categories, etc.
Lecture-investigation	In the introduction the general educational objective is stated to show the participants the training problem as a whole, and to focus them on cooperated with the teacher highlighting principal points, theme propositions, requiring further development and research.
Visual lecture	It isn't read but shown. The main method of teaching in this case is showing visual aids. Films, television and video fragments, slides, magnetic recordings are commented by the lecturer.

An essential element of the considered conceptual approach is the refinement of the methodology of the formation of assessment tools. The Federal Educational Standard (FES) of higher education of the new generation is aimed to develop the students ' competencies – knowledge, skills, behavior models and personal qualities that will allow the graduate to become competitive in the labour-market, professionally and successfully implemented in a wide range of industries (Galkina A.I., 2014). Inherent in the FES approach to education differs from the traditional approach, oriented on stating a student fundamental theoretical knowledge. Traditional tools of the educational process are lectures, seminars and practical classes, laboratory works, independent work, practice, qualifying work –they all are mainly aimed at the assimilation and consolidation of the knowledge acquired during the study of certain training courses. Hence there is the priority of such assessment procedures as a test and an exam. In spite of the proven reliability and usefulness of these forms of control they cannot be considered sufficient for the evaluation of educational results in the framework of the competence approach.

In the framework of the FES of higher education the assessment of educational outcomes is a set of interrelated activities and regulated procedures by which the teacher or the commission determines the degree of conformity of the achieved educational results of the students with the requirements of the FES. Thus, the subject of the evaluation is represented as the achieved educational outcomes: professional and general competencies (outcomes), knowledge, skills, practical experience, subcompetencies (intermediate results). The purpose of the evaluation is to establish whether the existing professional and general competences, sub-competences and skills, knowledge, practical experience of the learners agree with the requirements of the FES.

Assessment is not an outcome fixation, but the point followed by a new stage of development and improving the quality of education. The main objective of this procedure is to improve the quality of teaching and learning activity of the students and, as a consequence, the achievement of a new quality of work of all educational institutions in general.

An important task is the formation of evaluative tools that allow doing an objective comprehensive assessment of the achieved learning outcomes. One must consider the close relationship between the two sides of the educational process – educational technology (ways and methods of competence formation) and methods of assessing the degree of their formation (corresponding evaluation tools). The forms of control have to become a kind of extension the teaching methods even more than before, allowing the learner to understand better his achievements and shortcomings, to adjust his own activity, and the teacher to guide the activity of the student in the required direction. Educational institutions independently develop and approve the basic professional educational programs (BPEP) that include assessment tools as well. The assessment tools represent a fund of control tasks and the descriptions of the forms and procedures designed to determine the quality of students' understanding of the training material. They are an integral part of the BPEP. The development of the fund of assessment tools starts right after the development of the BPEP, scheduling of classes and development of programs of all their disciplines and modules.

The structure of the fund of the assessment tools may include: a program and a schedule of organizing the monitoring and evaluation activities for the entire period of training; competency models and programs of evaluation of competencies in accordance with the specialty or profession; a set of control and assessment materials (questionnaires, tests, case studies, etc.) designed to assess the level of formation of competences on well-defined stages of learning (at the entrance for first-year students starting mastering the BPEP, after the first year of study, within the key stages of older years of education, after doing practical work, at the stage of preparation for the defence of the graduation work, etc.); training materials, defining the procedure of assessment of the competences at all stages of the review (the description of the procedures of the input control of the formation of general competences for the first-year students at the beginning of mastering the BPEP; the materials for verification of the competencies at different stages of development of the BPEP in the areas of training); technologies and methods of processing the results of competences' assessment; training materials, defining the procedure of evaluation; the sets of indicators and criteria for evaluating the level of formation of the competences and the grading scale in accordance with the objectives of monitoring; recommendations on the interpretation of the assessment results and training materials, defining the procedure of discussion of the results with the students, recommendations for the accumulation of marks and their use in the students' portfolio; a bank of statistical information and achievements' monitoring program; the structure of the portfolio and the availability of statistical information to the users (interfaces according to the users' categories: students, faculty, administration, employers, etc.); the program of the final exam for the graduates; training materials for the graduate qualification work, defining the procedure and criteria of the evaluation of the graduates' grounding to the requirements of the FES; the fund of assessment tools' update recommendations (frequency, update rate, changes in procedures, methods, technologies, metrics, criteria, etc.).

There are the following methods of assessment of the professional competencies:

1. The material or intellectual product of the learner's activity is estimated. In this context, the product is considered to be a material or immaterial result of the human work (an object, service, an idea, etc.), which can exist independently of the creator.
2. The process of the activity is evaluated (when the result of the activity is not designed as a product or the process of it is fundamentally important). In this case, the process of activity can occur in the real working conditions (professional activity) or the model conditions close to real ones as much as possible.
3. Both the result and the process of activities is evaluated.

The reasons for the choice of the assessment method are, first of all, the content of the professional activity's type and a set of tools and work objects used during the activity. In addition, a significant reason for the choice of this or that method is the type of the competence under assessment (professional or general), and also the essential resources of the assessment procedures (time, personnel, logistical, etc.).

The technology of the result of activity evaluation represents the comparison of individual characteristics with the standard based on the totality of the evaluation criteria. The comparison as a variant of the expert evaluation can be held visually, using the measurements of the individual parameters of the product, testing the product, etc. Methods of evaluating the products and activities include practical tasks and projects.

The method of the process evaluation of the professional activity is usually used when the fundamentally important thing for the assessment is the technology of implementing the job function and the related conditions (sequence of actions and operations, safety regulations' implementation, etc.). The technology of evaluating the process of activity presents a comparison of the results of the structured observation with a reference technology (technology card) on the basis of a set of predetermined and agreed criteria for assessment. These may include: an appropriate sequencing of activities, an appropriate selection of tools, the preset works' speed, if it's important to assess the competencies of this profession, the fulfillment of other specified conditions and procedures. A method of evaluating the process of activity is the formalized observation (structured observation), which is a set of standardized and harmonized procedures implemented in terms of the participant observation or in watching the video. The professional activity of the students may be organized in real conditions or simulated work situations (situation models).

Modeling the dialogic interaction in the virtual environment between a teacher and a student is primarily held in four areas: structural, cognitive, activity and socio-cultural.

Structural level of modeling the dialogic interaction gives an idea about the structure of the dialogue, about its major components and their interconnections. Some progress has been made by the researchers examining dialogue as a type of social interaction, i.e. the exchange of speech acts between several communicators.

Cognitive level of modeling the dialogic interaction begins already at the lower level - a speech act or an utterance, whereby all the knowledge of the lexical-grammatical character creates in the students a certain degree of linguistic competence, which is a necessary part of implementing the dialogic communication.

However, the verbal communication reveals at the level of the minimal dialogic interaction, carrying out the relationship of the replicas as the result of the process of several communicators' actions. The skill of modeling the dialogical interaction in accordance with the didactic goals of the educational knowledge is the essential characteristic of the teacher's professionalism.

The composition of the dialogic interaction at the lower level includes at least two components - the initiating and the reacting replicas. The most common type of this structuring is a question-answering dialogue structure. The ways of assimilation the question-answer structures in the learning situation should be taught in two dyads: "teacher – student", "student – student". The first and necessary pair is a "teacher – student" dyad. This is a bilateral process in which the category of speech partnerships is, first of all, realized in the creation of a comfortable psychological climate. The factors responsible for the creation of such an atmosphere are the following:

1. Expressivity and emotionality of the teacher, allowing you to create the atmosphere of a casual conversation; ("expression in this case is understood as an amplification of expressiveness, depiction of the words said, increasing its affecting force. Expression (expressivity) is a feature that is organically inherent in the literature generally and it is caused by its main aim in society - to influence the thoughts and feelings of readers, causing them to respond an emotional reaction".
2. Accessible and clear, complete and consistent presentation of both the pragmatic essence of the dialogical interaction and the pragmatically oriented phenomena.
3. Accessibility and clarity of presentation of some complex concepts that are implemented by adding to the text explanations of the emotional and heuristic aspects. The heuristic component is connected with the structure of scientific knowledge, with the style of scientific thinking.
4. A positive mutual perception at the perception level can be achieved through the introduction of different epithets to the speech, giving the overall expressiveness to the description presented, which emphasizes the significance of individual properties of the specific phenomena.
5. The desire to ensure that the proposed material has been learned. This situation encourages the teacher to use the funds, resulting in a condition, leading to a better understanding and comprehension of the material presented. The inclusion of the description of phraseological units in the text helps represent the characteristics of the presented phenomena most accurately.
6. The clear organization of the selected material with the help of systematization based on the following functions: language features that realize the communicative function as well as the function of emotional impact. Such language features motivate actions, active thinking, highlighting of important information, stimulation of conversations, and activation of the investigating activity. Along with supporting favorable climate the teacher organizes and directs the activities of students in the study of peculiarities of a professional dialogue from the perspective of both understanding its practical aspects, and ways of expression verbal means. The teacher forms a strategy, common for the both communicators, at the stage of preliminary acquaintance with the language tools and in the process of a dialogue, introduces students the rules of constructing a dialogue; directs their attention to the content of the proposed situation from the point of view of not only the structural components, but also the information saturation. At the level of "student – student" the modeling of the dialogic interaction is first of all realized when taking into account the conversion needs of each other and trying to realize a programmed plan of actions. The most emotional stress is experienced by the initiator of the communication, who quasi increases the influencing force on the addressee every time, i.e. he implements the aim to maintain the conversation. Keeping in mind the pragmatic effect, a great importance during the training is given to the teacher's consideration of the specifics of a professional dialogue; the funds aimed to form the professional communicative competence in the area of teaching the dialogic interaction; the characteristics of making one's own speech statement by the students and a free exchange of ideas in the form of a dialogue-conversation; the features of understanding the speaker by the participants of the conversation.

5. Conclusion

Trying to realize an innovative format of the distance education system in the modern conditions of informatization of higher education it is necessary to turn to innovative forms of organization of the educational process, based on the principles of students' activity and transformation of the existing experience in order to form psycho-pedagogical and technological conditions of learning.

The improvement of the educational process of the distance learning system should go through the introduction of the competence-oriented learning technologies as a complex of different forms of presenting the theoretical material and the organization of practical exercises that activate students and point towards the formation of their information and professional competencies in the educational process. All facts mentioned above allows us to conclude that the implementation of the created model of the innovative teaching of bachelors and masters, studying at the correspondence course of training, is quite effective if it is based on the informatization of the entire system of education.

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On the Question of the Possibility of Using the Elements of the Knowledge Management Methodology in Modern Historiographical Research (Based on the Studies of Political Education of the Red / Soviet Army Personnel in 1918 - 1991)

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Abstract

In the article, the perspective directions of development of the system of knowledge management when carrying out historiographic researches on problems of political and patriotic education of the staff of the military personnel are considered. The vector of development of modern scientific methodology staticizes the need of synthesis of traditional methodological tools of historiographic researches with the methodology of systems of continuous improvement of processes based on the principles of 6 sigmas. A search for new models and methodological approaches to specific historiographic problems staticizes their consideration at the theoretic-methodological level taking into spatiotemporal account transformations. The categorial essence of a definition "political education" which lost relevance at the end of the XXI century gradually starts reviving in modern scientific researches. Now, despite the multidimensional use of this definition, it is signed for Post-Soviet scientific researches while during the Soviet period its synonymous values were more often used. At the end of XX – the first decade of the XXI century the definition "political education", in relation to modern educational processes was practically not used; it was succeeded by more volume category "patriotic education". Since 2014, the term "political education" starts being used actively in mass media, its application and scientific researches is observed.

Keywords: *historiographic researches, knowledge management, methodology, process approach, scientific researches.*

1. Introduction

The organizational and political changes of a vector of ideological development of our country, which are boldly reflected in all spheres of social development of Russia in the second decade of the XXI century, staticize need of modernization processes for the sphere of methodology of the historiographic researches affecting area of military history.

In particular, it concerns the sphere of accumulation and the analysis of historiographic knowledge in the field of formation and development of an ideological component of the educational process of the staff of Armed Forces.

The era of methodological pluralism in historiographic researches which began last century in a combination to structural changes of global information space, demands activation of search of new models and approaches to studying of history of historical science, both at the general theoretic-methodological level, and at the level of researches of specific historiographic problems.

One of the directions synthesis of traditional historiographic approaches in the field seems methodological tools of management of knowledge, to the so-called "knowledge-approach" which gained at the beginning of the XXI century distribution in economic to the sphere and approach to the continuous improvement developed methodology of 6 sigma from subject domain of quality management.

The purpose of this article: to consider the directions of the development of the system of management of knowledge based on process approach when carrying out historiographic researches on problems of political education of the military personnel.

For achievement of a goal, it is necessary to carry out previously the analysis of the categorical essence of a definition "political education" about Staff of Armed Forces of the country.

Relevance of studying of a problem of political education is also emphasized by researchers of military psychology, so a number of researchers consider that "military and professional, moral and policy components of a moral and psychological state are the leaders defining its contents, an orientation and level of functioning" (Korchemny P. A., 2008). Now for strengthening of positions in the army the solution of a question of strengthening of political education and education of the military personnel is inevitable. Political scientists at the end of the XX century noted that neutralization by military means of internal sources of danger demands or entering of essential amendments into the available mechanism of political socialization of military, or creations of own mechanism under problems of a concrete military-political situation (Zhukov V. I., 1997).

Studying of a problem of political education in historical aspect devoted works and on military to pedagogics, so, for example, it is noted that "in the course of formation of the Workers' and Peasants' Red Army (WPRA) and the Workers' and Peasants' Red Fleet (WPRF) …. In military and pedagogical process the political education of the army personnel aimed first of all at formation of communistic consciousness of fighters and commanders, socially significant qualities of defenders of the socialist state started taking a special place." (Efremov O. Yu., 2008).

The military historian O. F. Suvenirov, considering a problem of military discipline and a law and order in army during the enter military period, through political education of staff tries to show how influence on staff for the purpose of their motivation to conscious performance of military duty on protection of the socialist Fatherland appeared methods of agitation and propaganda work (O. F. Suvenirov, 1976).

Further, in days of the Great Patriotic War and post-war time the content of education of the military personnel was defined as ideological and political, military, atheistic, moral, legal, esthetic and physical training (Anashkin O.A., 2004).

It should be noted that, despite a significant amount of scientific works in which the problem of political education of the military personnel is directly and indirectly considered, its structural and substantial analysis is practically not carried out by scientists. Moreover, only in V. Ya. Efremov's work it is noted that in the Soviet historical science by consideration of a problem of political education of the military personnel other definition "ideological and political education" which had "to a limit the contents politized internally" (Efremov V. Ya. was often used., 2007), and the studied definition appeared only during the Post-Soviet period.

Ideological and political education of the military personnel was one of the main directions of work with the staff of VS USSR. It was carried out in the following forms: " Marxist-Lenin training of officers by carrying out regular trainings in days of commander preparation, at universities of Marxism-Leninism, activation of independent preparation, weekly political occupations with soldiers and sergeants" (Smirnov G. I. and Yasakov A.I., 2002).

As a synonym of the studied definition in a number of works the term "political preparation", considered as system of actions for ideological and political education of the military personnel, workers and employees of the Soviet Army and the Navy meets. The term "political study" considered as system of actions for ideological and political education of the military personnel, workers and employees of the Soviet Army and the Navy", included in system of party and political work can be considered synonymous.

For carrying out the structural and semiotics, analysis of a definition "political education" of staff of the military personnel is obviously necessary to consider in details essence of this terminological phenomenon in existential borders, also including modern treatments of this term.

The analysis of modern terminological dictionaries on the military subject showed that this definition of them is absent, now it occurs only in pedagogical and political dictionaries.

Thus, it is possible to allocate a key component of this type of education – formation of political culture, i.e. a certain valuable and standard system of the service member.

It should be noted that with a staff of Armed Forces of the Russian Federation we do not find this type of education in modern works on problems of the organization and carrying out educational work. The modern military pedagogics allocates the following types of education of the army personnel: "state and patriotic, military, moral, legal, economic, esthetic, physical and ecological" (Efremov O. Yu., 2008). Proceeding from the substantial analysis of the term "political education" of the military personnel, it is possible to draw a conclusion that the closest to a definition "political education" according to the contents of this list is the term "state and patriotic education", considered as "rendering impact on the military personnel for formation and development of the personality possessing qualities of the patriotic citizen […] capable actively to participate in strengthening and improvement of bases of the society prepared for successful performance of the tasks connected with ensuring defense and safety of the personality, society and state" (Efremov O.Yu., 2008).

It is possible to allocate the following basic conceptual elements of substantial essence of this term: formation of an active civic stand of the identity of the serviceman allowing it to fulfill national objectives effectively in peace and a wartime; accumulation of moral spirit of Armed Forces on the basis of heroic traditions of the people of Russia and Armed Forces; improvement of international education of the military personnel in the spirit of friendship of the people.

Thus, having analysed the substantial essence of the term "political education" of the military personnel and its synonyms used in the period of the USSR and having carried out the comparative analysis with categorical essence of this term in modern scientific literature, it is possible to make the following generalizing judgments.

Political education of the military personnel – concept the many-sided, having the purpose formation at staff of armed forces of complete valuable and standard system, with certain distinctive signs: fidelity to the state and a military duty, understanding of the foreign and domestic policy pursued by the state, identification of belonging to army as to social Institute and own identification as defender of the state. Patriotic education is part of the system of political education of the military personnel but does not replace it.

During the Soviet period, political education of the soldiers was an element of communistic education which main objective was formation at the service member of complete valuable and standard system of the defender of the socialist fatherland. In the Soviet historical science about the military personnel, a definition "political education" is practically not analyzed and rather seldom meets. Its synonyms are: "political preparation", "ideological and political education", "political study".

In Post-Soviet historical researches about the military personnel, the definition starts being used actively, also, as a synonym the terms "patriotic education", "ideological education" are used

Further, following the chosen logic of a statement of results of research, it is obviously necessary to consider influence of a vector of a multipara dismality of approaches and methodological pluralism in scientific researches on origin of processes of integration of methodological tools of management of management of knowledge and historiographic researches.

Formation of a common information space and development of information technologies caused qualitative changes in an information field of historical and historiographic researches. Principles of methodological pluralism (Bobkova E.Yu., 2014 and Magsumov T.A., 2014) in combination with expansion of the sources base thanks to virtualization of scientific space staticize need of synthesis of traditional historiographic approaches with methodological tools of management of knowledge (Bobkova E.Y. and Tushavin V.A. 2015). One of the actual problems during the work with historical and historiographic sources is their ranging; that is a comparison of sources on the degree of reliability of reflection of the studied area.

This task has complex character and has no rather well fulfilled methodological basis. In this case, great value acquires knowledge and practical experience of experts. At the same time, similar problems are rather successfully solved in management using tools and methods of management of quality (Tushavin V.A., 2014). It should be noted that having only defined requirements to historiographic sources, the researcher can analyze their qualitative characteristics (Tushavin V.A. and Bobkova E.Yu., 2015).

2. Literature Review

As it was already noted earlier, the category "political education of the military personnel" - concept difficult and many-sided. A.V. Grinev gives the following treatment to political education – "education political – the process of systematic and purposeful impact on political consciousness and behavior […] including forming of consciousness and consciousness […]" (Grinev A.V.). In the Political Science Dictionary (Sanzharevsky I.I., 2010) we meet a few other treatment: "Education political – impact on political consciousness for the purpose of forming of the political culture adequate to interests of political elite". A.S. Voronin gives the following treatment "Education political purposeful activities for the education of political culture […]. It is shown in a particular political position […] which defines her views, the relations and actions […]" (Voronin A.S. 2006)

As the problem of creation of system of organizational learning and knowledge management" (many researchers note Tushavin V.A., "now., 2014) in all spheres of social development purchases the increasing relevance, but in methodology of historiographic researches (in the conditions of dynamic fundamental transformations of the information space available to the researcher) this task becomes one of the backbone, allowing to verify processes of accumulation and the analysis of historiographic knowledge. Synthesis of methodological approaches to the solution of scientific tasks from different areas of researches demands forming of the accurate categorical device therefore, within the chosen logic of research it is of course necessary to designate essence of fundamental categorical units.

The explanatory notes of a knowledge management system in modern science are partially created therefore within the research we find possible use of the following, quite settled values of fundamental methodological definitions: "learning" – acquisition of knowledge, skills and ″organizational learning" – the mechanism of forming of the accumulated knowledge of the organization. In the conditions of need of capitalization of scientific knowledge (Karavayeva A.S., 2010), specialists in the field of historiographic researches within the scientific and educational organizations can be carried to "kognitoriat", since to category of intellectual workers. In modern conditions, it is possible to formulate one of objectively existing requirements to the historiographer as follows – availability of system of knowledge and competencies for storage, processing's and transformations of a triad of "data-information-knowledge" (further – DIK triad). It should be noted that since the scientific and categorical device of this direction formed, proceeding from needs of the economic sphere of society, its use in the field of methodology of history of historical science demands a certain extrapolation.

Therefore, for example, in a definition organizational learning under "organization" it is necessary to consider the scientific direction (school of sciences) of specific historiographic researches developed in the scientific (and/or) educational organization.

In the researches devoted to studying of forming of a knowledge management system, intangible assets of the organization are subdivided into three large classes: human, organizational and client capital. It should be noted that if the last two can find the reflection of balance (Tushavin V.A., 2014) the educational or scientific organization, the human capital in spite of the fact that exactly thanks to competencies of scientists also forms the organizational and client capitals, practically does not give in to the formalized control of the party. It should be noted that despite keen interest of researchers in the field of knowledge management, the task of transformation of human capital to the organizational and client is not solved even in the area of management in real production sector, not to mention scientific and educational sectors now.

3. Methods and Materials

The methodological basis of research was made by knowledge management methodology, ways of the historical, systems, logical analysis, scientific knowledge (comparison, the analysis, synthesis, analogy, generalization, induction, and deduction), a logical method and classification. For carrying out statistical analysis, the methodology of mathematical statistics, mathematical models and methods of the analysis with use of modern computer technologies was used.

4. Results and Discussion

Effective development of the scientific directions (schools of sciences) in the field of historiographic researches on problems of a military historiography, including – in the field of an increment of scientific knowledge in the field of political education of the army personnel, in the conditions of spasmodic development of an information field staticizes the need of synthesis of traditional methodological tools of historiographic researches with methodology of systems of continuous improvement of processes based on the principles of 6 sigma using tactics of gradual training, in the presence of methodological control, by means of joint operation on the basis of modern means of ICT.

In methodology of 6 sigma control of process is exercised by the "masters" (certified by methodologists) (Tushavin V.A., 2008), in historical science formally such institute is practically absent, but its role can be successfully implemented by scientific community of founders of profile schools of sciences and the directions in case of implementation of the corresponding methodology.

In this case forming and development of the scientific direction (school) of historiographic researches in organizational aspect will be based on the following principles: gradual presentation necessary for assimilation trained in information; optimum for the learning trained speed, availability at trainees of immediate feedback concerning correctness of learning.

Thus, the broad circulation of information-analytical systems and bibliographic databases of open access allows, due to use of a method of learning with a double loop (Tushavin V.A., 2011) to create a steady cognitive map at trainees of different level. Implementation of these tools in practice of development of the scientific directions (schools) of historiographic researches of the ideological directions of educational work in army it is quite difficult since, indifference from the classical scheme of functioning of business processes in the organization, the system of formalized developments of the historiographic scientific directions from methodological positions of knowledge management is in embryo.

It is represented that for forming of a model of the creation of knowledge within the development of the scientific directions of the history of historical science in researches of the ideological directions of educational work in the army. Use of Basic Elements of the Japanese concept of "ba" (Nonaka I., 2010) can be effective. Essence of a definition *of ba* in this case – the information platform which is concentrating resources of the scientific direction (school), turning on the body of the verified historiographic knowledge (assets of knowledge) and the available intellectual opportunities of the scientific direction (school) within creation of new historiographic knowledge.

In the classical ba model, there are four of its types causing the probability of possible transitions of knowledge and creating a model of knowledge of SECI.

Initial *ba* – is a basis for forming of knowledge (Bobkova E.Yu., 2015). In an aspect of the development of the scientific historiographic direction (school), it includes personal contact of the structure of the direction (school) which serves for transfer of implicit knowledge between participants within the scientific group. Scientific group, in this case, can be or communication: the founder of school – his doctoral candidates, graduate students, undergraduates, bachelors working on one historiographic task, or communication: the researcher – trainees, backbone elements, in this case, is a specific historiographic problem. The efficiency of transfer of implicit knowledge increases when using a method with - arrangements (PMBOK® Guide, 2013), i.e. implementations of conditions of the interaction of members of the scientific group in real time.

The researcher (the founder of the direction) consciously in the course of creation and development of scientific group creates interacting oh it. In Eph a phase group work group work on different tasks (for example joins: carrying out the content analysis, forming of base of sources, development of criteria for aggregation of sources by means of search queries, etc.) in which individual mental models and skills by means of dialogues in real time turn into expressions and concepts groups available to all participants. Fixation of the results received in this phase on different material carriers characterizes the process of transformation of implicit knowledge in the explicit. End of this phase allows carrying out efficiency evaluation of work of the scientific group on formatted criteria. Effective strategy and transactions for development of scientific group have to increase labor productivity of group that in turn promotes achievement of goals (Bobkova E.Yu., 2015)

Virtual oh (a combination phase) integrates new explicit knowledge with the existing information that generates and systematizes the explicit knowledge of the scientific direction (school). Set of publications intermediate results in the different open sources available to the discussion to the scientific community can be the formatted characteristic of achievement of this phase. All documentation received by participants of the scientific historiographic group on this phase in the terminology of management of knowledge can be considered as a place of creation of new explicit knowledge, or the accumulated knowledge. The key function of this knowledge is the implementation of opportunity for the scientific direction to level delusions and methodological errors of last periods.

The phase practical *oh (internalizations)* promotes transformation of explicit knowledge in implicit by target training of participants of the scientific direction by means of their inclusion in a scientific paradigm, creating skills of use of standard methodological instruments of historiographic researches.

Use of spiral model of development of knowledge within functioning of the scientific direction (school) of historiographic researches of problems of political education of the military personnel shows that despite a significant role of the information technologies allowing to increase efficiency of research work of the historiographer application of classical technocratic behavior model at creation of a management system historiographic knowledge can be counterproductive since full automation of process by knowledge managements at the present stage of development of ICT is impossible.

5. Conclusion

Knowledge management, especially in the field of history of historical science, is difficult multidimensional process, its formation has to happen gradually, being based on the principles of project management allowing to consider creation organizational (in this case – scientific) assets within the researchers conducted by all members of the scientific direction. The modern dynamically developing processes of transformation of information public processes, involving cardinal changes not only in technical, but also in social and philosophical and methodological aspects of the organization and carrying out historiographic researches, especially in the field of an increment of historiographic knowledge of problems of an ideological component of educational process of staff of Armed Forces, emphasize relevance of scientific search for the effective methodological approaches corresponding to objectively existing realities of informatization and virtualization of society.

In this case, one of the key positions is occupied by the development of the system of knowledge management of the scientific direction (school). Synthesis of classical and modern methodological approaches not only allows to expand communications in the scientific community, starting, in turn, a spiral of the creation of the verified knowledge but also is the basis of all system.

In too time, it should be noted that the basis is not self-sufficient, and, for successful functioning of all system, presence of the architect of a knowledge management system – the person (group of persons) responsible for creation and accumulation of knowledge in the scientific direction is necessary. In most cases, it will be the good founder of the scientific direction (school of sciences) and/or his main followers

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English Language Identity Representation through Conflict Interaction

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Abstract

The paper provides a comprehensive review of English language identity representation that is evident from pragmatic and psycholinguistic distinctive traits revealed through its discursive image within conflict interaction. The research highlights pragmatic types of conflict interaction and defines specific speech repertory of strategies and tactics employed by the characters depicted in contemporary fictional texts. Specified here is the entity of invective, its quantitative parameters being defined. Functional peculiarities of verbal and non-verbal means of communication have been studied in detail. The specificity of their frequency in the pragmatic types of the English conflict interaction has been considered. Emphasized in the investigation is the psycholinguistic nature of such interactive communication phenomena as communicative conflict, strategies and tactics. The typology of language identities has been elaborated on the basis of communicative strategies analysis. As a result of the research, three-level communicative competence classification has been developed based on the ground of the English language identity's ability of constructing cooperative interactive communication.

Keywords: *language identity, conflict interaction, invective.*

1. Introduction

In recent years, researchers have become increasingly interested in the problem of effective communication. According to H.P. Grice, effective communication has a conventional and intentional impact on the listener from which the recipient recognizes the speaker's intention. Suggested by H.P. Grice "principle of cooperation" prescribes accomplishment of "communication maxims" aimed at achieving effective communication (Grice, 1975, p. 225).

As researchers note, "the principle of cooperation" is observed only in "socially neutral communication", and it presents "an ideal communicative situation (Fadeeva, 2000, p. 6-7). Conflict speech situation is characterized by disregarding conversational maxims of quality and quantity and politeness maxims (Leech, 1983, 75). Modern researchers of conflict dialogue aim to create a linguistic model of conflict verbal interaction which, in turn, requires systemic analysis. Expansion paradigm theory about conflict communication ontology determines the urgency of this article.

The object of the research is conflict speech situations of quarrels and everyday squabbling generated by native speakers (as a certain type of language personalities).The linguistic corpus of the study encompasses 414 discursive segments of Anglo-American fiction involving psychological thrillers by Stephen King, the novel "Gone Girl"by Gillian Flynn.

The purpose of the study is to ascertain verbal and nonverbal characteristics of conflict discourse by identifying its lexico-grammatical, stylistic components, and pragmatic guidelines of discourse participants. According to the objectives we carried out an analytical review of the research concepts and approaches to the study of non-standard communicative situations in terms of psycholinguistic approach to conflict study.

When the principles of communication are violated the cooperative interaction can turn into non-cooperative one, whereby a non-standard communicative situation may emerge (Kluev, 1998, 9). This paper specifies the notion of communicative conflict as a non-standard communicative situation, which contains elements of psychological strain. A *communicative conflict* could be defined as speech clash that is based on aggression realized by linguistic means (Gnezdechko, 2007, p. 39-40). A non-standard communicative situation, thus, contains signs of deviations from the standard, etiquette, language, rhetoric arrangements (settings), including H.P. Grice's Principles of efficient cooperation or G. Leech's interpersonal rhetoric. Terms of speech communication duplicate or modify Grice's "speech maxims"(Grice, 1975, p. 225).

In conflict development speech behavior falls into “two opposite programs which contradict each other as a whole but not as separate items” (Rozdestvenskij, 1992, p. 35). These communication programs define the choice of conflict vocal strategies and corresponding speech tactics, which are marked for communicative intensity.

It is important to emphasize that in situations with neutral psychic background the language identity can easily control his/her speech, agreeing its organization with given intentional parameters. But if the situation is aggravated with a high emotional charge a person’s thinking refuses to behave normally in an alien for him/her speech situation (Gnezdechko, 2007, p. 41-42). A person’s psyche being self-sufficient depresses the process of thinking (ibid.), and in the majority of cases the language identity will exhibit stereotypical (distinctive) signs of his/her social belonging.

2. Literature Review

Conflict is a complex and multiple-aspect phenomenon. Studies of conflict interaction are made within the frames of such sciences as philosophy, political studies, sociology, psychology, pedagogy, and others. Scholars are making efforts to find effective ways of harmonizing human relations, including the process of communication

Communication in terms of linguistic can be treated as "passing a message or transfer of utterance content by means of language" (Kuznetsov, 2014; Matveeva, 2010). Researchers more than once accentuated the fact that the interlocutors’ interests in the interaction may be different and can lead to contradictions and rivalry, so speech communication should be assessed from the viewpoint of the participants of speech activity (speaker and listener) (Stepanov, 2006, p. 138).

Of particular interest for us is the type of an individual with rough-static attitude. The theory of attitude offered by Georgian scholars (Drizde, 1984; Norakidze, 1975; Uznadze, 1961) is an important organizational link in the research of a language identity in speech communication. Such a person is characterized by external and inner conflicts, deep and intensive emotions, which are realized in speech interaction via conflict speech strategies. A person of this type is disposed to domination in communication; he/she is concentrated on him/herself in utterances. Such an individual is prone to self-analysis, to themes of morality, to the violation of the dialogue coherence, to a *conflict clash of intentions* (Uznadze, 1961, p. 121-124). On the basis of the above-stated one can infer that the communicative type described can be defined as conflict, or confrontation type.

Speech conflict is, first of all, a speech act, that represents the smallest unit of communication. Speech conflict is the state of opposition between two (or more) members of communication. As a result, each party acts against the other expressing its attitude by verbal and pragmatic means (Tretyakova, 2003, 28).

A comprehensive analysis of conflict dialogues allows pointing out a whole gamut of verbal means: at morphological, lexical, phraseological and syntactic levels (Leontieva, 2012, p. 201). This idea is developed by O. Filippova who characterizes the language of a conflict dialogue by the use of certain stereotyped logical, syntactic and stylistic structures (Filippova, 2013).

There are many different classifications of linguistic personas, the character and content of them determines the choice of strategies and tactics of discourse construction, fiction included. Scholars describe him/her as communicative/non-communicative, conformal/ non-conformal, cooperative/non-cooperative, even-tempered/emotional (Sukhikh, Zelenskaja, 1997, p. 69), conceptual-logical/associative-fictional (Baranov, 1997, p. 17), etc. Subject to the observance of cooperation principles, speech politeness and etiquette, two types of language identity − authoritarian and non-authoritarian (Gnezdechko, 2005, p. 12-13) could be distinguished.

Following Professor K. Sedov, we point out invective, courtly, and rational-heuristic types of language identities in non-standard vocal situations based on the analysis of conflict interaction speech strategies (Gnezdechko, 2007, p. 41; Zolotarenko, 2009, p. 59-62). This investigation testifies that invective, courtly, and rational-heuristic speech aggressions differ on the linguistic means of their realization quite vividly.

Conflict interaction of communication members is effective within the communicative situation (Gorelov, Sedov, 2001, p. 430). Pragmatic traits of a language identity become evident in a specific choice of communicative strategies and tactics, which show in peculiar communicative styles of the speaker.

Besides, we realize that sometimes the variety of approaches to the problem causes lack of unique, generally recognized, terminological apparatus. As a result, there is a great deal of similar or identical concepts and terms: communication failures/malfunction, poor communication in different studies. The issue of effective communication and the emergence of disruptions in communications have been discussed in home (Adler, 1997; Arutunova, 1998; Arutunova, 2003)as well as foreign linguistics (Searle, 1969).

3. Methods and Materials

Focused on the communicators' strategy intention and tactical moves, illocutionary potential of the English-speaking characters' discourse can be revealed in the research through pragmatic and semantic analysis in conjunction with componential, distributional, contextual and interpretative methods. The research methodology of the language identity manifestation via conflict interaction implies a stagewise analysis:

a) to draw on the Anglo-American fictional texts discursive segments selected with the help of conflict interaction signals;
b) to determine the language identity types;
c) to establish strategies and tactics employed by the interlocutors in the process of conflict interaction construction with regard to theoretical and practical pragmatic implications particularly well suited to these type of task;
d) to calculate the 'invective' notion quantitative parameters resulted in the 'invective' lexical- semantic organization with the field theory applied;
e) to determine the statistical frequency of nominative and communicative units used by a certain language identity type with the lingual-statistical analysis employed.

To investigate the content-related aspect of lingual units with regard to their lexical-semantic field organization the most efficient serves to be the componential method with distributional, functional, contextual and interpretative techniques applied.. This method proved to be efficient for splitting the meanings into constituents called semes, or: markers.

From the viewpoint of the componential analysis of special essence is the core and margin approach to the lexical-semantic field construction with regard to each seme belonging in the semantic componential. The evidence suggest that a specific weight in the *semantic componential structure* could be determined by the statistical frequency of the correlative words combined with the word analysed. Hence, the componential analysis could presumably be applied not in its pure form, but in conjunction with distributional and statistic-linguistic methods.

4. Findings and Discussion

Originally a case study of the psychological thrillers by Stephen King "The Shining", "Cujo" та "Misery", novels by U.S. Maugham "Theatre" and Judie Picoult "Harvesting the Heart" makes attempt to analyse burning issues of conflict interaction in the realm of psycholinguistic conflictology.

Psycholinguistic conflictology has gained general acceptance as social psycholinguistics domain intended to harmonize human speech interaction. Lingual implications of conflict interaction explicate the characters' hidden intentions through lexical and syntactical language levels.

As exemplified in the English-speaking novels by Stephen King the findings described in the paper confirm the demarcation lines drawn between *invective*, *courtly* and *rational-heuristic language identity* types compared on the ground of lexical-grammatical, stylistic and pragmatic signals with regard to the speakers psychoemotive distinctive features. The evidence provides observations (Gnezdechko, 2007, p. 40-41), *invective*, *courtly* and *rational-heuristic* speech aggression in accord with lingual means of its realization strictly differ. The first type can be characterized by a direct verbal aggression; the second – by an offence emotion and taste for etiquette, the third – by a common sense and irony. *The invective type* of the language identity in conflict interaction demonstrates reduced probability of significance: communicative manifestations reflect emotional and biological responses й and give rise to the discharge affect through abuse or quarrel. The *courtly language identity* can be presumably characterized by higher than normal semiotics, predetermined by the taste for etiquette forms of social interaction. The *rational* and *heuristic* one – in conflict situation draws from the deliberativeness and common sense.

The *rational* and *heuristic* strategy discourse implies a delicate, flexible impact on the addressee's volition. The *rational* and *heuristic* language identity employs subtle hints tactics, authoritative avoidance of communication, self-defence, an attempt to balance (neutralize) the conflict situation. In speech realization it is manifested through standard vocabulary use, neutral speech acts (expressive, requestives, comissives), utterances compression.

Percentage-based cost relationship between stylistic devices can be manifested by *invective* and *rational-heuristic language identity* types respectively, where 100% – total amount (inventory) of stylistic devices used by each particular language identity type (as can be seen from Table 1):

Table 1 – Overall Percentages of stylistic devices as external attributes of invective and rational-heuristic language identity types

Language identity type	Inversion	Rhetorical questions	Repetitions	Exclamatory Sentences	Pauses	Totally
Invective	4%	9%	16%	48%	23%	100%
Rational-heuristic	–	–	9%	43%	48%	100%

For the purpose of the invective strategy speech realization involved are emotive lingual means whose organization corresponds to the direct effect on the the addressee's volition and affection.

In going from some quarrel to a row more and more frequent is getting the occurrence of pragmatic maxims violation, which highly depends upon the degree of emotional strain of the situation. The higher the emotional tensity of the situation is, the stronger disregarding of pragmatic maxims the interlocutors admit of. Likewise, the more vivid become Politeness Principles and maxims violation. The shift of the situation into the affect is accompanied by the obscene words tabooed by the conventional English-speaking community. Let's consider the example:

(1)"It has no nobility!" she cried suddenly, jumping and almost spilling beef-barley soup on his white, unturned face.
"Yes," he said patiently. "I understand what you mean, Annie. It's true that Tony Bonasaro has no nobility. He's a slum kid trying to get out of a bad environment, you see, and those words . . . everybody uses those words in –"
"They do not!" she said, giving him a forbidding look. "What do you think I do when I go to the feed store in town? What do you think I say? "Now Tony, give me a bag of that effing pigfeed and a bag of that bitchy cowcorn and some of that Christing ear-mite medicine"? And what do you think he says to me? "You're effing right, Annie, coming right the eff up"?"
She looked at him, her face now like a sky which might spawn tornadoes at any instant. He lay back, frightened. The soup-bowl was tilting in her hands. One, then two drops fell on the coverlet.
"And then do I go down the street to the bank and say to Mrs. Bollinger, "Here's one big bastard of a check and you better give me fifty effing dollars just as effing quick as you can"? Do you think that when they put me up there on the stand in Den –" (Misery, 22).

In the dialogue given one of the interlocutors – Eni Wilks – verbalizes his "outburst" by the tactics of *rhetorical questions*, duplication of the interrogative grammatical structure (*What do you think I do when I go to the feed store in town? What do you think I say? What do you think he says to me?*), exclamatory sentences **(***It has no nobility! They do not!*), invectives (*effing pigfeed, bitchy cowcorn, Christing ear-mite medicine, bastard*), repetition of invective vocabulary (*effing pigfeed, effing right, eff up, effing dollars, effing quick*), incompleteness of the utterances that signals about the speaker's exceeding emotionality. *The invective type* of the language identity is inclined to employ the tactics of reprimands, strict orders and forbidding, confirmation of one's grip (authority) over the interlocutor, aggressive browbeating, humbling (loss of face), ironical sweet talk, improperly accusation, rhetorical questions, strict interrogation.

It is not a secret that human communication, especially conflict one is full of concealed meanings. According to H.P. Grice, what a speaker means by an utterance may be quite different from what he says. The linguist even coined a new verb – "to implicate" especially to denote the real meaning of an utterance. Thus, the difference between direct and indirect communication comes up. Here is an extract from the novel "Gone Girl" by Gillian Flynn.

The character of the Nick Dunne is at the police station. He constantly quarrels with policemen, pretending indignation and dictating his rules. The scene portrays Nick at the moment when his father who has fled from the lunatic asylum is brought to the same police station. He reacts to the question of the police officer very nervously.

"What's going on?" I asked her. "This is my father."
"You got our call?"
"What call?"
"To come get your father." She overenunciated as if I were a dim ten-year-old.
"I − My wife is missing. I've been here most of the night."
She stared at me not connecting in the least.
"I've been right here," I said. "Right goddam next door, how did no one put this together?"
Bitch, bitch, bitch, said my dad.
"Sir, please don't take this tone with me."
Bitch bitch bitch. (Gillian Flynn, pp. 68–70

We begin from the description of the situation in which communication occurs. Both, direct and indirect speech acts, demand additional interpretation on the part of the addressee. The conversation happens at the police station; direct communication is easily inferred: the character (Nick) feels indignant why his position in this very serious situation for him should not be understood. A clash of intentions is taking place and at the time, it is not in favor of Nick. Conjecture or creative interpretation of the protagonist's speech characteristics consists in conventional understanding of his nervous psychological state, which is proved by ever asking new questions, stammering, emotional stressing separate words (they are marked by the author's italics), and using curse words (*goddam, bitch*). Obstacles in communication are of psychosomatic nature. The police officer is clearly reluctant to deal with the psychologically abnormal man.

Our analysis will be richer with linguostylistic observations, which function within the theory of indirect communication (Dementyev, 2006). The value of this theory is in the fact that the interpretation of the speaker's words demands additional mental efforts, which causes the necessity of different approaches to text analysis (text linguistics, style, hermeneutics, cognitive study, discourse analysis). Besides, it is suggestive of creating the algorithm of actions for text analysis.

In the analyzed text, indirect communication is stylistically marked. The author resorts to a simile and an epithet: She overenunciated *as* if *I were a dim ten-year-old* (diminution). The author exaggerates the description of the young man (hyperbole *overenunciated*), and uses a dysphemism "Right *god dam* next door" that renders Nick's feeling of frustration. It is interesting to find an ironical address *"Sir",* before a reprimand on the part of the police servant, as a means of emotional impact on the addressee "*Sir*, please don't *take this tone with me."* The character's inadequacy shows in Nick's commentary with the abusive tirade *Bitch bitch bitch*, which is not surprising because he is a real son of his crazy father who pronounces only this word throughout the whole novel. The implicature of this situation is a hostile, ill-disposed attitude of the character to the police, to its actions; Nick even doubts mental abilities of the police workers: *"…how did nooneputthistogether?"*By his behavior he demonstrates rough-static attitude, i.e. deep and intensive conflict strategies.

The concealed meaning isthe refusal of Nick to take this life at its face value. Why should he respect this police if it neither helps nor defends you? There is another proof of his low opinion of the police officer's foolishness, as she could not guess that Nick was kept in the neighboring room of the police station. That was the reason why he could not come and fetch his father: *"She stared at me not connecting in the least. "*This misunderstanding caused Nick's aggression and the invective *Bitch bitch bitch*.

To specify the boundaries of the 'invective' notion this paper attempts to describe its quantitative parameters. For the purpose from *Oxford* Advanced Learner's Dictionary of Current English edited by A.S.Hornby (…) singled out are the allonyms of '*invective*' that give rise to the allonyms of the word allonyms distinguished. The latter could be treated as semes, explicants for the class of semes *Invective* can be treated as a speech act of the expressive manifistation of aggression aimed at the interlocutor.

The illocutionary potential of the invective could be viewed as directly proportional to the strength of the cultural prohibition on the violation of some norm. The notion of invective is easily to recognize. To specify the boundaries of the 'invective' notion this paper attempts to describe its quantitative parameters. For the purpose from *Oxford* Advanced Learner's Dictionary of Current English edited by A.S.Hornby we singled out the allonyms of '*invective*' that give rise to the allonyms of the word allonyms distinguished. The latter could be treated as semes, explicants for the class of semes. The research has registered syntagmatic chains of the *invective* allonyms. The word *invective* corresponds to three stages of the componential analysis of its semantic content, as exemplified in:

1 stage: *invective /6/, strong /5/, abusive /4/, attacking /5/, violently /11/.*

2 stage: *power /7/, body /1/, vigorous /6/, bad /4/, cruelly /3/, fight /1/,energy /4/, force /5/, misery /5/.*

3 stage: *suffering /4/, dangerous /2/, injury /4/, damage /4/.*

The data suggest that attracted to the word 'invective' are allonyms *abusive* = 0,67, *violently* = 0,76, *strong* = 0,82, *power* = 0,85, they are the words denoting strength, power, energy, as demonstrated in Table 2:

Table 2 – Nuclear categories invective

Abusive 0,67			
	violently 0,76		
		strong 0,82	
			power 0,85

On the periphery there are allonyms *cruelly, fight, hurt, harmful* comprising semantic content of the word 'invective', its meaningful shades ("evil", "cruel", "harmful), as demonstrated in Table 3. It's not for nothing that Stephen King called one of his psychological thrillers *Misery.*

Table 3 – Peripherical allonyms

Cruelly 1	Evil 1
Fight 1	Ruin 1
Hurt 1	Misery 1
Harmful 1	Suffering 1

With regard to the type of the speaker's *dominant attitude* as to the other communicant(s), ability to construct cooperative interactive communication within interpersonal speech interaction serves to be a criterium of the communicative competence levels classification (Gnezdechko, 2007, p. 40). On this ground we distinguish three levels of the communicative competence: conflicting, centered and cooperative.

5. Concluding Remarks

As a final point, there will be offered a conclusion involving pragmalinguistic and psychoemotive features of the English-speaking conflict interaction with regard to its participants' strategy preferences. The rational and heuristic strategy model implies realization of the pragmatic purpose aimed at the consensus in consideration of Grice's Principles for efficient cooperation.

The invective strategy model, however, is aimed at the emotional sphere of human psyche corresponding to the discourse of speech aggression. The latter's discharged through violation of G.P.Grice's Principles of efficient cooperation and G.Leech's interpersonal rhetoric along with the neutralization of status and role discrepancies. *Statistic and lingual analysis* allows to reveal the tendencies of stylistically colored, emotionally expressive and non-standard invective vocabulary over non-standard, stylistically neutral speech common to the rational and heuristic language identity.

Finally, the paper provides tentative theoretical and applied implications. However, the findings obtained insufficiently give insight into the problem emphasized. The paper, thus, concludes with a suggestion for further investigation.

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Modern Tendencies of Cluster Development of Regional Economic Systems

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Abstract

The article highlights various aspects of the formation and implementation of cluster policy at regional level. Considerable role is devoted to the analysis of existing approaches to identify promising for the implementation of the cluster approach sectors of the regional economy. Also examines the main directions of state policy in the field of support cluster development due, in particular, the development of globalization and virtualization. The necessity of implementing of a synergetic approach to the assessment of the effectiveness of cluster development is being highlighted.

Keywords: *globalization, virtualization, cluster competition, technique index, economy.*

1. Introduction

In modern conditions, one of the most promising areas of the organization of economic development of the region is the cluster approach. A cluster or industrial group, by definition of M. Porter, is a group of geographically adjacent interconnected companies and associated organizations operating in a particular area, characterized by common activities and complementary to each other Porter, Michael E. (2005).

2. Main Part

This interaction gives cluster members companies a competitive advantage, forming the so-called "Competitive diamond" (figure 1).

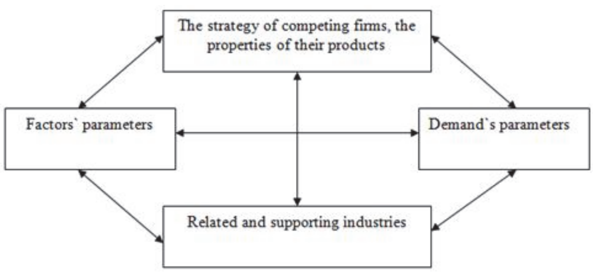

Figure 1 – “Competitive diamond” M. Porter

An analysis of foreign practice of clustering the region's economy shows that there are two models of territorial organization of cluster policy. Classical liberal model (often called Anglo-Saxon) provides a market mechanism of self-regulation of cluster initiatives, only when the state creates the necessary conditions for the formation of clusters, participating in the formation of infrastructure. Usually, liberal policies implemented in the regions of high and medium investment activity, have their own natural resources. Countries, which are characterized by this model, are as follows: the US, UK, Australia, Canada.

In contrast to the liberal one, dirigiste (continental) model focuses on the choice of the "points of growth" for the region. Usually, regions with low investment activity do not have rich natural resources and, in this case, it is advisable to have government intervention not only in the development of appropriate infrastructure, but also direct financial contributions to the development of the cluster. Such a policy is typical for countries such as Austria, Germany, India, Singapore, Sweden, South Korea, France, and Japan.

Considering the implementation of the cluster policy in Russia (Shutilov F.V., 2011), it should be noted that the negative features characteristic for the development of the business environment (related to the legislation, the level of corruption of officials) should be taken into account when determining the methodological basis for the formation of cluster policy. Simplified mechanism of cluster formation Zakharova EN & Kovalev I.P. (2013) is shown in Figure 2.

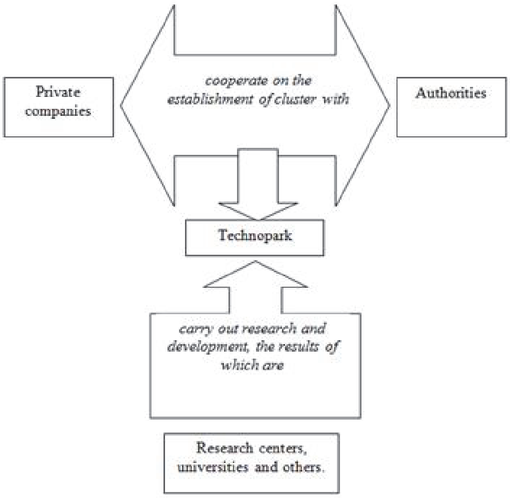

Figure 2 – A simplified mechanism for the formation of the cluster

The cluster approach in a modern economy is an important incentive for attracting foreign investment. The popularity of the cluster approach leads to the fact that large multinational companies when placing the assembly plants are selected; all other things being equal, those regions that already have formed clusters of suppliers.

If small businesses are unable to individually focus significant resources to conduct research and development activities, implementing costly marketing activities to build effective working with suppliers to obtain an additional effect on the volume associated with a savings in fixed costs, in a cluster, they can successfully confront the competition even large multinationals. The clusters` development history shows that they give a significant boost to regional development, improvement of economic activity areas, including the level of small and medium-sized businesses.

To highlight the region`s most promising areas for the formation and development of clusters it is necessary to analyze the sectoral structure of the area's economy and to identify economic sectors showing the highest efficiency on the following criteria:

- The growth rates of the production, sales, and services above average in the regional;
- High levels of investment at the sectoral level;
- Profitability of activity above the industry`s average indicators.

In order to identify suitable to the specific conditions of forms of organization of clusters it is necessary to conduct serious analytical work on the relationships between objects of cluster policy. Here are three main options for the business combination into clusters (depending on the method of functioning of the cluster system):

- Economic activity in related sectors in the region, usually tied to academic institutions;
- Company elements of vertical production chains that make up the adjacent stages of the production process;
- Highly aggregated industry.

In identifying promising areas of clustering in a particular area can be used a variety of approaches. For example, the experts of the Organization for Economic Cooperation and Development (OECD) suggest the use of analysis of input-output balance, allows to detect the communications value chain. As a result, the company determined that make up the cluster.

Studies conducted in European countries indicate that individual states tend to develop their own methods of identifying clusters Pylypenko I.V. (2005) & Novikov V.S., Klochko E.N., Yarushkina E.A., Zhukov B.M. & Dianova V.A. (2015) (Table 1).

Table 1 – Methods to identify clusters in Europe

State	Methods of identifying the cluster
Austria	When identifying clusters into account the following principles: - The existence of a clear horizontal and vertical linkages between firms; - Focus on the consumer cluster.
Portugal	The process of identifying a cluster included the following steps: - Considered a large company, then use the value chain all stood firm, supplying semi-finished products, services and support services. We continue to identify horizontal and vertical communication; - Selected organizations providing service cluster; - Considered governmental organizations, influencing the development of the cluster.
Netherlands	When you select the cluster to use a Leontiev`s "input-output" matrix
Belgium	The method used Leontiev transformed into M-method or method of Maxim, which was applied in two directions interchangeable. At first we considered all direct communication (delivery of products that are important for suppliers), and then examined all the supplies that are important for buyers. The cluster ranked as those cells of the matrix, where the answers to suppliers and customers intersect.
Norway	We consider the following criteria to be met by clusters detected: - Settled the labor market; - The employment rate of at least 3 (the ratio of the share of employment in certain sectors in the cluster to the share of people employed in this industry in Norway as a whole); - No less than 10 companies specializing in one industry and providing at least 200 jobs.
Finland	Research to identify clusters is conducted in four phases. The first stage involves the comparison of export quotas of Finnish goods with a quota of Finnish exports in world exports (excluded sectors with a negative trade balance, as well as industry, supplying products geographical neighbors). The second step was a list of companies from sectors remaining in the study. These organizations and their manufactured goods were grouped into functional relationships, allowing for the geographical boundaries of the clusters. In the third stage, experts estimated closeness horizontal vertical links between firms. The last step involves the direct study of clusters in Finland in order to improve their competitiveness.

Economists E. Bergman and E. Feser identify the following approaches to identify potential clusters in a particular area:

- expert opinions;
- calculation of specific indicators (for example, the localization ratio);
- formation of input-output tables (ISB) to study commerce or innovation;
- usage of graph theory;
- conducting polls (surveys).

Thus there is a need to clearly define the characteristics of the clusters based on regional and industry specifics. It should be noted that an adequate reflection of the economic and mathematical phenomena and processes in the field of regional development is possible only with the continuous improvement of an appropriate system of statistical observation. In this regard, it is advisable to ensure the development of statistical information gathering in the field of cluster development in the following areas:

- Updating of the program of statistical monitoring of institutional reforms in line with international standards;
- Comparison of the data within the regions with the general results of the country and the results of European statistical surveys;
- Development of methodological approaches to the statistical analysis of regional clusters, including an analysis of their development, identifying areas that have scientific, technical and innovative potential of access to world markets of high technology products;
- Development of methodology and organization of statistical monitoring of the production and marketing of high-tech products, including exports.

In domestic practice to identify potentially promising clusters are used:

- methodology developed in the South Russian center technologization of the regional and municipal activities at the Institute of Economy and Foreign Economic Relations of the Rostov State University (Ermishina A.V., 2015 & Karepova, et al., 2015);
- analytical model of consulting firm «Boston Consulting Group» (BCG), adapted to the regional industrial

system.

- It should be noted that the application of one or another technique must take into account certain disadvantages of each (Table 2).

Dwell primarily on the analysis of these approaches.

The technique, developed in the South Russian center technologization regional and municipal activities, involves three steps:

1. Quantitative analysis of competitive sustainability.
2. Qualitative analysis of the competitive conditions of stability.
3. Clusters` analysis.

The first phase involves the calculation of these statistics, the coefficient of localization (Cl), the ratio of per capita production (Kd) and the coefficient of specialization (Kc).

Table 2 – Advantages and disadvantages of methods to identify clusters

Technique	Technique`s advantages	Technique`s disadvantages
Expert opinions	Suffice cost- and time-effective, detailed information obtained	Unstructured information, it is very difficult to classify clusters
Special indicators (coefficient of localization, etc.).	Not costly, can complement other techniques	Focusing on the sectors and spheres rather than the clusters.
Tables MOB: trade	Often, the main source of information on the interaction of industries, detailed and accurate information	Do not take into account the supporting institutions, identification of spheres can be wrong
Tables MOB: Innovation	The main approach is to measure the relationship between sub-sectors	The absence of such statistics in many countries
Graph Theory	Visualization helps the analysis and interpretation of the results	The software is still limited
Reviews	The flexibility in collecting information on the cluster information is always up to date	It is expensive, difficult to interpret the results

According to this technique, the spheres of market specialization, in which there are clusters or their creation is possible, are the spheres with values calculated indices from 1 and above (considered at the next stage in the first place). At the same time, the exclusion of potential sites clustering of any branches, not falling under this condition occurs.

In the second stage takes place the qualitative analysis of the competitive conditions of stability. Developers offer techniques to analyze the presence of these conditions with the help of quantitative and qualitative indicators, integrating into a summary score for each condition (Table 3).

Table 3 – Analysis of the availability of competitive conditions of stability

Competitive conditions of stability	Quantitative evaluation	Qualitative evaluation
Factors of production	Overall score - available / unavailable	
Demand in the domestic market	Overall score - interested / uninterested	
Competitive industry suppliers and other related industries	Overall score - Presence / absence	
Factors motivating the formation of effective strategies	Overall score - Presence / absence	

The analysis of the primary species formed sixteen sectors, which by means of the enlarged groups merged into three blocks:

1) industries with high potential for the existence of the cluster (required minimum information support and control action);
2) industries in which you can create clusters (requires targeted long-term control actions);
3) industries in which clustering requires a significant cost, not commensurate with the expected effect.

The first two groups of industries go to the next stage of transition.

The third stage involves the analysis of potential clusters, which can be carried out in different directions:

- institutional organization of clusters;
- internal motivation to initiate and maintain clusters;
- comparative competitiveness of cluster members;
- evaluation of strategic potential clusters.

Thus, the above-considered approach allows the evaluating the potential and success of clustering in the region.

Another method, used in domestic practice is BCG matrix (Akhmetzyanova E.R., 2003), adapted to regional industrial systems. When modifying the matrix BCG, used to identify clusters of parameters 'relative share of the industry "and" growth industry "may be replaced by the parameters' share of industry in total sales of industrial products in the region (R)" and "the share of industry in the pace of changes in the volume of industrial sales production region (T). "

For each sector, the parameter K is calculated by the following formula:

$$K_i = \frac{Y_i}{Y_o} \cdot 100\% \qquad (1)$$

Where Ki is the share of the i-th branch in total sales of industrial products in the region during the reference period;

Yi - sales of the i-th branch in monetary terms in the base period;

Yo - the total sales volume of industrial production in the region in terms of money in the base period;

i - number of the industry, which is part of the industrial production;

n - the number of industries included in the industrial production.

Wherein:

$$Y_o = \sum_{i=1}^{n} Y_i \qquad (2)$$

The second indicator is the ratio of T - "share of industry in the pace of change in the volume of sales of industrial products in the region" during the base period of a linear trend.

Figure 3 shows an example of a modified BCG matrix.

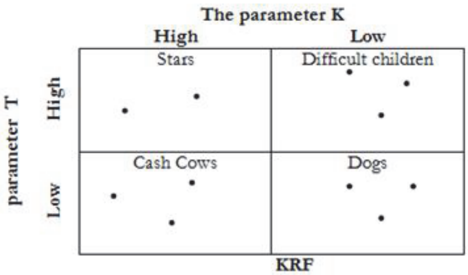

Figure 3 – Modified BCG matrix, used to identify the cluster structures

It should be noted that the product replacement options provided an opportunity to use the information when the actual construction of the matrix, thus, improve the accuracy of detection of cluster structures.

According to its potential and structure of cluster policy is precisely the set of activities that can contribute to solving the problem of improving the competitiveness of both regional and national economy through the development of competitive markets, increased innovation of various sectors of the economy, accelerated development of small and medium-sized businesses, promotion of local initiatives and intensification of cooperation between government, business and academia.

The relationship of participants in the cluster must be a strategic alliance with the appropriate elaboration of common objectives and strategies, to act as a single entity of competition, more efficient use of resources and information based on the operation of the network center, forming a common strategy for coordinating the activities of partners, to develop their core competencies, shuttle service technologies. Such a center should accumulate and analyze customer requirements, information about new technologies available on the market resources, the actions of competitors, etc. In the next stage, he is looking for activities, the formation of production chains; allow reacting flexibly to market demands. In this regard, one of the most important characteristics for the selection of the participants of this chain is the duration of the technological cycle of production capacity, the ability to create added value. Control functions of the production and money flows in the network and it are advisable to allocate a separate firm, specialized in this area. During the implementation of the strategy of the cluster participants need to work together to develop (Akhmetzyanova E.R., 2003; Zelinskaya, et al. & Borodin E.A., 2015):

- Commodity policy, i.e. plan and develop the assortment structure, to evaluate the competitiveness of goods (services);

- Pricing policies;
- Communication policy, for example, planning of exhibitions and fairs, to create a local brand of the cluster;
- The policy of formation of the sales network (selecting distribution channels and product distribution, sales forecast).

Now allocate the cluster policy of the two generations:

1) A set of measures of federal and regional authorities to establish public bodies support clusters, determination of their field of activity, set of activities for the identification of clusters;
2) An individual approach to the development of each particular cluster on the basis of full information on existing clusters and preconditions of their formation.

M. Enright (Enright, M.J., 2002) put forward four types of cluster policy: the catalyst one, the supporting one, directive one, and interventionist one. If the first type provides only for bringing together stakeholders with limited private support, the second - complements its investments in infrastructure, education and marketing, and the third provides for special programs to change the specialization of regions, then it shifts to the fourth state control action cluster members, the formation of its specialization, responsibility the further development of the cluster.

Currently, experts described the seven main approaches to the formation of clusters, based on the combination of which the choice of a cluster strategy is made (Efimychev Y.I., 2005):

- Geographical: the construction of spatial clusters of economic activity, from local to global;
- Horizontal: a few industries or sectors may be included in larger clusters;
- Vertical: in clusters may attend a series of adjacent steps of the manufacturing process;
- Lateral: cluster together different sectors, providing economies of scale, leading to promising new combinations (for example, a multimedia cluster);
- Technology: the totality of sectors using a technology (such as biotechnology cluster);
- Focal: a cluster of firms, rounding up a single center - the company, research institute or university.

Clustering affect the three main components of the region's economic growth - technological, socio-economic and resource that the cluster approach makes it one of the most promising tools for development areas. At the same time, in the context of globalization increase the competitiveness is not necessarily linked exclusively to the geographical characteristics of the clusters.

Forms of realization of cluster policy are differentiated depending on the forms of organization of production and the location of the cluster. Fostering cluster development should be based on the creation of the federal government space-less clusters at the national level, supporting the competition, the introduction of educational and environmental regulations and standards at the expense of the legislative and contractual activities.

At the interregional level should be developed appropriate strategies for regional development, clustering, and specific projects based on public-private partnership. Spatial clusters at regional level and supported the establishment of the municipality of the brand in the region, the promotion of products in the Russian and foreign markets. A special role belongs to the cluster initiative at the level of municipalities, local governments, from which, in the first place, it is required to support the development of networks of companies in related sub-sectors, to ensure contacts between the authorities, business organizations, research and educational institutions.

The mechanisms of the state of cluster policy should ensure the full utilization of the competitive advantages of specific regions, to encourage the creation of new competencies and, ultimately, to ensure access to the leading position in the international competition of the Russian Federation, its regions, companies and organizations.

The regional authorities can contribute to the organizational development of clusters in the following areas:

1. Formation of a specialized organization of the cluster, ensuring coordination of its members, which can be created in a variety of legal forms. It should be understood that the functions specified organization may be assigned both for newly constructed and already existing organizations.
2. Development of a cluster development strategy and action plan for its implementation, including the development of a set of clustered projects and measures aimed at creating favorable conditions for the development of the cluster, based on the analysis of barriers and opportunities for cluster development.
3. Establish effective communication between members of the cluster.
4. Implementation of measures to promote cooperation between members of the cluster (the organization of conferences, seminars, working groups, the creation of specialized Internet resources and electronic mailing lists).

Using cluster policy as an instrument of innovation development, it is necessary to define the target parameters of major regional industrial clusters. On this basis, the federal government will be able to determine the place and role of the economy in each region in socio-economic and spatial development of the country. Business and the region will see specific goals and priorities for economic development, to feel concrete support and commitment of the federal center. It is necessary to create a legal and financial base of support and development of regional industrial clusters.

It should be noted that the cluster will not be issued as a single legal entity and does not constitute a single economic entity. Strategic planning of the development of the cluster in the case of active participation in the development of a cluster of power is carried out according to a specific scenario. It is often joint planning of business groups, business entities, temporarily uniting for joint projects.

Clusters of being cross-sectoral entities, increasing interconnectivity of the industries of the territorial economy through more rapid dissemination of specific to the region (to ensure the appropriate conditions) technology, skills, information and marketing (specific competitive advantages in this as it flows through the enterprise and industry). This means acceleration of innovation, which is the basis not only to increase productivity, but also to update the strategic differences (advantages), maintaining a dynamic of competition (Efimychev Y.I., 2005).

An important reason for the need for self-development cluster in the region is a series of management of regional development Prokhorov V. (2010). The real benefits of cluster development, as experience shows, there are 5 - 7 years, while the management of the region is limited to electoral cycle in 4 - 5 years, making it difficult to conduct a coherent long-term strategy for the region.

The mechanisms of the state of cluster policy should ensure the full utilization of the competitive advantages of specific regions, to encourage the creation of new competencies and, ultimately, strengthen the position of Russia as one of the world leaders.

Note that not all closed on specific areas: the development of the global economy and the emergence of computer communications, covering the whole world, created a new, virtual organizational structure of enterprises. It is based on the following principles:

- The rejection of the territorial integrity of the enterprise. There is no need to make any part or parts, if someone can make them better, faster and cheaper;
- Partners in the joint production of the product are there as long as their shipments meet the standards of quality and technological level. If either the equipment, technology or partners is outdated and, you need to look for new ones;
- In the global economy the search for partners must be carried out around the world. As history shows, inventions and discoveries are made in different countries and often in small firms or individuals;
- Having the flexible structure is beneficial to the company; it allows using existing and acquired resources with maximum efficiency;
- Due to the rapid development of technology it is not profitable to invest big money in the purchase of expensive equipment, stationary facilities, especially if it is not known how much of the product will be released;
- Reducing the unproductive expenditures, primarily the management, is advised.

Accordingly, virtualization involves a change in approaches to the formation of clusters in the economy: the importance of changing the ratio of common descriptive characteristics of the cluster - the territorial localization, accessories companies to related sectors or subsectors, and the close links between them. The proximity has less and less importance to maintain contacts between organizations - members of the cluster Shutilov F.V. & Prokhorov V.V. (2012). Because of the interaction of a single contract is not participants in the cluster, the boundaries are blurred economic cluster. Therefore, to more accurately define it as a group of companies united by a single material, financial and information flows. A cluster is a legal entity, its structure is not defined the same for all the agreement. However, the contractual relationships between the individual enterprises have a sustainable long-term nature. While enterprises cluster serve a particular sector of the market, that is, aimed at buyers of certain products in a particular territory, the enterprises themselves are not necessarily geographically located in this area.

As a result, the organization of work within the cluster requires the creation of a new type of control center, whose goal is to solve all the complex problems that are not directly connected with the manufacture of products. To this end he carries out all external processes to support the production, and organizes virtual enterprises and their interaction. Center determines which products will be produced, finds customers and buyers, preparing the necessary documentation, on the basis of which the production will be done directly. After that he will organize a virtual company and then performs only control over its activities on the financial performance.

We note that clusters will be formed depending on the tasks that need to be addressed in the course of their operation. Thus, one and the same organization may enter into various clusters depending on the region, which is selected for the implementation of specific activities of any individual project. Economic clusters are thus uniform in coverage units processing chain: in some cases they will only unite suppliers and wholesale companies, while others are characterized by their wider communication, starting with the supply of raw materials and finishing products to manufacturers retail sales.

The need to consider the features discussed requires a review of approaches to the formation of clusters and serves as further proof that it is inappropriate clustering 'outside'. Regional authorities need only ensure that the necessary conditions for creating a "breeding ground" for the growth of virtual enterprises, to solve problems hindering their development.

These problems include:

- The need to create technological systems for the organization of e-society in which potential partners could offer their products and services;
- The formation of the economic conditions under which any producer, from a large corporation and ending with the inventor, create a new technology, it would be advantageous as quickly as possible to put your product in the electronic marketplace;
- The creation of a verification mechanism responsible and reliable partner, a sort of "credit history of trust";
- The development of a legal framework to enter into contracts, matching the legislation of different countries and regions with their subtleties and differences;
- Simplification of the issues of information exchange, coordination of data exchange standards, harmonization of the various information products and systems.

The benefits to business organizations, members of the cluster include the following points:

1. Reducing the barriers to entry into the industry.
2. Reduce costs through economies of scale.
3. The ability to extend the competitiveness of the leading companies in the cluster, its immediate surroundings, gradually creating a sustainable network of the best suppliers and consumers.
4. Enhancing innovation, the development of advanced technologies due to their close ties with the developers.
5. Minimizing the time span from idea to practical implementation.
6. Optimization of production and processes.
7. Access to results of small businesses capital specialized studies carried out at the expense of all the cluster members, and hence the ability to withstand the increased competition in globalized markets.
8. Saving economic independence and the possibility to carry out intra-competition.
9. The ability to minimize the risks of the operation at the expense of lowering the profitability level of the enterprise companies of the cluster.
10. An intensive exchange of information, financial, human, innovative resources.

Since the cluster policy is quite effective alternative to traditional industrial policy is relevant task of assessing the effectiveness of the cluster. At the same time, quantitative methods for assessing the effectiveness of the integrated cluster structures are very diverse. The most commonly used traditional indicators of financial performance of individual members of the integrated group - the ratio of costs and benefits; straight overall performance of the individual blocks of the integrated cluster structure (financial, industrial, research, commercial) and direct performance indicators of association as a whole (the valuation of the company, the market value of assets, the value of total turnover for a certain period, gross profit, etc.).

There are different approaches to the evaluation of a synergistic effect, which refers to "effect caused by coordinated in space and time the action is by nature diverse mechanisms that lead to qualitative changes in the system" Avdonina S.G. (2012).

The concept of synergy (synergy) was first introduced by Nobel laureate Hermann Hakenenom. Now under synergy we understand the science of self-organization in various systems, regardless of the type of which each of them is inherent in the concept of emergence - inconsistency overall effect of different mechanisms of action in the arithmetic sum of the effects from the action of the parts making up the whole. Consideration of a group of organizations that make up the cluster structure as a synergetic system suggests that the integration process should lead to the emergence of a synergistic effect in which the income from the joint operation of enterprises exceed the amount of income generated by the same companies that operate independently.

This reveals the following synergies:

- Administrative synergies;
- Synergy infrastructure;
- Financial synergies;
- Operational synergies;
- Synergies in sales.

If we talk about methodological aspects of the quantitative estimation of synergies within the cluster formation, it is possible in principle to allocate the following directions of the organization of this evaluation.

Firstly, the assessment can be done by comparing the resultant performance indicators and cluster group of companies in a "non-clustered".

It can be both absolute and relative terms. In particular, this could be a reduction of unit costs or increase earnings at a given level of investment.

Secondly, often the cluster organization pursues political objectives associated with maintaining enterprise attributable to certain economic activities or certain territory. In such cases, the enterprise cluster can receive subsidies from the budgets of different levels or investment injections on favorable terms, tax breaks. In this case, the formal basis of these external influences can also be attributed to the additional effect of the existence of the cluster.

Of course, the more interest is the first type of assessment. However, the methodological difficulty of implementation lies in the choice of an adequate method of predicting the state enterprise "without a cluster."

Actual quantification of synergies cluster can be based on the methods of valuation of companies in the cluster. As a rule, the valuation of companies is based on three main approaches: cost, market comparisons (analog), income. The most accurate quantification of the synergetic effect of the cluster can be accessed by using the income approach to valuation of companies, as well as the total profit of enterprises cluster is the result of diffusion of innovations within the cluster of related and affiliated companies, to stimulate competition between the companies of the cluster and a number of other conditions.

With this method, a synergistic effect of the cluster can be estimated as the total net profit and depreciation charges resulting from the implementation of investment projects form a cluster.

A noteworthy one is the system of assessing the effectiveness of proposed NI Klepikova Klepikova N.I. (2013), which takes into account that according to the statement of methodical recommendations on the implementation of the cluster policy, clusters are five fundamental characteristics (Guidelines for the implementation of the cluster policy in the Northern regions of the Russian Federation, 2008):

1. Availability of competitive enterprises.
2. The presence of the region / area of competitive advantage for the development of the cluster.
3. Geographical concentration and proximity.
4. A wide range of participants and the presence of a "critical mass."
5. The presence of communication and interaction between the cluster members.

For each of these characteristics cluster developed its own evaluation criteria.

3. Concluding Remarks

In general, the sequence of steps of evaluating the effectiveness of establishing a regional cluster should appear as follows Hasheva Z.M. & Ismailov R.A. (2004):

1. Determination of the importance of the project for the region
2. Determining the cost-effectiveness of the project
3. Risk assessment of the investment project
4. Assessment of synergies
5. Analysis of the results and the choice of alternative solutions

Summing up the above analysis, we note that through the use of sound methods of evaluating the effectiveness of using the cluster approach to the socio-economic development of regions of the Russian Federation can be expected to achieve the following positive effects:

- Attracting more investments and increase investment rating of individual businesses, and cluster formations and regions as a whole;
- Employment growth in small business forms involved in the cluster;
- Improving living standards in the region;
- The sustainable economic development of the region and achieve a higher level of economic efficiency of enterprises belonging to the clusters.

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The Problem of Development of Farm Enterprises in the Krasnodar Region

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Abstract

The article examines the main economic indicators of the functioning of the farm enterprises of the Krasnodar Territory and assessment of the existing measures of state support of farmers of this region. Special attention is paid to the analysis of effectiveness used of program-target method of state regulation of agriculture. The author identifies the main problems of the state regulation of farm enterprises in the Krasnodar Territory: the difficulty of obtaining loans, limited addressees product sales, difficulties in access to land resources, lack of indicators of the accounting activities of farmers. The main directions of overcoming the identified barriers to the development of farm enterprises, proposed by the author are: the organization of a new species of alternative livestock – creation on the basis of farm enterprises mini poultry farms; implementation of state management of operational accounting functions; the extension of applied indicators of statistical reflect of the economic performance index of farm enterprises for more efficient and versatile performance evaluation of their work and the timely adjustment of existing measures of state support for farmers.

***Keywords:** words: family farm, peasant agriculture, Krasnodar Territory, state regulation, target programs.*

1. Introduction

The experience of successful agricultural countries confirms: family farm, peasant agriculture are the basis of sustainable development of agricultural production and a reliable food supply, the well-being of rural areas. Therefore, the issues of ensuring of conditions for effective operation and development of the main directions of state support of farm enterprises in the regions of Russia are extremely up-to-date.

According to the Civil Code of the Russian Federation peasant (farmer) enterprise is a type of self-employment in agricultural production without formation of legal entity (the state Bodies of the Russian Federation, 1994). Today it has actually become an equal member of the economic system and, consequently, an important object of state regulation (Bogoviz A.L., 2014 & Novikov, et al., 2015). Guided by the Civil Code of the Russian Federation, the author identifies the following principles for the establishment of farm enterprises: voluntary in creating management and full freedom of choice of partners; the right of choice of the farmer is the most convenient option of obtaining the land: ownership, lifetime inheritable possession, rent, versatility, versatility of farmer; full economic responsibility for the results of their economic activity.

The main normative act regulating the rules of the functioning of farm enterprises in Russia is the Federal law "On peasant (farmer) enterprise", adopted in 2003 (the state Bodies of the Russian Federation, 2003). It defines such enterprises as a union of citizens bound by a relationship having a common property, and jointly engaged in production and other economic activities based on their personal involvement. Thus, one of the key features of the farm enterprise is the association of collective individuals.

The family farm is the centuries-old economic, social, civil, cultural and moral basic element of efficient agriculture. The creation of family farms was a central element of the reforms of P. A. (Vdovin A.I. & Vdovin S.A., 2004 & Karepova, et al., 2015). The basis of the family farm mortgaged the age-old desire of the farmer to be a master of his land, to be the head of a working family, to have employment income. The inclusion of all farm families in their own production, its interest in its efficiency create a healthy social and psychological climate. This explains not only economic efficiency, but also the social importance of this type of managing.

2. Main Text

In the present economic environment of the Russian Federation one of the fastest growing regions is the Krasnodar Territory (Zelinskaya M. V. & Boltava A. L., 2014 & Zelinskaya, et al., 2015). Its economy is widely diversified: in the structure of gross regional product significant are agro-industrial, transport, energy and recreational complexes. Also in the region quite developed is small business and in the agricultural sector are actively operating the farm enterprises (Zelinskaya M.V. & Varava A.V., 2015).

The farming sector is the most promising in the agribusiness in the region. To this fact contribute the following circumstances: it belongs to a small business and is quite dynamic; it is characterized by high socio-economic motivation of farmers to work on ground and their full economic and legal responsibility for the results of their activities; farmers are completely independent in providing production resources and can freely exercise their entrepreneurial skills (Kundius V.A., 2010).

Product sales of farm enterprises in the Krasnodar territory and their share in all categories of enterprises are presented in table 1.

Table 1 – Key performance indexes of farm enterprises of Krasnodar Territory in 2011-2013

Index	2011	2012	2013	2013 to 2011, %
The number of farm enterprises, units	18005,0	17793,0	14126,0	78,4
Sales volum – total, mln rubles	33764,0	34765,0	39500,0	116,9
Including products:				
- of plant growing	31815,0	32771,0	37238,0	117,0
- of stock-raising	1949,0	1994,0	2262,0	116,0
The volume of realized by farm enterprises products from the enterprises of all categories , %:	14,0	15,0	15,0	-
- of plant growing	20,0	20,0	20,0	-
- of stock-raising	2,0	2,0	3,0	-
Cultivated area of farm enterprises, ha	908861,0	940083,0	1002364,0	110,3
The volume of cultivated area of farm enterprises from the enterprises of all categories, %	25,1	26,1	27,4	-

Thus, based on the data of table 1, the author notes the fact that farm enterprises of the region implement 15% of the production from the agricultural sector, while for the three analyzed years there is growth in sales of 17%. Alarming is that the number of farm enterprises in the province during the study period decreased by 22%. This trend is associated mainly with the increase of the tax burden and economic crisis in the country: as a result of these factors became the most vulnerable turned to be the category of land-poor farmer enterprises with land area of 50 hectares. However, the favorable trend according to the data in table 1 is the annual increase in cultivated areas of farm enterprises of Krasnodar Territory.

Let us dwell on the structure of the cultivated areas of farm enterprises in the region. The overall growth in cultivated areas in the region is observed owing to a substantial increase in cultivated areas of grain and leguminous crops, and vineyards (18.5% and 56.4% respectively). Simultaneously, on most commercial crops are taken place reduction of cultivated areas: potatoes and melons at 17.3%, forage crops 3%, fruit and berry plantations by 6%.

In farms of the Krasnodar Territory is steadily increasing grain production. Today, farmers in the region produce one fourth of the total Russian harvest. One third of the sunflower in the country is farmer’s (government Bodies of Krasnodar, 2015). Realization by farmers of the main types of plant growing production in volume terms is presented in table 2.

Table 2 – sales of the main types of plant growing products of farm enterprises in Krasnodar Territory, thousand t

Index	2011	2012	2013	2013 to 2011, %
Grain of cereals and legumen crops	2337,0	1952,0	2949,0	126,2
Including corn	1449,0	972,0	1633,0	112,7
Maize	603,9	740,1	1022,5	169,3
Sunflowers seeds	268,0	269,0	277,0	103,3
Rice	52,6	53,9	37,5	71,3
Barley	209,0	161,2	227,2	108,7
Oil-bearing-crop	317,2	320,2	332,4	104,8
Soybeans	43,9	48,2	45,5	103,6
Sugar-beet (factorial)	938,8	817,1	588,6	62,7
Cucurbits crops (watermelons and melons)	41,3	52,1	54,1	131,0
Potato	24,0	29,0	21,0	87,5
Vegetables	84,0	85,0	63,0	75,0
Fruits, berries and nuts	4,0	6,0	6,0	150,0

Table 2 shows that for the analyzed period there is a growth in the sale of most kinds of products: sales of grain cereals and legumes increased by 26.2%, corn – by 12.7%, maize – 69,3%, barley – by 8.7%, sunflower – by 3.3%, fruits, nuts and berries – 50%, melons –by 31%. But the sales of rice, vegetables and potatoes decreased by 28.7%, 25% and 12.5%, respectively, due to dry weather in 2013.

Farming is the only sector of agriculture of Krasnodar Territory, where steadily grows the number of cattle stock (CS), increases milk production. Only in 2012 compared to 2011 CS on farm enterprises increased by 8%, cows – 14% (government Bodies of Krasnodar, 2015). Lets consider the dynamics of pattern of cattle stock in peasant farm enterprises of Krasnodar Territory in table 3.

Table 3 – Cattle stock and poultry stock by categories of farm enterprises in the Krasnodar Territory, in animal units

Index	2011	2012	2013	2013 to 2011 , %
Cattle	35646	36647	38737	108,7
Including cows	12906	13953	14743	114,2
Pigs	35859	17206	9412	26,2
Flocks and herds	27476	28586	32387	117,9
Flocks	26235	26885	31288	119,2
Goats	1241	1701	1099	88,5
Horses	2367	2714	2721	114,9
Rabbits	4288	4295	5546	129,3
Nutria of cage breeding	2997	2996	2520	84,1
Honey-bee colony, piece	3368	3347	2915	86,5
Camels	5	-	11	220,0
Donkeys	5	6	37	740,0
Bird	349392	551944	567020	162,3

Table 3 shows that during the study period the stock of cattle, cows, sheep and goats, horses have increased on average by 13 %, also increased the number of camels by almost 2 times, donkeys – in 7 times, birds – 62.3%. Thus, we see that in the livestock sector in General there is a positive trend, with the exception of pigs (this is due to the epidemic of African swine fever), and the number of goats and nutria (this is due to the unpopularity of the consumers of this product).

Next, we will consider the indexes of production of major livestock products on farm enterprises of the Krasnodar Territory in volume terms in table 4.

Table 4 – Production of main livestock products by farm enterprises in the Krasnodar Territory

Index	2011	2012	2013	2013 to 2011, %
Cattle and poultry (in dead weight)– in total, t	6995	6807	5357	76,6
including:				
- horned cattle	1046	1080	1092	104,4
- pigs	3872	3599	1897	49,0
- sheep and goats	94	102	108	114,9
- bird	1934	1977	2209	114,2
Milk, t	68472	74014	80545	117,6
Eggs, piece	18257	18277	18115	99,2
Wool (in gross weight), t	55	56	53	96,3
Honey, t	97	95	94	96,9

Based on the data of table 4, we can conclude that the largest growth is observed in the production of milk. So in 2013 compared with 2011 production of milk increased by 12 thousand tons, while the production of wool, honey and eggs decreased slightly in the range of 1-3%. The increase in milk production is due to the increase in livestock numbers and the use of modern technology.

General matters of state regulation of farm enterprises in the Krasnodar Territory are regulated by such bodies as the Legislature and the administration of Krasnodar Territory (state Bodies Krasnodar, 2015). Actual regulation is carried out by a special structural subdivision of administration – Ministry of agriculture and processing industry of Krasnodar Territory. It is the executive body responsible for the development and implementation of the state agrarian policy, and empowered by government support and implementation of state policy in the sphere of agricultural production and processing industry (Zelinskaya M.V., 2014 & Zelinskaya M.V., 2015). That is, this Ministry is implementing the state agricultural policy in the Krasnodar Territory, aimed at creating conditions for sustainable development of agricultural production and of rural areas, increasing agricultural production, improving the efficiency of agriculture, the attainment of full employment of the rural population and increase the level of his life, rational use of land.

In the structure of the Ministry directly to questions of farm enterprises prosecute the Management of rural development and Department of development of small forms of managing and agri-tourism. These bodies implement measures of state support to farmers in the five regional target programs "Development of small forms of managing in agrarian and industrial complex on the Krasnodar Territory", "Support of beginning farmers in the Krasnodar Territory", "Pastures for grazing cows kept in subsidiary small-holdings (PSH) on the Krasnodar Territory", "The development of agriculture and regulation of markets, the Organization of rural households in small rural settlements of the Krasnodar Territory for 2013-2015". Main activities and objectives of these programs are listed in table 5 (state Bodies Krasnodar, 2015).

Table 5 – The regional target programs aimed at the development of farming

Name of the program	Aims of the program	The activities of the program
The development of small forms of farming in agriculture in the Krasnodar Territory	The formation of the economic base for sustainable development of rural areas, competitive small farm enterprises (SFE), the improvement of the material situation of the inhabitants of rural areas, increasing employment and living standards of the rural population	Organizational provisions of development of SFE and agribusiness The effective organization of production of competitive agricultural products in the SFE and agribusiness The organization of the system of sales, transportation, storage and processing of products produced in the SFE and agribusiness Information and advice service The organizational system of accounting of production and marketing of agricultural products Development of a system of agricultural consumer cooperation in Krasnodar Territory Organization and participation in exhibition activities The creation of family livestock farms
Support beginning farmers in the Krasnodar Territory for 2012-2014	Encouraging of the creation of in the region of farm enterprises	Grants for the creation and development of farm enterprises Providing one-time assistance for domestic arrangements Conducting training seminars for beginning farmers
Pastures for grazing cows kept	The implementation of complex organizational, economic,	Provision of land for the establishment of cultivated

on private farms in the Krasnodar Territory	technological and other measures for the establishment of cultivated pastures for grazing, increasing the productivity of cows and reduce the cost of milk produced in private farms in the region	pastures in rural settlements Providing organizational and methodological assistance to smallholders in the improvement of pasture areas Providing organizational and methodological assistance in the field of land treatment on pastures The subsidy costs associated with the purchase of seeds and fertilizers, as well as to conduct agricultural activities associated with the creation of pastures Provision of advisory and methodological assistance in the establishment of cultural pastures
The development of agriculture and regulation of markets of agricultural products, raw materials and food in Krasnodar Territory	Sustainable development of rural areas, increasing employment and living standards of the rural population. Improving the competitiveness of agricultural products.	Sustainable development of rural areas, creation of general conditions for the functioning of agriculture: maintaining soil fertility, creation of the system state and information support in the field of agriculture, research in agriculture business Development of priority sub-sectors of agriculture Achieving financial sustainability of agriculture The development of procuring of wholesale enterprises ans wholesale agricultural markets Development of wine and brandy production
Organization of rural households in small rural farms of the Krasnodar Territory for 2013-2015	Creation of conditions for the organization of rural farms, the revival of small rural settlements, improving employment and incomes of the rural population	The provision of social benefits for the construction of housing in rural areas for the organization of a rural farms in the small rural village of Krasnodar Territory The provision of additional social benefits, stimulating the growth of birth rate Grants in the form of subsidies on the rural farms in the small rural village of Krasnodar Territory

Activities of the regional target program "Development of agriculture and regulation of markets of agricultural products, raw materials and food in Krasnodar Territory" include providing farmers with financial support, coaching the cadres of the agro-industrial complex, the conservation of soil fertility in the Krasnodar Territory, as well as raising the living standards of the rural population of the region. Funding levels for this program are presented in table 6.

Table 6 – Activities of the regional target program "Development of agriculture and regulation of markets of agricultural products, raw materials and food in Krasnodar Territory" and the volume of financing from the regional budget, thousand rubles

Activities	2011	2012	2013
Increasing the level of social infrastructure development and engineering construction of rural settlements	273284,1	255284,1	-
The maintenance of soil fertility	165496,4	99097,1	-
Creation of system of the state information support in the sphere of agriculture	10000,0	8000,0	-
Development consulting assistance to agricultural producers and retraining of specialists for agriculture	48200,0	21800,0	-
Research priorities in agriculture	6000,0	6000,0	-
Compensation of part of expenses of subjects of small business on training and practical training of students of higher professional education in areas of "Fruit and vegetables rowing" and "Viticulture" on the material-technical base of small businesses in agriculture	300,0	-	-
Organization of events to promote agricultural products produced in the SFE on domestic and foreign markets (participation in festivals, exhibitions, fairs, competitions with bonuses)	-	800,0	-
Priority livestock development	53966,7	63454,9	-
The development of plant industry	222733,3	227220,0	-
Support the development of frame area vegetable production	-	30000,0	-
Support of dairy cattle breeding	-	50000,0	-
The development of agricultural land reclamation	-	40000,0	-
The elimination and prevention of the spread of African swine fever in Krasnodar Territory	-	20000,0	-
Increasing the availability of loans	314459,7	405078,3	-
Improvement of financial viability of small rural businesses	8886,6	5500,0	-
Development of system of insurance of risks in agriculture	81281,6	26212,8	-
Actions for the development and procurement of wholesalers and wholesale agricultural markets	-	4074,8	-
The development of the wine and brandy production	125677,0	15200,0	-
Grants in the form of subsidies on the rural farms in the small rural village of Krasnodar Territory	-	-	30000,0

Every year in the region was held the event "Kuban fair" during which farmers have the opportunity to implement and advertise their products (Kobersy, et al., 2015), as well as participate in competitions in the areas of livestock and crop production.

At realization of the program “Support to beginning farmers for 2012-2014” following was done:

1 Granting to farmers and entrepreneurs of subsidies for reimbursement of expenses associated with the establishment, expansion and modernization of production base. The subsidy is of up to 1.5 million rubles (see table 7).

Table 7 – Subsidies for the establishment, expansion and modernization of production base, thousand ruble

Index	2012	2013	2014	2014 to 2012 , %
The number of beginning farmers who received subsidies (target indicator)	25	75	75	300,0
Subsidies – total	38200	111700	111700	292,0
Including federal budget	28650	83775	83775	292,0
From regional budget	9550	27925	27925	292,0

2 The subsidization of the costs incurred during the construction or acquisition of housing, landscaping and residential housing arrangement by farmers and entrepreneurs. The subsidy is to 250 thousand rubles (see table 8).

Table 8 – Subsidies for reimbursement of the costs incurred in the construction, improvement and acquisition of housing, thousand rubles

Index	2012	2013	2014	2014 To 2012 , % (times)
The number of beginning farmers who received subsidies (target indicator)	5	75	75	в 15 раз
Subsidies – total	1250	18750	18750	в 15 раз
Including federal budget	1000	15000	15000	в 15 раз
From regional budget	250	3750	3750	в 15 раз

3 Subsidizing the costs associated with payment of the initial payment at the acquisition in leasing of agricultural machinery, equipment and livestock. The subsidy is not more than 1/15 of the value of the leased asset (50/50) – see table 9.

Table 9 – Subsidies for purchase of agricultural machinery, equipment and livestock, thousand rubles

Index	2012	2013	2014	In total for 2012-2014
The cost of machinery, equipment and livestock, leased by beginning farmers	-	454545	454545	909091
Subsidies – total	-	30000	30000	60000
Including federal budget	-	15000	15000	30000
From regional budget	-	15000	15000	30000

4 There is an annual competition "The best beginning farmer". The purpose of the event is the lighting of the positive experience of creating new farms and assessing their success. Funding for the competition "The best beginning farmer" and the preparation of informational materials for beginning farmers are presented in table 10.

Table 10 – Costs of holding the competition "The best beginning farmer", thousand rubles

Index	2012	2013	2014	2014 to 2012, %
A number of competitions	1	1	1	100,0
The costs of 1 competition	150	150	150	100,0
The costs of publication of informational materials, brochures	50	50	50	100,0

Thus, public authorities in the Krasnodar Territory pay considerable attention to the development of farm enterprises, here takes place the work which is currently focused on the development of farming, raising the level of agricultural production in farm enterprises to the level of large and medium-sized agricultural enterprises, improving the efficiency of their work, also with the help of the provision of state support measures. Conducted by the author analysis of the functioning of state administration bodies in this study area allowed us to identify problems in state regulation, which is presented in figure 1. Let's consider the following issues and offer solutions to them. According to the author, the main problem faced by the Kuban farmer is the problem of crediting: this is unavailability of credits for small businesses, and high interest rates, and a significant time lag in obtaining grants and obligations on interest payment, and closure of additional offices of Rosselkhozbank in rural settlements and district centers. In our opinion, to solve this set of problems it is necessary to strengthen the work of the Agency of credit guarantees through the Central Bank of the Russian Federation, Sberbank of Russia, etc., as well as the Central Bank of the Russian Federation should reduce the cost of resources for commercial banks in lending to agribusiness industry.

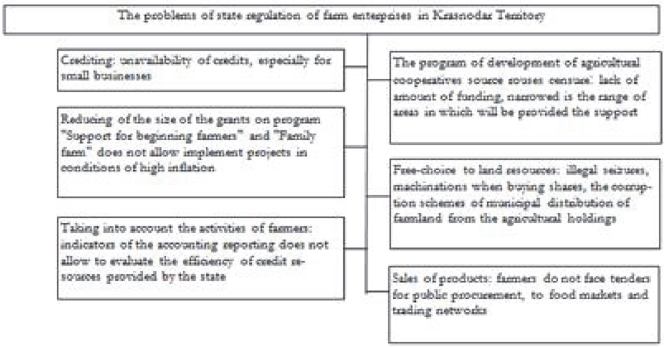

Figure 1 – Problems of state regulation of farms in the Krasnodar Territory

As a barrier to the development of farming in Kuban is the problem of access of farm enterprises in the region to land resources. The problem is caused by illegal seizures of land, machinations when buying shares, corrupt schemes of municipal distribution of farmland from the agricultural holdings. To solve this issue are encouraged to donate at least for five years of agricultural land to ownership of farmers, effectively using the land, from the land of lifetime inheritable possession and leased land from the land of redistribution fund.

The author specifically isolating the problem of the support programs of the beginning farmers and family farms, namely the lack of funds for these programs, as the number of applications of the average in RF in 7 times exceed the amount of funding, and the reduction in the size of grants does not let to implement investment projects in the conditions of high inflation. It is necessary to increase funding for these programs due to the massive interest of rural people to them.

In addition, to the problems also can be referred the existing order of implementation of the program of development of agricultural cooperation: lack of funding, narrowed range of areas in which support will be provided. It is therefore necessary to increase the amount of funds allocated to the program of development of agricultural cooperation, expand areas of support (primarily on the establishment of slaughter units).

Problem of production distribution has always been important for Russian farmers, since they do not have access to the tenders for public procurement, to food markets and trading networks. To address this problem, the author considers it necessary to amend the law on the contract system in terms of providing benefits to domestic agricultural producers in the procurement of goods (agricultural products), to introduce a system of food ordering for small business, to create wholesale and logistics centers on a cooperative basis with the increase in the share of financing from the state budget and regional legislation to provide for the creation of a municipal order, purchase food for social institutions, organizations and population of the region as a priority among agricultural producers in their region.

In our opinion, the actual problem of state regulation of activity of farms in the Krasnodar Territory is the problem of their statistics. Conducted by the author the analysis showed that, in addition to taking account of sown area, the volume of sales in natural expression, it is necessary also to keep records of sales in value terms (this will allow to assess the condition of farms in the agricultural market). Also we see the merit of the statistics not only on subsequent periodic basis at the time of the all-Russian agricultural census, but on an ongoing basis in the form of online surveys (see figure 2).

Governments should conduct outreach activities in rural settlements for the collection of operational data. The proposed indicators will allow not only to assess the economic efficiency of farms for investors, but also to quickly track the implementation of targeted programs and the implementation of the grants to farmers. This will also allow to evaluate the efficiency of credit resources and will help the farmers to assess their results in a common perspective for formation of strategy of development of the economy.

With due regard for measures for African swine fever liquidation and the current economic and geopolitical situation took place at the period observed the initiation of alternative livestock farming is of a great importance for the State at the present stage of economic development. Let's offer Kuban farmers such a type of livestock farmers as chicken farming, and determine the effectiveness of the mini poultry farm functioning.

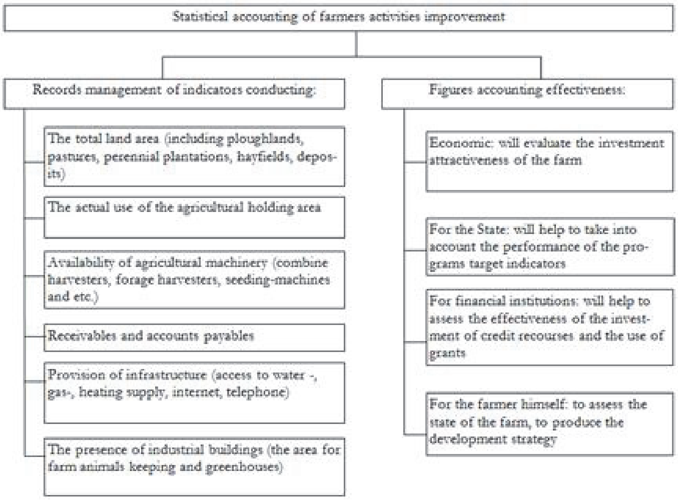

Figure 2 – Statistical accounting of farmers activities improvement in Krasnodar Territory

Poultry and eggs are among the most popular and essential food products in Russia. They have greater bioavailability for the human body. Chicken meat and eggs are dietary products having market demand. According to the Ministry of economic development in the coming years the consumption of poultry meat in Russia will only increase (L.M. Boukharaeva, M. Marloie, 2015). In recent years poultry import in our country began to decline, which means that the activity of producers on the domestic market should grow. Business associated with the process of breeding and rearing chickens is a profitable and cost-effective one. According to various sources the profitability of poultry production is reaching 60%. This kind of business is close to rural residents and those who have a rural property. With the right approach, "bird business" can become virtually waste-free.

Let’s consider the example of opening a mini poultry of 1,000 birds. Assume that the facilities for a mini poultry farm are already ready and there is no cost for its construction required.

As the sources of funding for the project can be:

1. Participation in the state program of support beginning farmers or family livestock farms development. The maximum support grant for beginning farmers is reaching 1,500 thousand rubles. Agricultural business is considered a priority, so the chance to get the support is great.
2. Participation in preferential credit programs. Some banks offer loans for agricultural enterprises at low interest rates (12%).

The main costs for the purchase of equipment, poultry and the rest for the start of the project are presented in Table 11.

Table 11 – Investment outlay for a mini poultry farm establishing on the basis of a peasant farm

Item of expense	Total, rubles
Egg chickens aged 30 days	30000
Broiler chickens aged 30 days	55000
Cages	100000
Other equipment (troughs, buckets, etc.)	40000
Facilities repair	50000
The rest	20000
Total	295000

Thus, the initial investment at the start of the project, taking into account the farmer already possessing required facilities, is 295 thousand rubles.

A mini poultry farm can operate in several areas: production of poultry meat and egg with the subsequent realization of finished products to the public; setting their own incubator for poultry (chickens) rearing.

According to the author, while creating a poultry farms in the Krasnodar region it is advisable to include the following breeds of chickens:

1. Good laying hens, "Leggorn" or egg breeds crosses. They have good ripening, the average egg production of each hen is area up to 200 eggs per year.
2. Broiler poultry, such as "Cornish", "Brahma", "Cochinchina", "Cobb 500" breeds. Live weight of adult cocks of these species is up to 5 kg, hens - up to 3 kg.

To keep 1000 birds the facilities from 100 sq m are required. To make more efficient use of space one should use the cage method of poultry keeping. In the case of this method using it is recommended to put 5 birds per 1 sq m. To save space, the cages can be mounted in 2-3 tiers. Cages can be hand-made or purchased from the manufacturer. One cage price for 5 birds starts at 2,000 rubles or more. If a poultry farm is planned the reproduction of poultry, it is advisable to use Russian equipment - Incubator ILB-0.5M. Incubator intervene 770 eggs. The period of incubation of chickens is 21-22 days.

It is expected that meat and egg breeds of chickens will be kept in equal proportions (500 birds each breed). On average broiler poultry meat reaches its dressed weight on the 50th day. Accordingly, it is possible to rear 7 generations per 1 year. In total about 3,500 birds or 10.5 tons of poultry meat per year will be reared. On average goods laying hens give 200 eggs per year. Accordingly, 500 goods laying hens will bring up to 100 thousand eggs per year.

One of the main principles of the proper poultry keeping is the maintenance of a favorable microclimate in the room. Chicks and grown chickens must be kept in separate rooms because of the difference in the desired heating and lighting mode. For example, for day-old chickens the temperature at 34 degrees is required, while for the 60-day chickens the temperature at 18 degrees is enough. In the case of cage keeping for young growth chicks in the first 3 weeks twenty-four-hour lightning is recommended. In the process of chicks growth the artificial lighting reduces up to 17 hours. To the feeding diet of chickens it is necessary to include grain, feedstuffs of vegetable and animal origin, flour mixes and also food rich in vitamins and easily digestible protein. To support all working process of a poultry farm, including poultry feeding, egg collection, the slaughter of adult birds, etc. one must hire a minimum of three workers. With a planned wage fund for each employee in 30,000 rubles per month, the annual wage fund will be 360,000 rubles.

The large poultry farms which have their own points of sale will be the main competitors to a mini poultry farm in the Krasnodar region. Typically, these companies maintain a relatively low level of prices and have already gained a base of regular customers. Therefore, we recommend the farmer to carry out the sale of its products in the following: in the format of "itinerant trade" in the places with a big number of passers-by, for example, in the markets; by supplying products to retail outlets in nearby areas; by selling products directly from the production to wholesale organizations. In an ideal economic situation one must install his own sales outlets (kiosks or pavilions), but this requires large volumes of production and absolutely different investments.

One of the undeniable competitive advantages is the fact that the product of a mini poultry farm is produced in "domestic", environmentally friendly conditions. Meat and eggs are of good quality and it is certainly a big pros for the modern consumer. Annual production plan of the mini poultry farm is presented in Table 12.

Table 12 – Annual production plan of a mini poultry farm

Index	Amount planned
Poultry meat:	
- volume of sales, kg	10500
- price per 1 kg, ruble	100
- gain, thousand rubles	1050
Eggs:	
- volume of sales, item	100000
- price per 1 item, ruble	4
- gain, thousand rubles	400
Gain – total	**1450**

It is planned to sell 10 500 kg of meat and 100000 items of eggs per year, when the total gain will be of 1,450 thousand rubles. The monthly costs of operation of the proposed mini poultry farm are presented in Table 13.

Table 13 – Current expenditures on the operation of a mini poultry farm per month, rubles

Index	Amount
Wages	30000
Feed stuff, vitamins	10000
Taxes (unified agricultural tax), 6%	3000
Contributions to non-budgetary funds, 30%	9000
Utilities	5000
Day-old chickens purchasing	9000
The rest	4000
Total	70000

Total monthly costs of a mini poultry farm account for 70 thousand rubles. The calculation of the efficiency of a family mini poultry farm set up on the basis of a peasant farm in the Krasnodar region are presented in Table 14.

Table 14 – The calculation of the efficiency of a family mini poultry farm

Index	Value
The calculation of the investment and operating costs	
Investment costs for the operation of a mini poultry farm - total, thousand rubles	295
including:	
- facilities repair (area of 100 sq m for 1000 birds keeping)	50
- egg chickens aged 30 days purchasing (500 birds)	30
- broiler chickens aged 30 days purchasing (500 birds)	55
- cages purchasing	100
- other equipment purchasing (troughs, buckets, etc.)	40
- the rest (Gossanepidnadzor certification and etc.)	20
Current expenditures on the operation of a mini poultry farm per year - total, thousand rubles	840
including:	
- annual wage fund of workers needed to maintain poultry farm operational processes (feeding and slaughter of poultry, the collection of eggs, etc.)	360
- payments to non-budgetary funds, 30%	108
- taxes (unified agricultural tax), 6%	36
- feed stuff, vitamins	120
- day-old chickens purchasing	108
- utilities	60
- other costs	48
Calculation of the planned volume of finished products of a mini poultry farms for 1000 birds per year, and the annual gain from its sale	
Broiler poultry	
- dressed weight achievement on average, days	50
- the amount of generations, that can be grown per year	7
- the amount of birds, that can be grown per year	3500
- the average weight of one broiler poultry, kg	3
- the total weight of poultry reared for the year, kg	10500
- the price of 1 kg of poultry meat, ruble	100
- annual revenue from the sale of poultry, thousand rubles	1050
Egg poultry:	
- average egg production of one bird per year, items	200
- total egg production of 500 laying hen per year, thousand items	100
- 1 egg price, ruble	4
- annual revenue from the eggs sale, thousand rubles	400
Key indicators of business efficiency	
Annual revenues of a mini poultry farm - total, thousand rubles	1450
Annual gain of a mini poultry farm, thousand rubles	610
The profitability of current expenses, %	72,6
Payback period, months	5,8

As it is shown in the analysis represented, the current costs of the operation of a mini poultry farm per year will amount to

840 thousand rubles, the investment costs (including the construction of facilities, the purchase of chickens, equipment and cages) will amount to 295 thousand rubles. In these expenses the gain from the sale of poultry is planned in the amount of 1050 thousand rubles, and from the sale of eggs - 400 thousand rubles. On the basis of the planned volume of finished products and annual revenue from its selling we have the following indicators of the project efficiency: the annual farmer revenue will amount to 1450 thousand rubles, the annual profit - 610 thousand rubles, cost-efficiency - 72.6%. In this connection the payback period will make it of 6 months.

As we can see from the above calculations, the profitability of the project is high, the payback period is small. Consequently, the establishment of a mini poultry farm on the given business plan is economic. We believe that the overall efficiency of the implementation of such projects in the economy of Krasnodar region is caused by the positive dynamics in the development of agriculture in general, in the increase in the number of farms in the region, in the growth in the production of eggs and poultry meat, and, consequently, in the increase in tax revenues. In addition, the creation of a mini poultry farm will help to increase the number of jobs and employment in rural areas.

3. Conclusion

According to the author, farm enterprises in the Krasnodar Territory have great potential to increase agricultural production and food self-sufficiency, and are an integral part of the peasant way of life of the rural population. Therefore, the given subjects of the economic system of the region are very promising and in need of state regulation.

The study period from 2011 to 2013 is characterized by positive dynamics in the socio-economic development of the Krasnodar Territory. In addition the small form of management is crucial in ensuring food security of the region and the country. Farm sector is the most dynamic and promising sectors of agro industrial complex. However, during the study period the number of farms in the Krasnodar region has decreased in 21.6% due to the economic crisis, as well as to an increase in the tax burden. But at the same time the volume of products selling by farmers of the region in animal husbandry and in plant growing are increased in 17%.

The Ministry of Agriculture and Process Industry regulates agriculture in the region, the department of small farming and agro-tourism development regulates farm enterprises directly. The main method of state regulation is a management by objectives one. The department carries out the state policy and regulation in the area of small farms development, takes measures for the implementation of agricultural products, consultations and meetings for farmers, promotes cooperation. The analysis held in the paper allowed to identify the main problems of activity of farms in the Kuban: the complexity of crediting, product selling, access to land, the problem of the implementation of purpose-oriented programs (program in creating cooperatives - a narrow range of areas), as well as reducing the size of grants in the context of high inflation, accounting problems of farming.

As the improvement of state regulation, the author suggests the following activities: 1) to keep statistics on indicators not only at the period of the All-Russian agricultural enumeration but on a temporary basis. At the same time to use such indicators as the total land area, the actual use of the agricultural land area, the availability of agricultural machinery (combine harvesters, forage harvesters, seeding-machines and etc.), receivables and accounts payables, provision of infrastructure (access to water -, gas-, heating supply, internet, telephone) and the presence of industrial buildings (the area for farm animals keeping and greenhouses); 2) to perform the side-off events for accounting or to oblige the structural units of local government to implement the operational accounting functions. This will help the better sovereign-state regulation in this sphere; 3) with due regard for the current economic and geopolitical situation the initiation of alternative livestock farming is of great importance for the region and the state. The project of creating a mini poultry farms is suggested. The developed business plan shows that the profitability of a farm operation is high, the payback period is small, therefore, the establishment of a mini poultry farms is economic.

On the whole the system of the measures proposed will help to assess the activities of farmers of Krasnodar region better, will contribute to the orderly development of farms, to the increase in jobs, will improve the investment attractiveness of the farm sector, as well as will contribute to the positive economic development of the region, since it is expected not only economic but also social effectiveness of the measures proposed.

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Strategic Priorities in Development of the Agro-Industrial Complex of the Krasnodar Region

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Abstract

The paper gives the agro-industrial complex characteristic of the Krasnodar Krai, analyzes the condition of its branches and defines key problems. It emphasizes such strategic development priorities of the agro-industrial complex of the Krasnodar Krai as the reclamation of land, development of the elite seed industry, intensive development of the animal industry, support of the small forms of economic management. The paper also considers the possibilities of the state support for regional agroproducers taking into account the entry of the Russian Federation in the ranks of the World Trade Organization. In compliance with that the paper offers the measures of the state regulation that is aimed to stimulation of key directions of the agrarian industry development of the region where the matter concerns a creation of the logistic basis and formation of the rural cooperation. As an example a model of the contract relations system concerning production, processing and sales of the pig-breeding products between the agricultural organizations, farm enterprises and farms of the population which can be used during the organization of productive processes both in other subsectors of the animal industry and in the branch of the plant industry. There is a conclusion that now a concentration of the state regulation on the oblique support measures for strategic development directions that is capable to provide a stimulation of "independent mechanisms" of the inner potential of the agro-industrial complex of the Krasnodar Krai.

Keywords: *agro-industrial complex, Krasnodar Krai, state regulation, World Trade Organization, cooperation.*

1. Introduction

1.1 The agricultural organizations of Krasnodar Krai

The agro-industrial complex (AIC) of the Krasnodar Krai unites all branches of the national economy on agricultural production, its processing and finishing to the consumer, and also on supply of machines and equipment.

The Krasnodar Krai is the region which has considerable advantages and opportunities, however, in the agrarian sector of the region is observed a number of negative tendencies.

So the main unit of the AIC of the Krasnodar Krai is the agriculture where the farms of all categories presented by various organizational and legal forms (table 1) are occupied.

From 2009 to 2013 the number of agricultural organizations has fallen by 87 units of all organizational and legal forms, except the limited liability companies (Selskoe khozyajstvo Krasnodarskogo kraya: statisticheskiy sbornik 2013, 2014). In our opinion, the main reasons of the reduction are the high risks in the agriculture and the insufficient rates of the agro-industrial market modernization.

Table 1 – Organizational and legal forms of the organizations on agricultural production in the Krasnodar Krai

Показатель	2009 y.	2010 y.	2011 y.	2012 y.	2013 y.	from 2013. To 2009 y., %
Organizations on agricultural production, total	3408	3438	3416	3402	3321	97,4
including Collective farms	3	1	1	-	-	-
Public industries	50	50	47	46	42	84,0
Public limited company	151	140	138	130	130	86,1
No-limited company	44	43	37	33	26	59,1
Private limited company	206	192	184	181	170	82,5
Limited companies	2714	2781	2799	2823	2787	102,7
Producers' and farmers' cooperative	214	208	194	177	153	71,5
other organizations	26	23	16	12	13	50,0

Except the agricultural organizations, the agricultural production is made by farms of the population, farm enterprises and individual entrepreneurs (table 2).

During the quantitative reduction of agricultural organizations, their share in the agricultural production increased from 58% in 2009 to 61% in 2013, at the corresponding reduction of a share of farms of the population from 30% to 24%, FE and individual entrepreneurs have increased the share of production from 12% to 15% (Selskoe khozyajstvo Krasnodarskogo kraya: statisticheskiy sbornik 2013, 2014).

Table 2 – The structure of the agricultural production of the Krasnodar Krai on categories of the farms, %

Indicator	2009 y.	2010 y.	2011 y.	2012 y.	2013 y.
Farms of all categories	100	100	100	100	100
Agricultural organizations	58	59	59	58	61
Farms of the population	30	29	27	27	24
Farm enterprises and individual entrepreneurs	12	12	14	15	15

The total agricultural production in 2013 is 255 bil. rub. that is 45,4% more than the level of 2009 (Selskoe khozyajstvo Krasnodarskogo kraya: statisticheskiy sbornik 2013, 2014).

However, it should be noted that this positive dynamics is only caused by the increasing gross collections of plant products (table 3).

Table 3 – The agricultural production in farms of all categories of the Krasnodar Krai, mil. Rub

Indicator	2009	2010	2011	2012	2013	from 2013 to 2009, %
Total	175198	201554	239235	234524	254710	145,4
including Plant products	107713	128886	159203	158550	184477	171,3
Animal products	67485	72668	80032	75974	70233	104,1

The production of animal products has increased by 4,1%, whereas plant ones - by 71,3% (Selskoe khozyajstvo Krasnodarskogo kraya: statisticheskiy sbornik 2013, 2014).

The cultivated crops area in farms of all categories of the Krasnodar Krai during the studied period remained stable showing separate changes in the structure (table 4).

Table 4 – The cultivated crops area in farms of all categories of the Krasnodar Krai, thous. Ha

Indicator	2009	2010	2011	2012	2013.	from 2013 to 2009, %
The cultivated area, total	3657,5	3634,4	3621	3600,2	3657	99,9
Cereal and pulse crops	2195,8	2155,4	2177,1	2165,7	2390	109,1
including Winter wheat	1297,3	1309,8	1306,7	1127,7	1387	106,9
Winter barley	230,3	189,3	155,3	91,6	142	61,7
Spring wheat	5,3	6,2	4,6	10,3	5	100,0
Grain maize	425,5	412,5	470,4	656,7	621	145,8

Barley	65,3	52,6	51,3	81,8	58	89,2
Buckwheat	0,2	0,2	0,2	0,7	0,3	150,0
Rice	120,6	133,4	135	133,3	128	105,8
Pulses	28,8	31,3	34,3	37,7	29	100,0
Industrial crops	809,1	873,3	840,4	877,1	785	97,0
Potatoes and vegetable gourds	132,3	137,7	140,2	140	129	97,7
Feed crop	520,3	468	463,3	417,4	353	67,9

From 2009 to 2013 the production of cereal and pulse crops, sugar beet, fruits, grape berries, less sunflower, potatoes, and vegetables has increased. The production of feeding root crops, corn for silage and green feed has fallen (table 5).

In the plant industry some agricultural producers make the production on extensive and outdated technologies using seeds with the low level of genetic potential. At the same time the farms using effective technologies of the intensive resource-saving type are absolutely influenced by the foreign grades of seeds of green crops, sugar beet and corn.

The agrarian sector of the edge faces a serious problem concerning unused irrigated lands, and also deterioration and unsatisfactory technical condition of the fixed meliorative assets.

Table 5 – The gross collections in farms of all categories of the Krasnodar Krai, thous. Tons

Indicator	2009	2010	2011	2012	2013	from 2013 to 2009, %
Cereal and pulse crops (after completion)	9486	9943	11455	8839	12038	126,9
among them Winter wheat	5928	6516	7203	4493	6954	117,3
Winter barley	1080	931	836	340	752	69,6
Rice	727	828	824	857	727	100,0
Grain maize	1440	1395	2246	2753	3293	228,7
Pulse crops	66	74	96	82	60	90,9
Sugar beet (factorial)	4461	7095	9283	8179	67	1,5
Sunflower	1149	1029	1056	1100	1167	101,6
Potatoes	534	525	578	582	562	105,2
Vegetables	672	668	760	754	716	106,5
Feeding root crops	42	35	43	30	32	76,2
Corn for silage and green feed	2842	2003	2561	2022	2062	72,6
Fetuses and berries	248	213	270	312	389	156,9
Grape	137	132	202	148	211	154,0

In the structure of the agriculture gross output of the Krasnodar Krai the share of animal products is steadily falling.

So, if in 2010 the share of animal products in farms of all categories is 36,1%, in 2013 – 27,6% (Selskoe khozyajstvo Krasnodarskogo kraya: statisticheskiy sbornik 2013, 2014).

The results of the animal industry activity of the Krasnodar Krai in 2013 show that a situation in the branch within the main directions is difficult. There is a tendency of the reduction of the number of large cattle, pigs, horses. So, the number of large cattle from 2009 to 2013 has fallen by 15%, of pigs – by 73,3%. The alternative types of the animal industry, especially actual for the small business patterns increase the cattle stock by insufficiently high rates (table 6).

The production indicators almost of all types of the animal production (milk, meat of large cattle and pigs, eggs, wool, honey) have decreased during the period from 2009 to 2013. An exception is the poultry meat production where within 5 there were the high production growth rates– 76,4%. There is the increase of production of the lamb meat and the goat meat by 18,2% (Selskoe khozyajstvo Krasnodarskogo kraya: statisticheskiy sbornik 2013, 2014).

Table 6 – Cattle stock on categories of farms of the Krasnodar Krai, thous. Heads

Year	Large cattle	Including Cows	Pigs	Sheep and goats	Horses	Bird	Rabbits
1	2	3	4	5	6	7	8
Farms of all categories							
2009	672	265	1081	153	14	21000	147,3
2010	649	259	1001	152	14	22000	146,5
2011	634	255	835	154	14	24000	150,9
2012	592	241	311	156	13	26000	172,3

2013	563	225	289	180	13	24000	184,0
From 2013 to 2009 , %	83,8	84,9	26,7	117,6	92,9	114,3	124,9
Agricultural organizations							
2009.	460	170	703	18	5	11000	1,9
2010	440	164	663	15	6	12000	1,4
2011	432	161	616	15	5	13000	1,6
2012	403	152	284	12	4	16000	2,6
2013	378	140	278	12	4	14000	2,3
From2013 to 2009, %	82,2	82,4	39,5	66,7	80,0	127,3	121,1
Farms of the population							
2009	183	85	324	109	7	10000	140,7
2010	176	83	286	110	6	10000	140,5
2011	166	81	183	112	6	10000	145,0
2012	153	75	9	116	6	10000	165,4
2013	147	70	1	136	6	10000	176,1
From 2013 to 2009, %	80,3	82,4	0,3	124,8	85,7	100,0	125,2
Farm enterprises and individual entrepreneurs							
2009	29,0	9,8	53,8	25,8	1,9	300	4,7
2010	32,9	12,2	51,8	26,6	1,9	300	4,6
2011	35,7	12,9	35,9	27,5	2,4	300	4,3
2012	36,6	14,0	17,2	28,6	2,7	600	4,3
2013	38,7	14,7	9,4	32,4	2,7	600	5,5
From 2013 to 2009, %	133,4	150,0	17,5	125,6	142,1	800,0	117,0

Table 7 shows the animal industry production in the section of separate farms categories of the Krasnodar Krai during the period from 2009 to 2013.

The branch of the animal industry shows the negative dynamics where the main problems are the low development level of beef and dairy cattle breeding and the decline of the pig breeding subsector.

Table 7 – The production of the main livestock products on categories of farms of the Krasnodar Krai

Indicator	2009	2010	2011	2012	2013	From 2013 to 2009, %
Farms of all categories						
Cattle and bird for slaughter (in live weight), thousand tons	519,0	542,6	585,0	564,1	465,2	89,6
Cattle and bird for slaughter for slaughter (in slaughter weight), thousand tons	375,5	394,0	428,6	411,8	336,3	89,6
including Beef and veal	68,4	68,4	65,1	68,4	68,3	99,9
Pork	178,2	180,6	185,1	139,8	42,2	23,7
Lamb and goat meat	1,1	1,1	1,2	1,3	1,3	118,2
Fowl	126,3	142,4	175,6	200,7	222,8	176,4
Milk, thous. t	1426,1	1396,7	1376,6	1389,2	1319,4	92,5
Eggs, mil. things	1735,7	1802,0	1681,2	1679,1	1484,6	85,5
Wool, t	294	298	262	258	251	85,4
Honey, t	3059	2853	2586	2508	2353	76,9
Agricultural organizations						
Cattle and bird for slaughter (in live weight), thousand tons	244,1	269,5	304,8	317,8	312,0	127,8
Cattle and bird for slaughter for slaughter (in slaughter weight), thousand tons	175,7	195,6	224,9	235,0	231,4	131,7
Milk, thous. t	904,9	869,6	851,2	874,2	824,7	91,1
Eggs, mil. things	1007,8	1069,6	947,9	945,2	764,5	75,9
Wool, t	35	40	30	26	25	71,4
Honey, t	245	117	104	93	85	34,7
Farm enterprises and individual entrepreneurs						

Cattle and bird for slaughter (in live weight), thousand tons	8,6	8,9	9,7	9,4	7,6	88,4
Cattle and bird for slaughter for slaughter (in slaughter weight), thousand tons	6,3	6,5	7,0	6,8	5,4	85,7
Milk, thous. t	51,7	60,0	68,5	74,0	80,5	155,7
Eggs, mil. things	17,6	18,1	18,3	18,3	18,1	102,8
Wool, t	66	63	55	56	53	80,3
Honey, t	54	65	64	63	59	109,3
Farms of the population						
Cattle and bird for slaughter (in live weight), thousand tons	266,3	264,2	270,5	236,9	145,6	54,7
Cattle and bird for slaughter for slaughter (in slaughter weight), thousand tons	193,5	191,9	196,7	170,0	99,5	51,4
Milk, thous. t	469,5	467,1	456,9	441,0	414,1	88,2
Eggs, mil. things	710,3	714,3	715,0	715,6	702	98,8
Wool, t	193	195	177	176	173	89,6
Honey, t	2760	2671	2418	2352	2209	80,0

In the branch of the animal industry of the Krasnodar Krai animals have the weak genetic potential (thus in the pig breeding subsector all breeding farms are liquidated) and poor meat qualities that, in turn, causes a sharp dependence of the meat-processing organizations on import raw materials.

1.2. The financial results of the agricultural organizations activity of the Krasnodar Krai

The results of the agricultural organizations activity mostly define the financial results of the agro-industrial complex.

So, the production profitability in the agricultural organizations of the Krasnodar Krai according to the results of 2013 is 18,9%, at the general share of the unprofitable farms 21%. The profitability of the branch of the plant industry was at the level of 22,3%, and the animal industry – 8,5% (table 8) (Selskoe khozyajstvo Krasnodarskogo kraya: statisticheskiy sbornik 2013, 2014).

Table 8 – The financial results of the agricultural organizations activity of the Krasnodar Krai (without the subjects of a small business)

Indicator	2009	2010	2011.	2012	2013	From 2013 to 2009, %
Number of the agricultural organizations	355	350	336	324	312	87,9
among them Unprofitable, units	56	68	65	72	65	116,1
%	16	19	19	22	21	-
Monetary revenue, total, million rub.	74381	92385	101162	106857	109792	147,6
including Plant industry	57153	65197	80663	68464	72190	126,3
Animal industry	16716	14734	18747	21313	16504	98,7
Profit on sales, everything, one million rub.	11750	18009	17455	16376	17435	148,4
including Plant industry	9540	13716	15849	12271	13148	137,8
Animal industry	2021	1811	1579	1521	1300	64,3
Profitability, %	18,8	24,2	20,9	18,1	18,9	-
including Plant industry	20,0	26,6	24,5	21,8	22,3	-
Animal industry	13,8	14,0	9,2	7,7	8,5	-
Loans and credits, one million rub	57909	73673	83221	123344	101164	174,7
Loans payable, million rub.	19195	22097	27917	28605	28854	150,3
Receivables, million rub.	17748	23461	27048	28696	28574	161,0

At the general reduction of the agricultural organizations by 43 units, the number of the unprofitable organizations has increased from 56 to 65 organizations.

Loans and credits of the agricultural organizations have increased to 101164 mil. rub. in 2013 against 57909 mil. rub. in 2009 that is 74,7%. The loan payable during the studied period has increased by 50,3% (Selskoe khozyajstvo Krasnodarskogo kraya: statisticheskiy sbornik 2013, 2014).

The reached profitability level does not provide the expanded reprocessing in the agricultural organizations of the Krasnodar Krai (Zhukov, Basenko, Romanov, Babayan & Fomichenko, 2015).

The agriculture is the main supplier of raw materials for the processing and industrial AIC organizations of the Krasnodar Krai.

It should be noted that during 2009-2013 the number of the operating organizations in the sphere of the agricultural production processing has fallen (table 9).

Table 9 – The number of the operating organizations in production of AIC foodstuff of the Krasnodar Krai

Indicator	2009	2010	2011	2012	2013	From 2013 to 2009, %
Number of the operating organizations, units	2236	2282	2157	2087	2078	92,9
including Without subjects of a small business	1178	1290	1253	1152	1110	94,2
Small organizations	1058	992	904	935	968	91,5

From 2009 to 2013 the number of the operating organizations has fallen from 2236 to 2078, that is by 158 units, 68 of them are the large and medium organizations, 90 are small ones (Selskoe khozyajstvo Krasnodarskogo kraya: statisticheskiy sbornik 2013, 2014). The reduction of the number of the operating organizations has caused the reduction of labor force (table 10).

Table 10 – The number of labor forces in the sphere of foodstuff AIC production of the Krasnodar Krai

Indicator	2009	2010	2011	2012	2013	From 2013 to 2009, %
Average number of labor forces, thousand people	82,6	79,4	76,4	73,3	70,2	85,0
including Without entities of a small business	63,8	60,9	58,5	55,4	52,3	82,0

The average number of labor forces in the sphere of processing has fallen by 12,4 thousand people, including in entities of small business by 11,5 thousand people (Selskoe khozyajstvo Krasnodarskogo kraya: statisticheskiy sbornik 2013, 2014).

The release of this number of people in the production sphere of food products sets for regional public authorities and bodies of the municipal management a task of their employment as strategically important within the rural territories development, demanding the further improvement of forms and mechanisms of the state support. There is often a tendency of the decrease in costs on a unit of the processed production, nevertheless the branch production profitability of foodstuff in AIC of the Krasnodar Krai has slightly decreased: from 9,7% in 2009 to 9,6% in 2013 (table 11) (Selskoe khozyajstvo Krasnodarskogo kraya: statisticheskiy sbornik 2013, 2014).

Table 11 – The financial results of foodstuff production in AIC of the Krasnodar Krai (without entities of a small business)

Indicator	2009	2010	2011	2012	2013	From 2013 to 2009, %
Balanced financial result (profit minus loss), thousand rub.	3219,9	5981,3	2752,8	8589,7	8324,1	258,5
Level of production profitability, %	9,7	9,1	7,8	10,2	9,6	-
Costs on 1 ruble of production (works, services), penny	89,8	88,8	86,8	86,7	82,6	92,0

The lack of sales infrastructure for many agricultural producers is a serious limiter in the activity. This problem is connected with the absence of the marketing structures operating in the producers' interests.

The undeveloped infrastructure of the primary processing of production, and also the infrastructure of storage and transportation have also negative influence on the agricultural producers' activity.

Of course, social problems of the agrarian sector also demand the coordination and protection of farm people interests (Karepova, Karabulatova, Klemovitsky, Novikov, Stratan & Perova, 2015).

2. Results and Discussions

The results of the carried-out analysis show that economic reforms of the last years caused the emergence of negative processes in all branches of AIC of the Krasnodar Krai despite the measures of the state support.

Since 2005 in the territory of the Russian Federation there was accepted to realization the priority national project "Development of AIC" including a number of the support programs for agricultural producers, to speed up the work of which is only possible by means of measures concentration of the state influence on such strategic development directions as:

1) Reclamation of land.

The actions providing the meliorative fund development assume the introduction of innovative ways of irrigation, meliorative systems of new generation that will allow save water resources by 25-30%; restoration of the infrastructure on the existing hydromeliorative systems and its creation at newly built construction objects; information and analytical providing sphere of the melioration.

2) Development of elite seed farming.

The priority directions of development of the plant industry branch of the Krasnodar Krai are: the further development of corn production, the increasing production of soybean and colza, the increasing production of vegetables, the increasing gross output of sugar beet.

Considering that the level of competitiveness of the plant industry is mainly defined by the quality of seeds, actions of the state support have to be directed on the increasing share of the area of the lands sowed by elite seeds, and the improvement of the system's mechanisms of the state crop variety testing, cultures, stimulating the output growth of seeds which are priority for the plant industry of croppers of the edge with the high technological characteristics meeting the requirements of the international standards (Novikov, Klochko, Yarushkina, Zhukov & Dianova, 2015).

3) Intensive development of the animal industry.

This direction assumes a creation of organizational, economic and legal conditions for the increasing livestock and efficiency of farm animals. The organization of family farms on the basis of farm enterprises, the completion of implementation of the largest investment projects in the branch.

The successful development of the animal industry and the solution of a problem of the increasing outputs and quality of meat production are impossible without a creation of breeding base with the modern organizational structure and the corresponding genetics. In compliance with what renewal of measures for the organization of the selection and genetic centers is necessary.

4) Support of the small forms of management.

Stimulation to the development of small agricultural producers assumes a creation of conditions for the sale infrastructure development, primary processing, storage and transportation of production made by them; introductions of the intensive technologies; access to the financial resources (Kobersy, et al., 2015).

However, the entry of the Russian Federation in the ranks of the World Trade Organization (WTO) predetermines the exclusive use of the state support measures which are indirectly influencing production which mainly promotes the institutional transformations and does not consider a direct receiving of the financial means or privileges from the state (Sidorenko, 2008).

It should be noted that the sharp political situation in the international space predetermines the prospects of protectionist influence from regional authorities concerning the large distribution networks, and also the distributive companies concerning the sale of the agricultural production.

Support of authorities in the form of a formation of the logistic basis of the agro-industrial complex by means of production, processings and storages of the agricultural production on the cooperative beginnings and ensuring the regular delivery in the distribution centers and distribution networks of food that is ready to be used, can have an essential impact.

According to the WTO the state support measures for the rural consumer cooperation development refer to "a green basket" because they do not make a direct distorting impact on the trade (Sidorenko, 2008).

Independent on volumes, but necessary for the sustainable development of the agro-industrial complex, the state support cooperation measures in the village can significantly change the structure of the agricultural production in favor of entities of small business, raise the income of farm people and promote the agrarian and industrial complex development of the Krasnodar Krai.

For example, the system of the contractual relations concerning production, processing and sales of the pig breeding products between the agricultural organizations and farm enterprises can be the organizational form of the entities relationships regulation.

The basis for this interaction is production of pork by means of cooperation of the multiplying farm entering into the structure of the selection and genetic center with the small farms which are formed within farm enterprises and farms of the population, specializing only on pig feeding, and also a station of artificial insemination and a feed factory.

The economic feasibility of cooperation of the mentioned producers is confirmed by the fact that the most knowledge-intensive stage in the course of reproduction is more effectively carried out on a large sow farm where there is necessary equipment and the personnel of the corresponding qualification (Nesterenko, 2011).

Transition to the final links of a technological chain allows the small forms of management to avoid the expenses and risks connected with the labor-consuming stages of the reproduction process, not to carry out the considerable capital investments for formation of a breeding stock, and to increase the further sales by the agricultural organizations.

The use of own lines of slaughter has an essential impact on the activity efficiency of the animal industry organizations. However, a construction of high-producing factory demands the considerable investments, and also assumes the transportation of animals that also causes the additional expenses. The use of mobile mini-slaughtering equipment is capable to compensate the lack of the professional equipment of the primary processing to small farms.

The provision to farmers by public authorities or local government with the mobile factory on slaughter and the help in organization of the marketing systems will satisfy the needs of the considered system of cooperation for the primary processing of own production and also its realization (Nesterenko, 2011).

3. Conclusion

The processes in the subsector of beef cattle breeding, and also in the plant breeding can be organized the same way.

Creation of conditions for providing and expansion of the financial and credit and material resources availability, guarantees of sale and the demand for made production, stimulations of the economic activity of farm people promoting the employment growth and the increasing income has to be the purpose of the state support in cooperation area.

Thus, a concentration of state regulation on the indirect support measures of strategic development directions is capable to provide a stimulation of "independent mechanisms" of the internal potential of the agro-industrial complex of the Krasnodar Krai.

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Strategy Cultural Resources Chinese Version of "Soft Power"

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Abstract

The article analyzes the policy of "soft power" in China. The authors shows that the policy of "soft power" has a humanitarian content. Cultural resources of the state directs the policy of "soft power" and its strategy. The strategy of "soft power" is realized through the research centers and institutes. Cultural resource embodied in the national idea. China is committed through a policy of "soft power" to exercise their traditional values. China and Russia implementation of the policy of "soft power" - the degree of influence in the international arena.

Keywords: *Russia, China, the strategy of cultural policy, the concept of "soft power", a cultural resource.*

1. Introduction

As in the Address to the Federal Assembly in December 2013, and in 2014, Russian President Vladimir Putin said that Russia increased level of responsibility in the world, as a key center of influence, which is actively involved in the formation of a new polycentric international system in addressing key global and regional problems. This was another fact that confirms the need not only for the formation of mechanisms and instruments of Russia's "soft power", which is now in the international arena increasingly represented Rossotrudnichestva activity as analogue US Agency for International Development (USAID), and the Russian Union of Youth but also the need of understanding, organizing and specifying the forms and directions of their activity at the level of interdisciplinary research.

"Soft Power" includes not only political institutions, but also the cultural values and consumer preferences, which means limiting specification values images. In other words, the image of the country, which is a projection of "soft power" - should be visible (Rodkin, 2014). It is worth noting that in the first place, a distinctive point is the absence of coercion. No one is forcing to take the culture of another country, it is not imposed on you. Yet Joseph Nye, said that "deception is almost always more effective than coercion"(Nye, 2004).

2. Methodology

If we analyzing the concept of "soft power" (taking into account the development of its civilization stages), we can define the following points. Ideologist of "soft power" J. Nye (Nye, 2004), the concept of justified as a foreign policy strategy aimed at maintaining a positive image of the country, which is achieved through the voluntary support of allies. In his opinion, contribute to this: the attractiveness of culture, political ideals and foreign diplomacy, which is positioned in the international arena. But here it is worth noting that the political representation of the effect of culture - is not new to us, as it is has enabled the world to learn and understand the "Russian soul", "the Orthodox faith" and "Russian character". How very clearly, in our opinion, noted this effect Chinese counterpart, soft power "is the wisdom and strategy of the state" (Tszaytsi, 2009).

"Soft power" - is not political rhetoric, but a means to improve global competitiveness. Because of economic, intellectual and communication competition, not war (which is the lot of the underdeveloped countries and societies) became the main means of achieving victory in the XXI century (Rodkin, 2014). The dialogue of cultures is a complicated process, because not all elements of another culture can be intelligible. For example, to take certain national peculiarities of another culture, it is necessary insight into its values, traditions and outlook. Although the culture of mutual understanding that has developed through the centuries, and allowed the man to provide "complex unity of all mankind", all human cultures, there is no single world culture, but there is a "complex unity of all mankind" (Koksharov, 2003), and this manifests the humanistic principle.

3. Discussion

Technology "soft power" of European countries (the Nobel Prize, the European market, public diplomacy, the Bologna process and others) has always been competitive ability. It is no coincidence that it is the English language (the English version, not American English) is an interstate language of communication, business contacts; European art, literature, music enjoyed international recognition, and European fashion designers dictate not only the style of fashion, but also a lifestyle for women around the world.

For Russian policy concept of "soft power" has become customary in recent years, associated to a greater extent, with the manifestation of the implementation of both internal and foreign policy of China.

China, like Russia, produces a "soft power" in their understanding of how the wealth of culture, history, the state power. This quality distinguishes Chinese "soft power" (as well as Russian) on USA soft power, in which it grows from the individuals from the private sector, civil society. Integral and important instruments of "soft power" of China are promoting traditional Chinese culture, which is based on the ideas of Confucianism, and promotion of Chinese language. These effective tools for the implementation of "soft power" are an information resource with which the Chinese government creates a positive image of the country, not only globally, but also in terms of cross-border socio-cultural space.

Considering the instruments of "soft power," Chinese experts attributed to him, and regional integration, which makes China and powerful regional leader with cultural potential, with more than 5000 years. International bilateral and multilateral cooperation is an effective instrument of foreign policy of the state, providing cultural and information presence of Chinese civilization abroad and the creation of its positive image in other countries.

China is not only a country of ancient civilization, but also the country, looking to the future, and it is associated with the modernization of Chinese society, the reform and improvement of the social relations, cultural, political and economic structures, etc. Reform of course, carried out in the context of globalization. China understands that it is necessary to keep pace with the times and therefore it is necessary to form a trans-social life in such a way as to meet the new realities, and preserved the traditions of Chinese, Chinese culture and Chinese mentality. In other words, the Chinese are in a globalized world want to preserve their national identity, and they succeed.

Of particular context analysis of the factors and areas of translation and consolidation of Chinese culture in the border areas of Russia attaches their implementation under the guidance of the policy implemented by the Chinese "soft power". Analysis of the work of both Russian and Chinese authors, suggests that elements of culture as measurable objects become real tools of Chinese "soft power".

In ideological terms, China does not have such an attractive "American Dream" as the United States. And Beijing is well aware. On this basis, the basic rate in promoting China's "soft power" China is on a gradual change, or at least reduce the negative image of the "Celestial Empire" in the eyes of the neighbors. To do this through the Confucius Institute opened new directions initiated various programs to train students in China, the passage of teachers training and much more

And here it is worth noting that the characteristic direction of the organization of research on emerging issues in global politics in China is embodied in systems research institutes and centers. For example, issues of the (programming and forecasting) of the Shanghai Cooperation Organization (SCO) today presented the world's largest number of specialized research organizations. These include: Chinese Research Center of the SCO, SCO Research Center at the Chinese Academy of Science, Department of Research of the SCO in the study of China Institute of International Affairs, Scientific Research Center of Fudan University, Shanghai Cooperation Organization, SCO Research Center studies the Shanghai Academy of Science, Scientific Research Institute of East China SCO Pedagogical University and the China Development Bank, Institute for Public Diplomacy Research SCO Shanghai University, and many others (Zhang, 2014).

We can assume that China is ahead of the countries of Western Europe and the USA in the number and diversity of an extensive system of scientific structures, dedicated to research in Russia: Science Center of Northeast Asia Heilongjiang University, Harbin; Science Center of Northeast Asia, Jilin Province, Changchun, Jilin Province; Russian Research Institute of problems in Eastern Europe and Central Asia, China Academy of Social Sciences, Beijing; Science Center at Russian Diplomatic Academy, Beijing; Science Center of Northeast Asia, Beijing; Scientific Research Institute, Russian Academy of Sciences in social Jilin Province, Changchun, Jilin Province; Russian Scientific Research Institute Heyheskogo Institute, Heihe; Science Center at the Russian Academy of Sciences, Social City, Liaoning Province. Ayshan city. And this is only a few institutes and centers, mostly located in the Northeast of China.

Handling party leaders of China to the "soft power" was first announced in October 2007 at the XVII Congress of the Party, which identified the main directions of its formation: 1) create a system of "core socialist values" to increase "attractive and cementing force of socialist ideology"; 2) to form a "harmonious culture, nurture civilized manners"; 3) distribution of "national culture, to build a common spiritual center of the Chinese nation"; 4) to promote "innovation in culture, enhance the vitality" of its development (Tszaytsi, 2009).

In 2006, at the November Eighth National Conference of representatives of literature and art in the speech of the party leader, Hu Jintao, according to Mr. Liu Tszaytsi, it was noted that "in the face of the great currents, which merge different ideas and culture", "in the face of diversity and revitalizing the cultural life of society "China will solve the problem -" how to precisely target the development of culture "," to create a new brilliant pages of the national culture, to increase the international competitiveness of culture "and" increase the soft power of the state "(Tszaytsi, 2009).

This setting has been directed to ensure that in the development of national culture, to enhance the role of Chinese culture in the international arena, and cultural products - on the world market. Thus, as noted by O. Borokh and A. Lomanov that the Communist Party of appeal to the American concept of "soft power" indicates the ability of "the Chinese leadership to absorb foreign ideas useful" (Borokh, Lomanov 2012). It's not just about the "capacity to absorb", and, to a greater extent on the ability to build a strategy that reflects the concept of Deng Xiaoping, the meaning of which is to wait for their time and develop their potential.

And, like any political targets set at the state level, this problem was not only a scientific basis (through the concept of social harmony), but also institutional support. We see this in the organization of scientific research "soft power" supported by the Ministry of Education of China, determined, as noted by Liu Tszaytsi, financial support for the implementation of the "Research building" soft power "and the development strategy of China» "(Tszaytsi, 2009) defined programs of the State Research Center of "soft power" in the field of culture at the Institute of International Relations, Peking University. According to the Chinese Minister of Culture Cai Wu Centre will not only spread the Chinese to raise the value and national image, as will ensure the "Chinese Dream", as it is Culture is a key strategic area for China. Problems of "soft power" is also dedicated to the work of Chinese scientists and Wang Jianjun, Yang Tszemyan, Sintyan Yu, Liu Tszaytsi and other.

Worth noting that in the context of general information about the Chinese "soft power", talking about the Russian version - only planned. Today Russia has no such analogs, no large-scale projects that would be relevant to the national culture would be as dominant, a key phenomenon, not only in our, but also in space. On the other hand, as is authorized to use this concept ("soft power") applicable to our culture, mentality and psychology? How it will be filled with meaningful as it would relate to the sense that it is peculiar?

In the context of the above, you can see that at the level of political dialogue, journalistic articles the concept of Russian instruments of "soft power" has become not only emerge but also be discussed. But, nevertheless, it is necessary to declare that the time for its comprehensive study "came yesterday." It is caused by the fact that since 2012 (when Putin drew attention to it public), the Russian implementation instruments of "soft power" - the object of attention not only to the political community, but also research, because they have become an alternative factor of international influence.

Today, Russian studies of "soft power" are presented in the context of global challenges (Chumakov, 2014), national security and foreign policy of Russia (Tszaytsi, 2009), and others. In the context of the regional Russian-Chinese relations semantic dominant of this concept, first of all, determined, namely, cultural factors, which serve tools of "soft power" (Abramov, Shufang, 2011). Therefore, analysis of the works of both Russian and Chinese authors, suggests that elements of culture as measurable objects become real tools of Chinese "soft power" (Morozova, 2010).

But against the background of research, individual publications, dissertations, even in Russia there is no single center, like the Chinese. As noted in one of his speeches President Putin, Russia is only beginning to realize that the national interests and national security concerns have quite a powerful factor in the positioning state interests abroad - are instruments of "soft power." No recognition of this fact has led to earlier that Russia today has about 60 scientific and cultural centers abroad, and China, in turn - around 1000. To this day, the program of work with compatriots, the SCO University, cultural diplomacy, etc. operates adequately positioning tasks Russia abroad in general and, in particular, in the PRC. Head of the Center of Political Analysis P. Danilov (Borisov, 2014) notes that the Russian soft power tools and even "young", however, also have a degree of influence and demand in the international space. But if you think the incidence, then, according to analysts, it is - not only external, but also internal vector, which should be aimed at debunking "black myth" about Russia.

And if in the European space, as noted in an interview with Foreign Minister Sergei Lavrov (Lavrov, 2013), the Russian policy of "soft power" itself, albeit belatedly, adopted through a set of different tools (the fund "Russian World" TV channel Russia Today, mobility programs leading universities, Rossotrudnichestvo program, etc.), then to the north-east Asian region is more than the positioning of Russia in the framework of regional (Far East, Amur, Trans-Baikal, etc.) cooperation.

At the regional level of the Russian-Chinese cooperation with the realization of how Chinese and Russian side instruments of "soft power" is a measure of openness of the state, one of the results of modernization, the motion vector of intercultural interaction to the cultural and political dialogue. Every year Russia further strengthens the status of an international player, who moved from the category of "hard power" to "soft power", that Chinese partners has become a criterion in the politics of international relations.

It is of scientific interest "Analytical Report" Parshin PB, in which the author identifies the main indicators of "soft power" in Russia, and not only the degree of implementation but also recognition in the international arena (Parshin, 2013). So of the 13 indicators in the Russian parameters "soft power" is just the historical heritage in the world of high-level perception. With regard to culture Parshin PB It gives a double feature, which allows you to treat it as a high - elite culture (but the demand for it abroad only at selected) and how uncompetitive - popular culture (with the rare exception of those names that enjoy recognition abroad). Therefore, a deliberate policy of the state should define a strategy that would allow this balance. As noted in the summer of 2014 Volodin (Volodin, 2014) at the level of the government is preparing the project "On the comprehensive strategy to expand the humanitarian impact of the Russian Federation in the world," which, according to experts, is to regulate the Russian policy of "soft power."

4. Conclusion

If you focus on China's experience we can say that the "soft power" is a two-level. The first - the internal, which is implemented through the formulation of a national idea. The second - external, which reveals and substantiates the position in the international arena. If the first level of "soft power" (both in Russia and in China), aimed at creating a strategy, in the second - to create the image. On whatever form of "soft power" (European or American, Chinese or Indian), we would not be talking - the emphasis will be on the humanitarian value, ideological, mental part of it.

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Constitutional and Legal Support of State-Owned Property Management in the Republic of Kazakhstan

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Abstract

In work the mechanism of constitutional legal support of management of state-owned property is defined; research of formation and the main tendencies of legislative regulation of state-owned property as object of management is provided; constitutional and legal characteristics of the phenomenon of state-owned property, and also essence and value of asset management of the state are considered; system nature of management of the state-owned property consisting of two basic elements – activity of the state bodies and corporate structures managing property of the state locates. The analysis of the constitutional legal basis of the mechanism of administration in the field of implementation of the right of state-owned property is provided. Results of research can find application in law-enforcement practice, at implementation of scientific researches on problems of management of state-owned property. The factors defining relevance of this work, so its timeliness and the demand are: the cardinal changes of the management system state-owned property which happened in recent years; availability of essential gaps in implementation of control and supervising functions in the field of the arranging impact on activities for management of state-owned property; the low performance of administration of management process in this sphere; insufficient legal support of existence and implementation of the public relations as which object state-owned property acts; limitation of theoretic-methodological and conceptual justification of essence, the contents, management structure state-owned property and in particular with use of opportunities of corporate subjects; dissociation of levels and the industries of public administration.

Keywords: *State-owned property, state assets, constitution.*

1. Introduction

In the economic sphere both the state and private equity at the same time works. According to the Constitution of RK in Kazakhstan are recognized and are similarly protected the state-owned and private property. The property obliges, use of it shall serve the public benefit at the same time. The present stabilization stage of development of the country, creation of post-industrial economy demands the statement of the state as the full owner of the capital. In particular this direction of the state policy shows the demand in the conditions of the world economic crisis when one of the conventional methods of mitigation of its effects is active participation of the state in management of economy.

The main part of state-owned property in modern conditions is made by the state share blocks and the state shares in property of economic partnerships. Review of the role of the state as regulator and as the full participant of the market relations is defined by need of increase of effective management of state-owned property, further development of the national companies, national holdings, and other new corporate government institutions performing the state administration in the field of property management of the state.

Ensuring activities for management of state-owned property can be performed in the unique form – by means of creation and implementation of the sufficient, effective legal base based on which the economic relations in this sphere are under construction. As that legal basis, the system of the precepts of law established and authorized by the state providing this area of economic activity acts. The constitution has the highest legal force and direct action in all territory of the Republic of Kazakhstan. The law in force in the Republic of Kazakhstan are regulations of the Constitution, laws corresponding to it, other regulatory legal acts, the international contractual and other commitments of the Republic, and normative resolutions of the Constitutional Council and Supreme Court of the Republic. It is possible to note that in Kazakhstan there is the uniform constitutional and legal space where the Constitution of RK carries out the role of the backbone, fundamental regulatory legal act for all system of law on the basis of which the system of the sources of law providing implementation of the managerial relations in the field of implementation of the right of state-owned property forms.

The new direction of legal and organizational support of economic reforms is implementation of law-making process on settlement of activity of corporate structures (specially created companies) exercising control of state-owned property.

Such is the incomplete circle of the questions causing relevance and need of studying of the perspective of constitutional legal support of management of state-owned property. The above formed the basis for determination of the direction of research, its character, specifics, structure and methods of research.

The theoretical importance of work is caused by carrying out complex the systematization existing and development of new scientific development in the field of constitutional legal support of management of state-owned property, the status of the subjects managing property of the state. Work can form the basis for further scientific researches of constitutional and legal aspects of management of state-owned property.

2. Overview of Literature

The considered subject was investigated by specialists fragmentary. Results of the analysis of single questions of legal support of management of state-owned property, some problems of the state administration in the field of management of state-owned property are reflected in scientific literature.

Scientists were always interested in problems of management of state-owned property. To development of theoretical bases of property management, entrepreneurship including the state entrepreneurship works of foreign scientists are devoted: Smith, (1993); Seius (2008), Weber (2010); Caldwell (2003); Ebenstein (2003) & Friedman (2007). Modern questions of the state entrepreneurship are considered Druker (2012); Baumol (2013); Kotler (2009); Sachs (2005), Fischer (2002) and others. Foreign researchers, as a rule, did not allocate the category "state ownership" in the separate analytical plane and mainly talked about functions of the state in modern economy, need of the state intervention in economy, borders and forms of such intervention.

Very actual objects of scientific researches of the Soviet period were regulatory issues of the property right to state-owned property. These problems are considered in works: Ioffe (1975); Pokrovsky (2000) & Shershenevich (1995), etc.

Collapse of the USSR, demonopolization of institute of state-owned property, development of the private property institution in the conditions of market economy caused cardinal changes in the relations in the field of implementation of the right of state-owned property. Such change needed qualitatively new scientific judgment and justification, new legislative regulation of the legal relationship arising in process of management of state-owned property was necessary.

The researches of scientists on the constitutional right, which are available today, are devoted to studying of the general questions of the constitutional legal basis of state-owned property and separate aspects of management by it. Among them – theses of such Russian scientists as Doroshenko (2005); Zhilinsky (2005); Kurilov (2003); Lepyokhin (2003); Mazayev (2005) & Razmyslovich (2003).

E.V. Nesterova's works provide Works of the Kazakhstan researchers, E.A. Buribayeva (20) where civil aspect of management is investigated by state-owned property. The question of methods and the principles of management of state-owned property is object of close attention of the leading representatives of civil science: Basina (2003) & Suleymenova (2008), etc.

At the same time, questions of constitutional legal support of management of state-owned property in the Republic of Kazakhstan were not object of independent complex scientific research. Statement of the problem in the offered foreshortening of its studying through the constitutional legal mechanisms providing implementation of the managerial relations as which object state-owned property in general acts with the dominant position of the state assets, was not the subject of scientific researches of the constitutional and legal orientation.

Thus, the analysis of the available scientific development testifies to low-study of the subject of work and need of the new view on the considered problem.

3. Methods and Materials

Regulatory legal base of work was the legislation of the Republic of Kazakhstan and foreign countries. In the analysis of the legislation on single questions of the status of the subjects, managing state-owned property of the Republic of Kazakhstan the corresponding comparison with provisions of the legislation of some foreign countries was carried out states of the European Union, China, countries of the Eurasian economic union. As the practical basis of research practice of application by the subjects managing state-owned property, and the bodies performing administration in this sphere, the current legislation in the field of property management, information of bodies of statistics, data on financial performance of management of state-owned property, and judgments was applied.

The methodological basis of research was made dialectic, logic-legal, social and legal, comparative and legal, system and structural, etc. methods when studying tendencies of development of the doctrine about management of state-owned property and its legislative fixing the historical and legal method was applied.

In the course of writing of research doctrinal provisions of philosophy, the general legal theory, the constitutional right, the administrative right, civil law were applied. Statistical data on activity of the state bodies and corporate structures managing state-owned property are investigated.

4. Results

Novelty of research consists that for the first time in the Republic of Kazakhstan the complex of problematic issues of determination of mechanisms of constitutional legal support of management of state-owned property is considered, legal status of subjects of management is developed, the theoretical judgment of methods of the state administration in the field of activities for management of state-owned property is carried out. Scientific novelty of research is defined by the following results received in work:

1. The characteristics making the constitutional and legal design of the concept "state ownership" are established, the ratio of the concept "state assets", with adjacent legal categories is analyzed, and special value of assets of the state in system of objects of the right of state-owned property is stated.
2. Key parameters of the constitutional legal mechanism of ensuring management of state-owned property are determined; the main tendencies of evolution of legislative providing property management of the state are revealed.
3. The maintenance of the constitutional power of the Government of RK on the organization of management of state-owned property is opened.
4. The system of governing bodies of property of the state is defined, tendencies of its modern functioning are established.
5. The role of local public authorities in the controlling mechanism is considered by state-owned property.
6. The corporate management system is revealed by state-owned property, her subjects are defined, their forms of business of activity are investigated, the principles of their activities for management of state-owned property are generalized.
7. Bodies of administration of activities for management of state-owned property are systematized; the constitutional bases of their interaction are defined.
8. Problems of legal support of effective management of the state assets are shown; recommendations for lawmaking in this sphere are made.

5. Decision

Key parameters of constitutional legal support of management of state-owned property in the Republic are the purposes, valuable orientations and the fundamental principles of activity of the state of Kazakhstan based on the sovereign the right of the people of Kazakhstan. The social orientation of functioning of state-owned property and its focus on service for the benefit of all people is also among key parameters of constitutional legal support of management of state-owned property in the Republic of Kazakhstan. Control of state-owned property shall be exercised within and limits, and from height of the specified constitutional legal requirements and level of regulation of all activity of public authorities of the Republic.

For the sphere of management of state-owned property, constitutional legal support can be determined by the contents as creation of sufficient and effective system of the regulatory legal acts having unity and interrelation in which the leader directing the role belongs to the Constitution of the Republic of Kazakhstan.

Modern financial and economic conditions staticize questions of legal support of management of state-owned property that is caused by essential change of its role and value for national economic system. The public sector of economy is necessary for maintenance of functions of the state, and for further effective development of society in general.

Control of state-owned property is exercised system of the state bodies belonging to the executive branch of the power, and this work owing to special importance of object of management for national economy of the President of Kazakhstan is headed. Direct control of state-owned property is exercised at the present stage the Government of RK, thus the tendency to authority delegation of the central executive body to National welfare fund of "Samruk-Kazyn", the industry ministries by means of use of institute of the state representatives in governing bodies of legal entities with the state participation amplifies.

The corporate structures managing state-owned property incorporate powers of the state as owner as business executive, and also separate powers on public administration, thus, often have the form of business of private legal entity. Such symbiosis of functions of managing company is possible only in the sphere of economy strategically important for the state and society. Control over property is provided with participation of the Government of the Republic of Kazakhstan (or local executive bodies, National Bank of the Republic of Kazakhstan) in the created legal entities.

Some basic characteristics of subjects of corporate management are allocated with state-owned property. First, forming of the state assets assigned to the manager – legal entity with participation of the state, is carried out by means of transfer to the account of payment of its authorized capital of the legal entities which are earlier created or created in the future. Secondly, activity of these companies accountable to the state on behalf of authorized bodies. Thirdly, implementation of different transactions with property is carried out, at least with the report before state body, or from its consent, or permission. Fourthly, state bodies trace the solvency of activity of the subjects managing the state assets.

Modern administration of management of state-owned property is performed systemically, with use of mechanisms of state and imperious control and management. In system of state bodies special structures were created by the main activity which the arranging impact on the public relations in the field of implementation of the right of state-owned property is. At the same time legal support of the relations on management of state-owned property in general and the state assets in particular significantly lags behind practice of their implementation.

The carried-out analysis allowed to allocate the main problems having system character, being the serious slowing-down factors in achievement of the goal – increases of efficiency of legal support of activity of the companies managing the state assets:

- discrepancy of the current state of the legislation regulating activity of the companies managing the state assets, to the level of necessary and sufficient legal support of the main directions of the proclaimed and implementable state policy in this sphere;
- availability of the significant amount of shortcomings of legal regulation of the managerial relations, which object the state assets act, lack of efficient mechanisms of the state control of activity of the companies, the existing opportunities for corruption manifestation are the consequence of that;
- lack of due systematization and standardization of the legislation in the field of activity of managing companies that does not allow to define the general principles of their activity, the basis of legal status, the right and duty, the general rules of behavior in the managerial relations.

6. Conclusion

The constitutional principle of economic development for the benefit of all people defines active participation of the state in the economic relations, in implementation of its economic function. On the one hand, the state makes the regulating impact on all economic relations, being the participant of the vertical public relations, on the other hand, the state itself acts as the organizer of public sector of economy, the participant of the horizontal private-law relations, as equal among equal in the economic sphere.

In the course of research, we consistently track the tendency of development of legal support of the management of state-owned property in the Republic of Kazakhstan directed on formations of our state as the effective owner.

The developments of world economic system of change of crisis character happening in the present stage force the governments to review practically all countries of the world the state policy in the field of the economic relations, and as one of the major and significant directions participation of the state in the economic relations, implementation of administrative methods of management of all economy, and not just its public sector becomes more increasing.

The current state of economy and new global challenges demand acceptance from the states of more active participation in economic processes, strengthening of public administration by economy, in some cases with use of non-standard methods. For the purpose of control over the allocated public funds for maintenance of financial wellbeing of the strategic companies of the state even more often go on the way of their acquisition to property, by means of acquisition of shares in authorized capital, share blocks. Public administration by economy becomes the major stabilizing by regulation of the economic relations. Current situation assumes not so much strengthening of the role of the state in economy, and how many increase of efficiency of public administration by economy at the optimum combination of the controlling influence of the state and democratic principles of economic activity.

The constitution of the Republic of Kazakhstan, fixing bases of institute of property, not only creates opportunity, but also obliges the state to perform regulation of market economy and to adjust its laws according to interests of society, the person, and the state.

The constitutional and legal design of state-owned property as general category, allowed allocating state-owned property as object of the right of state-owned property, in turn the state assets we defined as the type of state-owned property and one of types of objects of the right of state-owned property. Special attention and interest in questions of effective management of the state assets it is caused by the variety of reasons. First, among all objects of state-owned property in modern conditions the state assets make powerful part, by means of management with which the state has possibility of the arranging impact on other objects of state ownership – real estate, industrial complexes, financial institutions. Now the most part of state-owned property is controlled multistage – through activities for management of the state assets which consist in participation in governing bodies of the state legal entities (or with the state participation). Secondly, in modern conditions the corporate governing bodies of the state assets considered by the state as one of the most important subjects of execution of the state policy in spheres economic, financial, investment, production and other spheres of activity received the special status and development.

Control of state-owned property is exercised by means of activity of state bodies and specially created corporate structures now. The state becomes the active participant of economic processes and provides management of state-owned property. Management of state-owned property allows reaching and using unavailable to the private sector of economy of concentration of the resources necessary for overcoming of negative effects of the universal economic crisis in the Republic of Kazakhstan, decisions in these difficult economic sales terms of large social, ecological, scientific, technical programs.

In relation to this research, we considered corporate management in a broad sense as management in specially created corporate structures – state or with the state participation of legal entities, the purpose of corporate management by state-owned property – implementations of the constitutional principle of economic development for the benefit of all people. During this period, directly there is the forming of structures which purpose of activity shall be the corporate management.

We draw the conclusion on absence at specialized councils for questions of the public corporate management at the Government of the Republic of Kazakhstan of sufficient powers for full administration of the sphere of implementation of the right state-owned property. At the same time, we believe what exactly the lack of administration of the studied sphere is premises of inefficient use of state-owned property, commission of corruption offenses in the field of the public relations.

Multidepartment accessory of the administering functions in the field of activities for management of state-owned property does not promote development of uniform policy, uniform approach to the problem of strategic planning and implementation of the right of state-owned property owing to availability of the different corporate interests pursued by state bodies in the activity.

By results of research shortcomings of the existing system of administration of activities of the companies for management of state assets which are reduced to absence in activity of the central executive bodies, local executive bodies of uniform policy, uniform approach in management of the state share blocks (shares in authorized capital) legal entities with the state participation, owing to different corporate interests are revealed.

Process of forming of the state as effective owner did not find in market conditions the worthy end today. The state looks for new ways and methods of impact on the economic relations answering to creation in the Republic of Kazakhstan of the social, constitutional state in the conditions of new world financial and economic challenges. Implementation of the property right concerning state property allows to create directly necessary and due behavior of the managed subjects. Implementation of the property right integrated to different ways of state and imperious influence brings process of management of state property to qualitatively new level where all interests are subordinated to the state will.

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Vocabulary of Clothes and Jewelry in Studies of Turkic Languages (From the History of the Study of the Issue)

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Abstract

This paper analyzes the history of the study of vocabulary of clothes and jewelry in studies of Turkic languages. The vocabulary of of clothes and jewelry of every nation is closely connected with its history, culture and ethnography. Moreover, the names of clothes and jewelry are the most important historical source for the study of the nation's origin and its development, a contact with other ethnic groups because in every historical epoch every nation has developed its own system of fashion, an important element of which is clothes and jewelry. The actual material shows that the composition of the vocabulary of clothes and jewelry consists not only of its own words, but also foreign borrowings. Therefore, having studied the vocabulary formation it is possible to find out early Turkic contacts with the rest the world. From ancient times these thematic groups of the lexical structure of the language were the subject of a research focus of scientists from different branches of science. Resources and scientific literature review on the study of culture, ethnography and language of Turkic peoples shows that lexical items, included in these thematic groups, occupy an important part of the vocabulary of Turkic languages. It is no coincidence that studies both of a linguistic character and humanities areas is the object of our analytical review.

Keywords: *study, Turkic languages, Bashkir language, thematic group, clothes and jewelry.*

1. Introduction

One of the key elements of ethnic culture is clothes, which is the basis of tradition, a battery of mentality of a particular ethnic group. Clothes are considered to be no less important part of everyday life, aimed at life necessities because it is the result of human adaptation to the environment. In connection with that, clothes have always been an important adaptive element that has been most successfully helping a person to get used to the new conditions. Clothes and jewelry are the important part of human beingness that is closely connected with climatic conditions of a certain territory, and each nation is historically connected with a certain territory. As the result, lexical units denoting different types of clothes have been forming in the lexical composition of a certain language. As noted above, the certain climatic conditions have led to appearance in every nation of its own types and names of clothes and jewelry, which are in the thematic field of ethnic characteristics.

For the most detailed study of the language problem, the review of the history of its study plays an important role. In this paper for the first time in the Bashkir linguistics sources and scientific literature are subjects of the review, which highlights the vocabulary of clothes and jewelry of the Turkic peoples.

2. Literature Review

Vocabulary of clothes and jewelry as a reflection of the material and in part spiritual culture of the nation is brightly presented in the sources and literature of Turkic peoples. Each scientist, who studies ethnography, folklore, history, literature and language of Turkic peoples, to some extent covered clothes and jewelry items of these people, i.e. the lexical layer of the language vocabulary has indirectly been studied. One thing is certain - the review of items of clothes and jewelry of Turkic peoples dates back to the Middle Ages. In this respect, the lexicographical M. Kashgari's work "

Divanu lugat at-tyurk" is invaluable," which translation means "Dictionary of Turkic languages". Vocabulary of clothes and jewelry (in particular used in the Bashkir language), which we are interested in, is showed in the dictionary, except for the terms of congeniality, warfare, animal husbandry, astronomy, ethnonyms, somatisms, phytonyms, place names, names of metals, minerals, blacksmithing, various games, competitions, utensils, dishes, food, tools, measures of length, weight, money units, the national calendar, and others (used, in particular, in the Bashkir language), including the names of various textiles (Kashgar, 1072-1074).

"Codex Cumanicus" - "Dictionary of the Kipchak language" (XIII c.) for Italian merchants, who do trade business with the Kipchaks, shows a list of terminology with Latin and Persian equivalents. Along with the other terms of construction, architecture, cooking, blacksmithing, metallurgy, training activities, urban life, music, government, medicine, perfume, ladies' room, and, of course, vocabulary of trade, trade operations (up to packaging and transportation of products, etc.) there are some names of clothes and jewelry in this Codex that are characteristic for the Bashkir language (Codex Cumanicus, 1303).

3. Methods

For a comprehensive review of the history of the study of vocabulary of clothes and jewelry in Turkological studies we used the descriptive and historical methods in this study, and also the elements of the analysis of sources. We used the descriptive method to collect the data and catalogue it and also to classify the necessary material. The historical approach to the study of the scientific literature concluded the connection of the vocabulary of clothes and jewelry with the history and culture of the people. Moreover, the historical method helped to determine the correlation of the individual names of clothes and jewelry to a specific period in social life. The results may contribute to the development of historical lexicology. Some conclusions can be used in the study of historical grammar of the Bashkir language, ethnography and cultural linguistics of Bashkirs. The practical significance of this study is that the results can be used in the creation of general and specific dictionaries, materials of the article can be used in research works on historical linguistics and works on ethnography.

4. Conclusion

4.1 The history of the study of vocabulary of clothes and jewelry in general Turkic studies of the XIX-XX centuries

The history of the study of vocabulary of clothes and jewelry in the Turkic languages has been lasting for several centuries. The two-volume "Sravnitilnyi slovar turetsko-tatarskhikh narechiy, so vklyucheniyem upotrebitelnykh slov arabskikh i persidskikh i s perevodom na russkyi yazyk" by L.A. Budagov is of particular interest. This dictionary is based on the general Turkic and inter-Turkic comparative words, which describe the historical, socio-historical, historical and religious, religious and legal, ethnographic features of the Turkic peoples. This lexicographical work, which is explanatory and translated, etymological, and partly encyclopedic, also pays attention to the words which express relationships, wedding ceremonies, folk customs, etc. Here are some examples of the vocabulary related to the clothes and jewelry of the Bashkir language presented in the dictionary:

kashmau (*ҡашмау*) is a headdress worn by Bashkir women, it is studded with beads and over the beads with silver or gold coins or tin rings; behind the kashmau, along the back, hangs a cloth studded with beads and coins as well. There is a pointed cap over the kashmau, also studded. The head of unmarried women is covered with a handkerchief. A robe is made of nankeen or red cloth, depending on wealth. Footwear is boots. The old women cover their heads with *tastar* (a white handkerchief made of calico).

zipun (*зипун*), or *homespun coat*, is an English broadcloth. In the Bashkir and Kirghiz language the chikmen can be made of wool, and the rich can have the chikmen made of black cloth, trimmed with lace; the head is covered with a handkerchief or a pointed cap, trimmed with fur; shirts are made of sackcloth and printed cotton, in winter the coat made of sheep or fox skin is worn) (Budagov, 1869).

In the work "Opyt slovarya tyurkskikh narechyi" (V. I-IV. St. Petersburg, 1888-1911; reissued: V. I-IV. Moscow, 1963) by V.V. Radlov, which is considered to be a big achievement of the Turkic lexicography, there are also examples of vocabulary of clothes and jewelry; for example: *ҡошбау* [Bschkir, from кош + бау] (Radlov, 1888-1911).

"Drevnetyurkskyi slovar /DTS/" (L., 1969) is truly considered to be a fundamental edition. This work is based on the vocabulary of many Turkic written monuments of the VII-XIII centuries, such as the legend of Oguz-Kagan (XIII c.), "Diwan ul-Lugat at-Turk" by M. Kashgari (XI c.), etc. The DTS includes about 20 thousand lexical units. According to the estimations of the Bashkir lexicologist and scientist of terminology G.G. Kagarmanov, about seven hundred of the Arabic lexical units are widely used in the vocabulary of the modern Bashkir language (Kagarmanov, 2002). In addition, this lexicographical work contains a large number of onomastic units (Karabaev et al., 2015).

Analysing the dictionary, we have examined 161 items of vocabulary describing clothes and jewelry. For example: *bašmaq (shoe – Bashkir: 'башмаҡ')*, *biläzük (bracelet – Bashkir*: *'беләҙек'), bistik 'cotton fibre'*, *böz 'coarse calico'*, *bürük* (string, lace for tying a sack or trousers), *bürünčük* (headdress for women, light shawl), *čaruq'chariki', čekin*: *čekin jïpï 'silk thread', čekräk 'short underwear', čit 'printed cotton', čïjdam 'felt', ej 'silk orange cloth', eliglik 'mittens', eškürti 'silk Chinese patterned cloth',* etc. (Drevnetyurkskyi slovar, 1969).

In "Etimologicheskiy slovar tyurkskikh yazykov" by E.V.Sevortyan, in which the general Turkic stems were analysed from the semantic and etymologic point of view, the names of clothes and jewelry were mentioned:

емек/etek Turkmen, Turkish, Karelian, Kumyk and some others; *емәк/etäk* Uzbek, Uigur, *емак/etak* Uzbek dialect, *емак/eťak* Karelian, *өмак/öťak* Karelian, *имәк/itäk* Tatar, Bashkir, *жемак/ğetak* Uzbek dialect, *едек/edek* Altaic, *êdäk* Koybalsk, Soyot, *идек/idek* Khakass – *'hem' (of a dress, clothes)* (Turkmen, Turkish, Karelian, Kumyk, Kabardino-Balkarian), *'apron'* (Turkish dialect, Uzbek), *'skirt'* (Turkish dialect, Tatar dialect), *'dress', 'type of chemise'* (Turkish dialect);

уйук̦/ujuq Turkmen dialect, *уйук/ujuk* Turkish dialect, *ЎйЎк̦/üjüq*Tatar dialect, *уйык/ujıq* Nogai, *Ўйык̦/üjıq* Kazakh, Kazakh dialect, Tatar, Tatar dialect, *уйүк/ujük* Balkar – 1. *'socks made of felted cloth'* (Turkmen dialect), *'felted stocking', 'cloth stockings'* (Tatar dialect), *'wool socks'* (Turkish dialect, Kazakh), 2. *'stocking, stockings'* (Nogai, Tatar, Bashkir), 3. *'felt boots'* (Balkar, Kazakh dialect, Tatar dialect), 4. *'band'* (for stockings) (Bashkir dialect) (Sevortyan, 1980).

To sum up, the overview of the Turkic studies of this period shows that the vocabulary related to the clothes and jewelry presents quite a big part.

4.2 The vocabulary related to the clothes and jewelry in contemporary studies based on languages and culture of the Turkic peoples

At the present time researches of this sphere in the Turkic languages is actively continued. There are monographic and dissertation researches devoted to the vocabulary related to the clothes and jewelry based on the modern Turkic languages. G.A. Selimova, for example, in her work "Nakhsko-dagestanskiye zaimstvovaniya v dialektakh kumykskogo yazyka" classifies the borrowed Nakh-Daghestanian words according to their themes and in the separate chapter she examines items, which describe clothes, footwear and jewelry, and analyses their phonetic, semantic, morphological and etymological features (Selimova, 2000).

In the Tatar linguistics the vocabulary related to clothes and jewelry is examined in detail by D.B. Ramazanova in her research "Nazvaniya odezhdy i ukrashenyi v tatarskom yazyke v arealnom aspekte", in which she has analysed phonetic and morphological, lexico-semantic types and areas where this vocabulary is spread. It is notable that in the monograph the factual material is compared with the data taken from the kin and non-kin languages, from the Old Tatar and Old Turkic written languages (Ramazanova, 2002).

T.B. Kokova has analysed this thematic group in detail during her research of vocabulary of the Kabardian-Circassian language based on the names of clothes. The research gives the general characteristic of the names of clothes, footwear, headdresses, cloths and jewelry, describes the genetic layers, and determines the directions of the further development, role and place of the names of clothes in linguistics (Kokova, 2002).

T.V. Loseva-Bakhtiyarova, in her thesis "Voyennaya leksika tyurkskikh yazykov: Nazvaniya vooruzheniya", mentions a little about the names of clothes. For example: Persian [катаг] *'belt', бил* Turkic *'belt'*; Persian [Use] *моҡ, кәçә* Turkic *моҡ*; *ammunition belt*; Turkic and Arabic synonymy: Turkic *jasyq, baslyq* – Arabic [miyfar] *'helmet'*; Turkic and Mongolian synonymy: Turkic *jasyq* – Mongolian *duyulya 'helmet'*; Arabic and Mongolian synonymy: Arabic [miyfar] – Mongolian *duyulya 'helmet'*; Arabic and Russian synonymy: Arabic [miyfar] – Russian *Slem*; Mongolian and Russian synonymy: Mongolian *duyulya* – Russian *Slem* (Loseva-Bakhtiyarova, 2005).

L.F. Tukhbieva, in her scientific work "Leksika odezhdy i golovnykh uborov v tatarskom literarurnom yazyke", determines the linguistic features of the vocabulary of clothes and headdresses, gives the historical and genetic analysis of the names of clothes, headdresses, and classifies them according to the principle of nominalization.

S.N. Burzhumova, in her work "Tyurkskiye zaimstvovaniya v tabasaranskom yazyke" (Burzhumova, 2006), and G.N. Niyazova, in her work "Leksika materialnoy kultury tobolo-irtyshskogo dialecta sibirskikh tatar" (Niyazova, 2008), also examine in separate chapters the semantic, genetic, word-formative aspects of the names of clothes and jewelry.

The R.P. Abdina's research "Leksika traditsionnoy odezhdy v dialektakh khakasskogo yazyka: v sravnenii s altayskim yazykom" compares the dialects of the Khakass and Altaic languages, emphasizes the integral elements, and at the same time classifies, describes and analyses the names of folk clothes in the dialects of the Khakass language using the analysis of the Old Turkic language and other languages (Abdina, 2009).

Besides linguistic studies it is possible to find some information on the vocabulary of clothes and jewelry of Turkic languages in scientific works of historical, ethnographic, cultural and philosophical nature. So L.I. Roslovtseva is one of the first scientists who consider clothes of the Crimean Tatars in the work "Odezhda krymskikh tatar XIX - nachala XX vekov. Istoriko-etnograficheskoe isissledovanie", where she in detail analyzes men's, women's clothes, types of sewing, weaving, jewelry (Roslovtseva, 1999).

The A. I. Savvinova's study "Traditsionnye metallicheskie ukrasheniya yakutov XIX - nachala XX vekov.: Istoriko-etnograficheskoe isissledovanie " systematizes, analyzes, defines semantic and social functions of jewelry of the Yakut people, their role and place in the ethnic culture of the Sakha people. Typology is used for classification of jewelry, there is also determined the link of jewelry with the national costume (Savvinova, 1999).

D.F. Madurov in his work "Traditsionnoe chuvashskoe dekorativnoe iskusstvo: Problemy semantiki I stilistiki" in order to define culture, ethnogenesis of the Chuvash people considers the components of clothes and jewelry characteristics of the people (Madurov 2001).

A.I. Mambetova in her thesis titled "Semiotika yuvelirnykh ukrasheniy v traditsionnoi culture Kazachstana" conducts the semiotic and cultural analysis of jewelry of the Kazakh people, considers ethnic and cultural processes that influenced the development of these lexical units, studies the sacred functions of various jewelry (Mambetova, 2005).

T.C. Alekseeva in her dissertation research "Dinamika konstruktsii i dekora altajskogo natsionalnogo kostyuma " describes the features of the formation, development, design, decor of national clothes of the southern and northern Altai, defines similar and distinctive features of costumes of these peoples XVIII - XXI centuries. (Alexeeva, 2008).

The K.M. Yakovleva's work is devoted to vocabulary of clothes and jewelry, "Klassifikatsiya ukrasheniy narodov altajskoi kulturnoi obshchnosti". The paper classifies jewelry of the peoples of Altaic cultural Siberia community XIX - early XX centuries on terminology, materials, function, form and place and time of use (Yakovleva, 2011).

4.3 The history of the study of vocabulary of clothes and jewelry in Bashkir works on ethnography

As it is well known, traditional folk costumes and jewelry are considered to be the object of the study of several branches of science: history, ethnography, archeology, art history, cultural studies, philosophy, aesthetics, etc. Scientists who arerepresentatives of the above-mentioned areas, as a rule, give a description of the appearance of traditional clothes, pay their attention on development and change of people's clothes when changing epochs, analyze functions of a costume and jewelry.

Ethnographers have studied ethnic and ethno-genetic features of the Bashkir folk costumes as a synthesis of the traditional material and spiritual culture, because traditional clothes often reflect the people's outlook, its aesthetic norms and relations with other nations.

The study of everyday life, including clothes, Bashkirs has a long history. In the notes of travelers who visited Bashkiria from IX to XIII century, there are some references about the Bashkirs.

I.G. Georgi, in particular, noted that "both men's and women's clothes had in their basis the same composition - shirts, pants and boots, hats and outerwear were different; the feature of women's costumes were breastplates; neck and chest are covered with scarf, lined scaly with coins; sometimes it is made netlikely from marbles and shells "(Georgi, 1799).

The P.S. Pallas's work is interesting. Although it describes the Bashkir casual clothes cursorily, but at the same time it notes their homespun character. Female hats with a long blade, completely studded with coins are specially marked (Pallas, 1786).

I.I. Lepekhin considers a festive costume, which included colorful cloth marbled robes. According to the records of the author, women wore a headdress *kashmau*, studded with coins. On feet the Bashkirs wore cloth shoes with leather soles (Lepekhin, 1802).

As the result of his trip to the Orenburg and Astrakhan province in the middle of the XIX century P. Nebolsin gave up a valuable description of the Bashkir home, while mentioning that in the house in prominent places, on the walls, along with saddles, bridles, towels, there were elegant men's and women's clothes (Nebolsin, 1854).

The M.S. Cheremshanskiy's book, devoted to the description of the Orenburg province in the economic-statistical, ethnographical and industrial relations, draws great attention. In this edition, which was released in 1859, the author focuses his attention on the means of decoration of various pieces of clothes. M.S. Cheremshanskiy says that checmen had mostly red and blue colors, boots and ichigi had mostly scarlet, yellow and black color with embroidery. Elegant shirts kulmyak were decorated with colored silk or paper embroideries, robes zilyan were sewn with colored tape-shaped inserts and small silver coins round the chest and collar (Cheremshanskiy, 1859).

A. Ignatovich's works contain an interesting information about clothes and jewelry by the Bashkirs, who noted that the men's suit of the Burzyan Bashkirs sometimes has a belt with a bag from embossed leather with two or three bags, one of which is inserted a knife; such belts are sometimes decorated with precious stones and were very expensive. In the women's costume a headdress *kashmau* and breastplate *selter* was subjected to a detailed analysis (Ignatovich, 1862).

The V. M. Florinskiy's paper "Bashkiriya i bashkiry," published in the "Vestnil Evropy" in 1874, emphasizes a oblongness of overclothes and underclothes, its wide cut, an obligation to wear head-dress as a special feature of the Bashkir clothes (Florinskiy, 1874).

It should be noted the V.A. Arnoldov's work devoted to life of the Bashkirs, who lived in the southeastern part of the Sterlitamak district. In the essay published in 1894 the scientist notes the dominating use by the Bashkir the factory textiles as the material for fabrication of clothes and features of men's and women's costume. According to the observations of the author, the feature of a women's suit are bright colors, with a predominance of red. The basic set of colors of decorative elements has being limited to red, green and yellow (Arnoldov, 1894).

Among the publications describing the life of the Bashkir people, the monograph of well-known ethnographer, anthropologist, archeologist S.I. Rudenko "Bashkiry: Istoriko-etnograficheskie ocherki", published in two parts, occupies a special place. The author started to gather the material in 1905, continuing his studies for several years. Let's note that materials which were brought by him from the trip across Bashkiria formed the basis of the collection on the ethnography of the Bashkir State Museum of Ethnography in St. Petersburg. The S.I. Rudenko's book is valuable because it contains unique information on many areas of life of the Bashkirs, including national costumes, materials, component parts of clothes, jewelry of the Bashkirs from the end of XVIII to the XX century. The author shows the peculiarities of different types of local women's and men's types of clothes (Rudenko, 1955; 2006).

4.4 The history of the study of vocabulary of clothes and jewelry in linguistic studies

Among the linguistic studies on vocabulary of clothes and jewelry, it may be noted the J.G. Kiekbaev's textbook "Lexika i phraseologiya bashkirskogo yazyka" where names of clothes are recorded. For example, a word borrowed from the Russian language: *бирсәткә, botinka, kalusha (bashmak ҡата), galush, ризинкә, кәзәкей, эшләпә, шәпкә, ыштан (tambal), минжәк йәки пинжәк, kamzul, шәл йәки shal, нәкиткә, tuzhurka, kaput, әберкә (балитәк), таҫма, sharf, sitsa, satin, бәрҙәүәй, bumazyi,* etc. There is the interesting information on etymology of certain names of clothes. For example, the word *ҡамсат (бүрек*), according to scientist's opinion, dates back to the name of the Kamchatka Peninsula. Kamchatka beaver's skin was considered to be the most valuable skin. In the Bashkir language it is possible to find in dialects the word *debet* as *дөфөт, дөбөт*. The origin of the word J.G. Kiekbaev connects with the name of a certain country. Homeland o goats that give debet 'floss', is an ancient country Түбүt (Tebet). Also the Bashkir word слово *кәшимир 'cashmere'* goes back to the name of the country of Kashmir (Kiekbaev, 1966).

The G.R. Batyrshina's book "Lexika rodinnogo obryada bashkir" has pointed thematic groups of these lexical items, has disclosed their semantics and etymology. In this study, there are words from the vocabulary of clothes related to the protection of the child from the evil eye, from evil forces. The very first shirt of a child in the Bashkir language is called *эт күлдәге 'a dog's shirt'*. The dialects have fixed the ways: *көсөк күлмәге* 'puppy shirt', *ҡырҡ ҡорама күлдәк* 'shirt from forty patches', *ҡорама күлдәк* 'patchwork shirt', *шайтан күлдәге* 'bloody shirt' and others. Postpartum rituals include the production of blankets, shirts from 40 different scraps collected from 40 homes; in order to protect from evil spirits a child was settled with earrings (a ritual *һырға тағыу*) (Batyrshina, 2011).

The S.F. Mirzhanova's monograph "Severo-zapadniy dialect bashkirskogo yuzyka" is devoted to the Bashkir people's spoken language, living with the Tatar and Finno-Ugric population in the north-western regions of Bashkiriya, as well as in the neighboring regions of Tatarstan and the Perm region. Here there is a comparative analysis of northwestern dialects with the literary language and dialects of the Bashkir, Tatar languages. A considerable space of each accent is devoted to the names of clothes and jewelry: karaidelskiy accent ahah - lit. аҡыҡ 'carnelian, *сикмән* - lit. *сәкмән* 'chekmen'; nizhnebelsko-ykskiy accent: *камҙул*, kanzul - lit. kamzul 'coat,' *бишенә* - lit. *ойоҡ энәһе* 'knitting needles' etc. (Mirzhanova, 2006).

The N.Kh. Maksyutova's book "Bashkirskie govory, nakhodyashchiesya v inoyazychnom okruzhenii" gives characteristics of argayashskiy, salyutskiy, orenburg accent, defines semantic, morphological, lexical and phonetic features of dialectisms. Examples from the argayashskiy accent: *айаҡтун* 'pants', *гәрәбә − төймә* 'beads'. From the orenburg accent: *кәптә − кейеҙҙән тегелгән аяҡ кейеме* 'shoes made of felt', *шимә* - tar, *семәрле беләҙек* 'thin patterned bracelet', *йалау –elges*, *әйберҙәге элмәк* 'loop on the collar; zip '(Maksyutova, 1996).

The N.Kh.Ishbulatov's work "Bashkirskiy yazyk i ego dialecty" describes the features of the emergence and development of the Bashkir language and its dialects. There we have recorded 47 items of clothes and jewelry: *балайтәк* (dem., karaid.), ***ҡ**атмар, ялма, йәрпесәк* (sakmar.), *мәскәү* (ik.) ***һ**аңра**ҡ*** (argayash.) - *балитәк* 'frill'; *башай* (sred., north-west.), *башалай* (nugush.), *башалтай* (ik., sakmar., kyzyl., sr.), *баш ойо**ҡ*** (salyog.) lit. *ойо**ҡ**баш* 'woolen socks', etc. (Ishbulatov, 2000).

"Dialectologicheskiy slovar bashkirskogo yazyka " shows the boundaries of the dialect, determines the meanings, gives equivalents of the literary language. The dictionary includes 495 lexical units from the considered branch of the vocabulary, for example: *гүндәк* (salyog. 'dress'), *иләсә* (gajn., mias. 'mittens') *керәч* (north-west. 'toggle'), *кижемамы**ҡ*** (north.-west. 'cotton yarn'), *көпей* (karaid., uk. ai. 'quilted coat'), ***ҡ**ыйы**ҡ*** (sred. 'scarf') (Dialectologicheskiy slovar, 2002).

R. Shakur, in the work “Bashkirskaya dialektologiya”, describes and compares the dialect material, and at the same time gives the names of clothes and jewelry as examples. In the east dialect: *сасмау ‘kosopletka’*; in the Aisk dialect: ***ҡ**ышйаулы**ҡ** ‘shawl’*, *сәсмәү ‘kosopletka’*, ***ҡ**ынйыра**ҡ** / **ҡ**индыра**ҡ** ‘footwear made of skin’*; in the Miassk dialect: *келем ‘wool patterned shawl’, та**һ**ма ‘band’, селтәр ‘woman’s vest, decorated with coins, or coral’*; in the Uchalinsk dialect (асыуҙы): ***ҡ**ытай ‘necklace’, таралғы ‘buckle’;* in the Salut dialect: *бәйҙәмес ‘bandage for shawls’, дөл ‘velvet’, ин**һ**әлек ‘wide embroidered belt’, мәреүәт ‘small pearl button’* (Shakur, 2012).

5. Discussion

Examination of the scientific literature devoted to the study of vocabulary of clothes and jewelry in the Turkic studies has shown that this issue has the long history and at the present time there is a number of different works, which cover this layer of the vocabulary of the language (Karabaev and Abdullina, 2015). It can be explained by the importance of the theme in the study of both language features and history, ethnography and culture of a particular nation. As we known, clothes and jewelry of different ethnic groups are unique and original in their own way. It depends on various factors: history, philosophy, economic relations, way of life and attitudes, aesthetic ideals, traditions, climatic, geographical features of the environment, in which they live (Shamigulova and Abdullina, 2015). The distinctive features of the clothes and jewelry of the Turkic peoples are its spontaneity and artistic integrity at the same time, reflecting the ethnic tastes, ideals and images of artistic and educational interest. At the same time it reveals the specific features of the material and spiritual culture of the people.

6. Conclusion

To sum up, the scientific literature on the history, ethnography, archeology, art history, cultural studies, philosophy, aesthetics, linguistics, etc. has studied the traditional clothes and jewelry of Turks in detail. It is noticeable that the mentioned works examine the names of clothes, headdresses, footwear and jewelry in the close connection with the spiritual, ethnographic culture of the Turkic peoples.

Thus, the review of the scientific works allows us to conclude that in the study of Turkic languages the study of vocabulary of clothes and jewelry has a long history. On this issue in a number of Turkic languages there are monographic and dissertation works, and in some languages only the ways of studying the names of clothes and jewelry are mentioned.

The vocabulary of clothes and jewelry is reflected in the works of not only linguistic, but also of historical and ethnographic studies. In the majority of Turkic languages this vocabulary is studied within the colloquial vocabulary, and at the present time in some Turkic languages there are monographic works specifically based on the vocabulary of clothes and jewelry.

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The State Authority Constitutional Legitimacy in Modern Russia

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Abstract

This paper analyzes the theoretical and methodological problems of constitutional legitimacy, gives its definition, and offers a characteristic of element of the constitutional legitimacy, made out the case of its identity to rational legitimacy. It is grounded that the formal-normative (legalization) and the socio-political aspect (legitimization) in the functioning of state authorities comprehensively characterize the existing institutional and power organization, reflect the level of constitutional and political consolidation in society, sustainability and stability of public law relations. The authors draw attention to the problems in the constitutional legitimization of power in modern Russia in the context of its socio-cultural, legal and political identity, exploring the potential constitutional and legal power resources and formulate a number of offers for improving the mechanism of constitutional-legal regulation in the Russian Federation. In the article it is argued that constitutional legitimacy is based on historical tradition and political and legal continuity and social support of the declared principles and fundamental (constitutional) relationships. This shows that the "crisis of legitimacy" acts as the main reason for large-scale and revolutionary state changes.

Keywords: *legitimacy, constitutional legal sense, state authority; state, constitutional legitimacy, constitutional system.*

1. Introduction

Problematization in research projects of the concepts of "legitimacy" and "legality" is caused by the crisis of state authority, which is conceived now as the result of transition from one "paradigm of ruling", the traditional and organically evolving along with society, *to another*, fundamentally different, on configuration, maintenance, operation of the key political and legal institutions and on strategies, tactics, types and ways of development of relations of power. In other words, this crisis is associated usually with processes of political and legal modernization of society. The latter in modern literature is perceived as an essential attribute of modernization processes.

Therefore, the concept of “legitimacy” has its shades of meaning and heuristic possibilities, due to spatial-temporal and socio-cultural factors. Namely the *historical-cultural background* largely determines the meaning, content and practical effectiveness of this concept at a certain period of time. In this sense, "to offer" to formulate a universal theory of legitimacy, practically and theoretically valid, invariant for all times and cultures-civilizational spaces, as seen, is not possible.

Today it is clear that the appeal to the historical and cultural conditions of the conceptualization of the concepts of "legitimacy" and "legality", their evolution within the framework of this or that state law reality allows to identify; *first*, specific types, models of legitimization and legalization of the power inherent in one or another socio-cultural universe, *secondly*, the features of functioning and the maintenance of specific institutional orders and their continuity, and, *thirdly*, to compare state and legal experience with their theoretical and practical ways of legitimation, developed in the framework of one or another civilization.

2. Literature Review

For a long time the concept of "legitimacy" was used in the scientific revolution, usually in the context of the legal system knowledge (Lubashic V. J., Mordovtcev A. Y., Mamichev A. Y., 2013). Its semantic crystallization proceeded in close apposition with such terms as "legality" and "legitimacy", "the implementation of law", "law enforcement", etc. For example, in many studies "legitimacy" is explained as real perception, political and legal bases, the justification of practical activities of any persons, authorities, their legal adequacy of the existing institutional and normative order, to the requirements of natural law and so on. (Dibirov A.N-3., 2007)

However, as noted by many researchers, this understanding of "legitimacy" is peculiar to a rational-legal discourse, which was emerged and was embodied in the classical legal paradigm. (Bachinin V.A., Salnikov V.P., 2000). Moreover, the semantic content of the concept "legitimacy" and its theoretical and methodological functions *were developed in the context of Western European civilization (*Dyuverje M., 1997). Therefore, in many cases Western theoretical calculations on the "theory of legitimation" at transfer to a different socio-cultural plane does not "*catch*" the specificity of various cultural universes, which greatly impoverishes research results (*Alexey I. Ovchinnikov, Alexey Y. Mamychev, Svetlana F. Litvinova, 2015*). For example, there is a huge gap between Western theory of legitimacy based on formal-rational, targeted and electoral presumptions, and domestic, based on the traditionally-ideocratical principles: the belief in the "idea-ruler", the sanctity of national traditions, spiritual and moral dimension of the nature of state power (Baranov P.P., Gorshkolepov A.A., 2002).

Today, the term "legitimacy" is widespread not only in the framework of political and social science, but also in law, acquiring the value of one of the fundamental, essential characteristics of state power (Andrey Y. Mordovcev, Tatyana V. Mordovceva, Aleksey Y. Mamichev, 2015). In legal science was traditionally used the term "legality", despite the fact that initially the legitimacy was understood as the legitimacy of power. As you know, the emergence of the term "legitimacy" is associated with the nineteenth century in France, when this term was used to characterize the government as a "legitimate authority" as opposed to the power of Napoleon, which was recognized as illegal and encroached (Chirkin V. E., 1995).

Gradually in understanding of the legitimacy of power began to dominate not legal but socio-psychological element – the approval, recognition, and respect to power structures. The distinction of the terms "legitimacy" - Fr. legitimite and "legality" - фр. Legalite is based on that (Bukovansky M., 2002). In modern legal literature under the influence of sociological jurisprudence, the term "legitimacy" is already used as a broader-scale concept than "legality". But as the subject of analysis is right, then, it is accepted to talk about the legitimacy of law, legal policy, certain legal institutions (Alexey Y. Mamychev, Evgeniya Y. Kiyashko, Alla A. Timofeeva, 2015). In this article an attention will be focused on constitutional and legal legitimacy or constitutional legitimacy, which is understood as the conformity with the Constitution and with the constitutional values enshrined in the constitutional conscience of society, the forms and methods of exercise of public authority, the lawfulness of the policy of the state. It should be, by many researchers, differentiated the legality of power, which is traditionally understood as the right to rule in accordance with the law, i.e. the legal right to control public processes, regulation and control over public relations (Giddens A., 1988). The legality of state authority is a juristic category regulated by the legislation of the activities of public authorities and its legal establishment.

It is well known that Western jurisprudence and political science in virtue of the rationality of political and legal thinking is characterized by the convergence of the terms "legality" and "legitimacy", as well as the rational legitimacy and constitutional legitimacy (Rogowski R., 1974). In everyday consciousness the concept of "legitimacy" is also often equated with "legality". For example, the media and politicians in February 2014 during the events on Maidan called V. Yanukovych legitimate President. However he was legitimate only for a narrow layer close persons, and the majority of the public treated him negatively. So he, is rather, legal, legally elected President.

In this regard, relying on existing literature, to analyze the legal and political system of Russia more adequately is the traditional distinction between the concepts of "legality" and "legitimacy" of the government and law (Kobersy, at al., 2015). The fact is that unlike the formal-rational, value-rational style of political and legal thinking in the first place in the evaluation scale in relation to power and its legal policy puts not correspondence to the procedure, but the value of the equity or value of one kind or another – ethical, political, and other pragmatic and etc. Therefore, the authorities may not be quite legal, but legitimate (Lira J., 1988; Beetam D.; 1991 & Bourdieu, 1993).

3. Methods and Materials

The present study used the methods of comparative legal, when comparing tendencies and development trends of political and legal processes in Russia and other state and legal spaces; historical and legal, allowing to describe the transformation of state power in the course of development of the national constitutional process; ethno-political and specific sociological, allowing to trace the continuity in the political and legal development, in the power-legal thinking activity of political subjects, depending on time, territory, and ethnic groups. To analyze trends and prospects of development of the constitutional legitimacy of state authority were used methods of legal-political simulation of the existing political and ideological discourses and their influence on the development of Russian state power.

In this article the analysis of the constitutional legitimacy of power is based on the following methodological circumstances.

First, due to the fact that the Constitution is the fundamental law of the state, the legitimacy of the elite is due to the attitude of the population to the Institute of state and to the Constitution itself. The attitude to the institution of the state is determined by the historical concepts about the nature and origin of the state, law and state authority in Russia. Therefore of utmost importance for the legitimacy of authority is a question of a unified history textbook. Attitude to the Constitution of 1993 is still neutral, but at any time the risk of the audit remains: the complexity and contradictions of its adoption after the events of August 1993 is well known.

Secondly, the constitutional legitimacy of state authority can be determined by the ratio of population to the models of mechanisms of formation of this authority, spelled out in the Constitution and based on it laws.

Thirdly, the legitimacy of state authority can be determined by the way of keeping to its legal procedures in the process of its formation stated in the Constitution. The level of compliance with the formal conditions of formation of the institutions of authority concerns the formation of the authorities on the basis of modern "democratic" procedures and other methods of forming power.

Fourthly, in public legal awareness level of constitutional legitimacy, for example, the Federal and local authorities may not be the same. The idea is that, in general, supporting the policies of the state and accepting and agreeing to the principles of forming the government at the Federal level and the implementation of the whole set of procedures laid down in the law, people may not take similar authorities at the local level, taking into account all the above reasons and its weak efficiency. It is not a secret that in the public consciousness municipal authorities are perceived as a "continuation" of state bodies.

4. Results and Discussions

Value-rational legitimacy is characteristic of the Russian political tradition, where ideocratic, ideological, value-idealistic guidelines still play a big role. Much more important component of legitimacy in Russia is the presence of the expected values in the content of the laws, which in juristic is called "desired right". Therefore, the constitutional legitimacy of authority in Russia presupposes the existence of the desired law in legal policy and the use of law by authorities. The constant lack of legal support of desired values in the policies of the authorities leads to the search for the legitimacy of alternative elite (Sherlock T., Beitler R.M., 2006, p. 23).

Socio-cultural specifics of the Russian political system are that the authority, the time of occurrence of which is based on clear and transparent legal procedures, can't always get its recognition in the public consciousness. On the other hand, the authority, though being a result of "illegal" and "undemocratic" procedures may ultimately receive approval in the public consciousness directly as a result of its positive influence on the lives of people. Therefore, the constitutional legitimacy of authority is not always equal to its legality and rational legitimacy. This situation is typical for countries with a traditional political culture. The constitutional legitimacy is not identical to the rational legitimacy: The basic law of the country does not necessarily have to secure the rights and freedoms of human rights, pluralistic democracy, parliamentarism and other elements of legitimacy of modern democracies.

Rational legitimacy is based on democratic and open organization and “transparent” procedures of state authorities. As a rule, rational legitimacy derives from such organization of the state in which are strictly respected and protected human rights, observed general democratic principles of management and properly is protected law and order in general. The constitutional legitimacy of power is very close to rational. But if the Constitution, for example, puts the value of national interests or state safety above the interests of the individual, and the government strictly adheres to this rule, then we can talk about the constitutional legitimacy that does not coincide with rational, because rationality and individualism are closely linked.

Thus, the political regime as a whole can remain constitutional and legitimate also at openly expressed distrust of individual institutions or heads of state. If the identity of the President is unpopular, it does not necessarily imply a distrust of the institution of the presidency in general.

Fifth, the constitutional legitimacy in a particular state depends on the type of legitimation in general, as it is its component.

It should be noted that modern society in most states differ namely in the rational legitimacy of power. In the end, it is possible to distinguish three main varieties, which are based on the major systems of state structure in modern world. After all, it is impossible not to agree with the statement that "the main focus associated with external recognition of state authority, stems from the nature of the political regime established in the state (Dibirov A.N, 2007, p. 246).

The days when the Constitution testified to the liberal democratic regime and the constitutional state have gone. In this regard, taking into account socio-cultural features of constitutional justice in different countries, we can distinguish different types of constitutional legitimacy. In those states where the law protects the modern liberal democratic values is present liberal constitutional legitimacy; where the Constitution enshrines these values, but the political regime in fact is different we can speak about formal constitutional legitimacy; countries in which the Basic law enshrines monarchical regimes, conservative, religious values, you can speak about constitutional values of legitimacy.

Let's try to answer the question of which of the above three types of legitimacy can be attributed to the existing constitutional legitimacy of state authority in Russia. The Constitution of Russia from the point of view of liberal values is exemplary. Political life, in general coincides with the Constitution, with the exception of a few features of liberal democratic regimes, for example, the absence of institutional opposition. The norms guarantying social rights of the population remain not implemented. But overall, the majority of citizens of Russia, as opinion polls show, support state authority and therefore the current authority possess constitutional-democratic legitimacy.

But at the same time in modern Russia are manifesting many signs of "formal constitutional legitimacy". In these circumstances, in our opinion, the task of domestic science of constitutional law is to develop concrete proposals for improvement of the constitutional and legal regulation for the purpose of overcoming of the crisis phenomena. In this regard, we can only regret that scientific articles which contain only extremely sharp politicized conclusions about the full simulation of the constitutional system in Russia began to appear and there are no proposals to improve the political system of society (Denisov S.A., 2012, p. 2-8).

Discussing the essential characteristics of constitutional legitimacy of authorities, it should be remembered that many researchers talk about the need for a distinction between understanding the legitimacy of authority and the degree of credibility on the part of the population. On the one hand, this problem appears to be transparent enough. In the case of the discussion of the term "constitutional legitimacy" it is about the constitutional Institute of authority formation, its principles, special procedures and their compliance. If these features both formal and conceptual and ideological nature are observed, the authority is constitutionally legitimate. Assessment of the level of public confidence in the authorities is determined not only by the above criteria, but by the extent of the authority effectiveness to implement the provisions of the Constitution. Thus, we can say that the degree of trust to the authorities is determined also by the level of its constitutional legitimacy, and the term "trust" is more general in relation to the term "legitimacy". However, the situation seems clear at first glance.

Even the authority generated by quite legal and "legitimate" from the point of view of the Constitution method may be, and very often is in a situation where the inefficient functioning of the main institutions of authority again puts on the agenda the question of its constitutional legitimacy; there happens a "deception expectations." Psychologically, it looks like this: people who are not able to implement the constitutional guarantees to the population came to power through "cheating", came to power illegally and have no right to be in the government. This explains the fact that, despite formal observance of all legal procedures, the authority in the constitutional public consciousness is not such. Also, should not be forgotten the situations of the absence of real political competition, or the possibility of real political choice at all. In cases where people involved in a real democratic procedures for the implementation of the elections, have to vote on the principle, "not to be worse," or "important to against, and for whom doesn't matter", legitimacy is under serious question.

Thus, being one of the indicators of relationship to authority in a particular society and state, constitutional legitimacy is also an indicator of the effectiveness of the law enforcement activities of the authorities in the public consciousness, not being an absolute value. Considering the wide range of issues that have to be considered when researching the level of constitutional legitimacy, it can be said that in general it is derived from two key characteristics of government – constitutional procedures for its formation and the degree of effectiveness of the implementation rules of constitutional law. Thus, in the political and legal importance in modern Russia under constitutional and legal legitimacy, in our opinion, should be understood the positive attitude of the population to the current Constitution and its institutions of state authority, the recognition of their being "legitimate" in the public consciousness. This is completely voluntary and objectively predefined recognition by the people of "constitutional right of authority to rule".

With the concept of legitimacy is closely related the problems of constitutional delegitimization of the state authority that are particularly relevant for modern Russia. As noted by many researchers basic premise of delegitimization overall modern Russian authorities have ideological and not formal legal implications. Increasingly, however, it is possible to hear that "the authority does not provide an implementation of socio-economic rights", "social state principle, enshrined in the Constitution is ignored", "the principle of separation of powers is formal", etc. This indicates the increasing importance of the Constitution and constitutional justice in social and political life of Russia.

Increasing bureaucratization and corruption among officials, and the criminalization of society in general also advocate as the circumstances contributing to the growing problem of constitutional delegitimization of modern authorities. It turns out that in modern constitutional law is poorly represented the institutions of social control and the anti-corruption mechanism.

Many legal scholars have noted that in our country is still poorly developed civil society institutions and virtually there are none of the so-called control "from below" that is exacerbated by the protracted reform of the political system. At the same time, it must be noted that the present Russian regime, finally, fully realizing the enormous relevance of these issues has taken real steps to ensure that the last elections of the Russian President looked the most open, constitutional and democratic.

In our opinion, in the mechanism of providing the constitutional legitimacy of state authority, should be highlighted items such as the extensive use of legislative initiatives in legislative activity from various social groups, civil society institutions; the use of referendums to identify the desired rights of the population; development of the institutions of popular representation through majority elections; public opinion in the activities of legislative and executive power, but most importantly, constant and unwavering law obedience of the state authority.

In many respects, this issue of "law-obedience of state authority" is associated with the attribute of the modern state authority objectively becomes not the right to govern itself and to command but the duty to skillfully organize and implement management activities in the society. Here should be remembered the founder of the theory of solidarism Leon Dyugi, who noted that constitutional laws are binding upon the state, because their aim is to give the state general administration of successful functioning of the control system in society under strict liability of the state for the improper actions of officials committed in his name (Goldenveyzer A.A., 1952, p. 178-180).

However, the current Russian practice shows that the authorities often show examples of "disrespectful" attitude towards the existing laws. For example, the Government's Decree No. 1025 dated 8 October 2012 changed the rules of its activities, and its employees have the right to prepare regulations to implement Federal laws that were adopted by the State Duma in the second reading, but have not still passed remaining procedures (third reading approval by the Federation Council, signing by the President of the Russian Federation). What would it say? It only shows that the executive authority gives the Parliament the role of simple statistician and body, thoughtlessly stamping and "registering" laws, acceptable to the executive authority.

Another example of "unlawful" conduct of public authorities, which, of course, negatively affects their legitimacy, is the non-fulfillment by these bodies of decisions of the constitutional Court of the Russian Federation. From published on the website of the Ministry of justice of the Russian Federation information follows that by June 2012 from 121 adopted over 20 years of decisions of the constitutional Court of the Russian Federation, the legislator has made only 70, and 51 decisions has not been implemented. Published July 17, 2012 report of the Secretariat of the constitutional Court states that “the regulations of the Federation Council and State Duma do not include specific procedures to ensure timely consideration of bills aimed at execution of decisions of the constitutional Court" (Pushkarskaya A., 2012).

This situation leads to the transfer of consideration of the relevant legislation. For example, because of moving a bill aimed at protecting the electoral rights of citizens, which was to be considered by the State Duma in the spring session of 2011, has not yet been adopted. Non-execution of decisions of the constitutional Court by the government of the Russian Federation is largely due to the fact that the government of the Russian Federation constantly extends and postpones the date of execution of decisions of the constitutional Court on the "requests" of those ministries and agencies which are entrusted to plan projects of relevant legal acts.

The rules of constitutional law have a very serious impact on the entire system of social relations arising in the sphere of legitimacy of state authority. The existing constitutional–legal regulation of the various sides and aspects of legitimacy in contemporary Russian authorities that form within the population of our country a positive attitude to all existing institutions of government is a multidimensional and systemic impact of constitutional law on:

- improvement of the economic foundation of a civil society based on effective commodity production and market economy, the real economic freedom and independence of citizens;
- implementation of provisions of the Russian Federation as a social state which policy is aimed at creating conditions for a worthy life of people and their free development;
- implementation of fixed democratic principles in the functioning of the political system, including the guarantee of ideological, political diversity and pluralism, allowing Russian citizens within the law to participate in the political process personally or through independent political movements and associations;
- improvement of the procedure of formation and functioning of the system of presidential power, legislative, executive and judicial authorities, based on the principle of national sovereignty;
- implementation of the rule of the people through the actual mechanism of direct and representative democracy in the Russian Federation;
- implementation of the principle of separation of authorities and guarantee of the system of checks and

balances between different branches of government, without arbitrariness of any of them;
- functioning of the mechanism of legal liability of all governmental authorities and officials;
- serious democratic transformation of the political systems that are associated with the increasing role of parties and social movements, the media in public life, the development of political diversity, encourage citizens to participate in political life and public administration;
- fixing the real constitutional and legal mechanisms for the resolution of conflicts arising in the sphere of the relations of state and civil society institutions, the establishment of control of civil society over the activities of state bodies and officials.

Nobody wants political instability of the early 90's, however, the presence of permanent and erected in a rank of traditional and untouchable one political force in the absence of even the formal political competition provides fertile ground for the escalation of political nihilism in one part of the population and a sharp increase in political intransigence, not always ideologically grounded, in the other. It should be said that the present Russian regime is aware of this problem and is taking steps to address it. However, the situation when, on the one hand, is facilitated the registration of political associations and, from the other, is significantly narrowed the scope of the realization of the right to freedom of peaceful Assembly, looks quite contradictory.

In this case, when the political alliances may be refused to be registered and the right of participation in the electoral process remains overly formalized. In this regard, should be recalled the norm of five percent of possible defect in the submitted lists in accordance with the Federal law "On elections of President of the Russian Federation" at external expediency can be used a method of combating real political competition, especially because of the subsequent appeal of this decision during the trial will not always have a real value because of missed time. For comparison it can be said that the Federal law "On basic guarantees of electoral rights and the right to participate in referendum of citizens of the Russian Federation" establishes the figure of ten percent, however, indicating that it may be specified in the relevant laws. In this regard, in our view, it is necessary to maintain expressed idea about setting up a special judicial institution to promptly solve "issues" in the election procedures and elections directly.

Separately it is necessary to regulate the often-discussed situation with party lists, when some of the declared candidates are used as a so-called "locomotives" that ultimately leads to not only deprofessionalization of legislative bodies, but also their criminalization, in the case of transfer of the respective mandates. An attention should be paid on how many of athletes and representatives of various "creative" professions are among the deputies. Furthermore, this situation is usually observed at the Federal level, unlike, for example, the level of subjects of the Russian Federation, which also leads to some reflections.

In addition, it is impossible not to recall the existing contradiction between the democratically enshrined ways of elections and their traditional "administrative and mobilization" content and use of administrative and institutional resource of power to influence the eventual result. In this regard, in our view, should be entered the real criminal responsibility for "administrative interference" in the process of free will of citizens of the Russian Federation at any stage of the electoral process. Also there should be a legislative provision for the termination at the performance of election commissions of the leaders who abused the notorious "administrative resource".

In our opinion, the introduction of various barriers for blocs and alliances of political parties should be limited, should be canceled most of discriminatory filters for associations of a political nature, should be introduced the practice of mandatory and full campaign debates, should be increased the duration of the campaign period, election campaigns up to two months.

Thus, the main changes of the Federal law "On basic guarantees of electoral rights and the right to participate in referendum of citizens of the Russian Federation" could contribute to greater transparency of election procedures, as well as increased involvement of ordinary citizens in the mechanisms of control of the elections. The last election of the President of the Russian Federation, in our opinion, clearly showed that the introduction of technical capability to observe the elections at the polling stations through the "world network", though, acts a certain step towards increasing the transparency of the elections, but is rather a "half-measure" and does not give the necessary effect of a significant increase in the legitimacy of the elected authority.

These circumstances are designed to speed up the reform of the Russian legislation in the context of not only the electoral law and the electoral system, but also the constitutional legitimization of the political system of the society as a whole. The protest moods of the last time persistently show a serious lack of legitimacy of decisions taken by authorities at different levels, which have a negative impact on the legal and political culture of Russian citizens. It is necessary to consider that the creation of real political competition in the country with centuries-old traditions of autocracy and absolute rule (including the seventy years of the Communist regime) is a process designed for a long-term.

Recent events in Ukraine demonstrate that the presence of a real political opposition forces able as equals to "compete" with the party in power is not a guarantee of democratization of power. There is, therefore, a need at the level of constitutional-legal, legislative regulation to provide filtering of the opposition in the funding and ideological content.

A return to the mechanisms of formation of the State Duma on the basis of a mixed electoral system, which includes both proportional and majoritarian elements, should be supported. However, the question of the procedure of forming the Federation Council does not lost its relevance. Russian President Vladimir Putin on 4 December 2012 signed the Federal law "On the procedure of forming the Federation Council of the Federal Assembly of the Russian Federation" according to which every candidate for governor shall nominate three candidates for Senate, of which he in case of victory will select its representative to the Federation Council. The second “senator” from the constituent territory of the Federation will be delegated to the Federation Council of the regional Parliament among its members. Currently in the Federal Assembly of the Russian Federation on the initiative of some deputies and senators are considering an offer which empowers the President of the Russian Federation the right to offer for inclusion in the structure of the Federation Council on the posts of senators (up to 10% of the total number of members of the Supreme chamber of their choice citizens who have extensive experience in senior government positions).

It should be noted that the procedure of formation of Council of Federation has repeatedly changed. Existing law on the procedure for forming the Federation Council has shown its ineffectiveness for the reason that it created only the illusion of electing senators. It appears that the new law should provide a mechanism which will let largely to reflect the actual will of the citizens.

As for the institution of elections of heads of constituent territories of the Russian Federation, taking into account beneficial effects of its return, must not be forgotten the reasons why it was abolished. Also, in this context relevant remains the problem of legislation of responsibility of the elected official to the voters and strengthening the principles of political competition in the electoral process at the local level. It is impossible not to take into account the problem of selection of heads of municipalities..

Analyzing the issue of the referendum in the Russian Federation it should be noted that at the level of constituent territories of the Russian Federation, a referendum is rarely used, much less than rise of any relevant reasons. At the level of local self-government the institute of the referendum is increasingly replaced by "identification of opinion", the result of which is usually a foregone conclusion. As for the Federal level, the institute of the referendum is not used at all. This, of course, not about the institutions of democracy to be used direct every day, but also to bring to this situation, when the public starts to forget about them, is also not possible.

In the context of the development of mechanisms of constitutional legitimization of the existing government the judiciary should also be made more independent from the executive branch, and the procedure of forming members of the judiciary should be made more open, public, and independent for the purpose of democratization. It appears that to this important task will not help introduced in 2012 provision stating that the chairmen of courts of general jurisdiction will now remain at their posts without age restrictions and terms of officiating.

It should be noted that as one of the causes of the crisis of legitimacy of modern authority is weak development of civil society institutions. It is not a secret that the category of "civil society" today is one of the most "mysterious" in modern Russia. The researchers note that when creating a new Basic law, usually two major trends are fighting: to make the Constitution a fundamental law of the state, or the fundamental law of society. In 90-ies in Russia the first trend has won, as a result there were almost no places for civil society in the Constitution, and perhaps for this reason in modern Russia civil society is still in a protracted stage of formation. And it is the civil society and its institutions are one of means of legitimation of state power. In this regard, it is necessary to amend the text of the Constitution of the Russian Federation, as well as to develop and adopt a special Federal constitutional law "On civil society in the Russian Federation".

5. Conclusion

5.1. The formal-normative (legalization) and the socio-political aspect (legitimation) in the functioning of public authorities comprehensively characterize the existing institutional and power organization; reflect the level of political consolidation in society, sustainability and stability of political relations. Legitimacy is determined by: a) sustainability of public law institutions; b) the level of continuity in the institutional and power development; c) the level of political agreement and adequacy of the existing procedure of power relations of existing model of interaction "person – society – state"; d) degree of conformity of methods and results of the implementation of state authority to social expectations; e) the level of "social tension" in the implementation of the political management of social life.

5.2. Today in Russia there is the problem of the legitimacy of the text of the Basic law. Taking into account the fact that state ideology stands as one of the ways of legitimation of state authority even in its rational-democratic understanding, the authors find counterintuitive, the fact, that in part 2 of article 13 of the Constitution stipulates that no ideology can be established as the state, especially because it does not correspond to the realities of constitutional regulation and the text of the basic law, which fixes a clear ideological principles of liberalism. This is not surprising, since classical constitutionalism is the ideological heir of liberalism, its legal, juridical arrangements. But in the XXI century ideological clichés of modernism are unlikely appropriate and it should be recognized that the Constitution may protect not only liberal but also conservative, socialist, any other values. However, we do not support the call for the abolition of the principle of ideological pluralism, as it does not interfere with the formulation of higher goals and meanings of state, and with "inclusion" in the current Constitution of certain social-political ideals, values and norms. In addition, for registration of the national idea can be used supplementary political and legal tools: strategy, doctrine, concepts.

5.3. The constitutional legitimacy of authority is defined by the principle of stability of the Constitution: every elite should not change the Constitution in own way. In situations where the "constitutional revolution" radically reject the earlier model or the entire historical tradition as a whole, the lack of political and legal continuity and legitimacy of the proclaimed principles and fundamental relations of property and power, significantly inhibits any constitutional modernization. Moreover, namely the "crisis of legitimacy" acts as the main reason for large-scale and revolutionary state changes.

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The Legitimacy of Power and Power relations as a Multi-level Political and Legal Phenomenon: Approaches, Interpretation and Conceptualization

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Abstract

The article analyzes the legitimacy as a complex, many-sided and multi-level education, argues that the legitimation of power is carried out at different levels, and the process of legitimation involves both individuals and various groups and organizations. It is noted that the legitimacy is represented as a goal of the functioning of all institutions of public authority and as a result, which is meaningfully concretized with a series of interrelated phenomena (legitimization, legitimate regime and etc.). In its turn, the concept of "legitimacy" is interpreted by the authors as the estimated characteristics, applying to either specific political actors and their actions (personified legitimacy), or to existing institutions and public-authoritative activity (institutional, impersonal). The article also introduces the author's approach to the allocation of interconnected levels of legitimacy: 1) the types of internal (motivational) and external (institutional) legitimacy; 2) the types of legitimate domination defining the dominant strategies of substantiation of existing institutions and the ways of social processes managing; 3) the regimes of the legitimation; 4) the forms of substantiation of a state power as such, and its inherent institutional and legal structure.

Keywords: *power, authority, power relations, institutions, legality.*

1. Introduction

Traditionally, power, power relations in society, including ways of legitimation of this power and its activities, are described and analyzed by structural-functional approach. Structural power relations and the mechanism of power legitimization very often coincide and are reduced, as a rule, to three interrelated elements: subject, object and content. This structural model of power relations represents the idealized theoretical structure having a number of weak spots in the description and analysis of the actual public-authoritative interactions unfolding in the society.

For example, the most common definition of power within the subject-object model in social science is the following: it is a relationship of domination and subordination in which the will and the actions of some individuals (power-holding subjects) dominate the will and the actions of others (subordinates). The problem seems to be clear. However, even a perfunctory analysis of the existing practices of authorities call into question the previous statement, the logic of the analysis of power relation itself.

Of course, one can agree with the above-stated structural and functional model of legitimation, however, this structural model of legitimacy phenomenon essence describing is a narrow approach, not taking into account the complex and ambiguous process of authoritative and legal organization development and its legitimation in different historical and cultural contexts. Let's state a few thoughts on the subject.

First, this model works with the already existing, stable configuration of institutions and power structures, interpret the processes of legitimation in the context of a certain historical stage of development and practically is not admissible for the description of the transition and crisis conditions of power-political interaction. It does not capture the processes of legitimation of power in the context of replacement, revolutionary breaking or the transformation of institutional power structures.

Second, the thesis that "only the people is a singular subject of power legitimation" and "Power-holding subject should really be aware of its right to the power (potential legitimacy)" refers more to proper than to existed one. It seems that the process of the legitimate evolution of the state power is more diverse and complex, it is based not only on the individual (subjective) positions and actions, but also depends on the inter-subjective factors of political life (the current style of political thinking, the models and forms of the authoritative interaction, which in many respects are successively reproduced from generation to generation).

Third, it does not take into account that in some cases the functioning of specific institutions and officials may, in fact, fit in with the existing principles and forms of institutional authoritative organization, but contradict the national expectation, social outlook, and so on. Even the official terminology used in state-building and political rhetoric can undergo public "repression", significantly reducing the level of legitimacy of the entire authoritative-legal organization.

Fourth, with all the evidence and simplicity of the subject-object model the question of who is currently the subject and who or what is the object of legitimation always remains open, as long as any activity, any person caught in the area of political reflection, initiates the process of legitimation (delegitimization). In other words, the subject and the object of legitimation and their interaction are determined in each case again, with reference to the context and the situation (contextuality).

In this paper, legitimacy is seen as a complex, many-sided and multi-level phenomenon. In this respect it is argued that the legitimation of power is carried out at various levels, the process of legitimation involves both individuals and various groups and organizations. Moreover, legitimacy may apply to specific representatives (personified legitimation), to specific institutions (impersonal legitimation) and to the entire institutional and power order, the entire political sphere of society.

2. Literature Review

In the current research strategy one try to get away from the traditional structural scheme of the analysis of power relations (Clemens E.S. and Cook J.M., 1999; Hall P.A. and Taylor R., 1996; Lira J., 1988; Landort P. and Goldring L., 2010; Lounsbury M. and Glynn M.A., 2001 and March J.G. and Olsen J.P., 1984 et al.). Today, the emphasis is shifting towards the analysis of not the subjects themselves, their classification and typology, but the national and cultural conditions and typed practices that determine authoritative thinking and action. Typically, while the traditional approach the researcher stands in the position of the objective observer, interpreting and describing the subject as a particle (element) of the structure, abstracting it from the social and political action and depriving of the cognitive activity and the role of random variation in its activity, and the cultural "background" impact in level of general analysis.

In its turn, in the center of current research projects there is the analysis of the conditions and specific practices of thoughts and actions that in this or that different social spheres generate the subjects of powerful interaction, the specific forms of domination of one over the other subjects, the methods and techniques of specific power positions substantiation, the reconstruction of types of political reflection that supports a certain system of knowledge, political axioms, truths, theoretical propositions and postulates that are the foundation for understanding and the legitimation of power, the institutional order as a whole (P. Bourdieu, 1993 and M. Foucault, 1996, etc.).

It raises the question of how a whole of knowledge, traditions, values, norms, forms the social and power positions in this or that public domain (legal, economic, political, religious, etc.), i.e., everything is analyzed that makes the functioning of the authorities justified, but independent of the specific subject.

As part of the Humanitarian Research there is a number of authoritative approaches to the analysis of legitimacy, as a complex, multi-level and structural phenomenon. For example, a well-known political scientist D. Easton singled out the following structural types of legitimacy: 1) *personalized* – the legitimization of the specific statesmen by the citizens; 2) *structural* – the legitimation of state and other political institutions and structures, functioning in the society; and 3) *ideological* – the legitimization of the whole state and legal system, based on a certain system of norms and values (Easton D., 1960). As one can see, D. Easton offers not only the classification of types of legitimacy, but also emphasizes its multi-level structure.

A similar multi-level structure of the legitimacy is represented by a modern political scientist A.-N.Z. Dibirov (Dibirov A.-N.Z., 2007). So, based on the "voluminosity" of the state power legitimization he highlights: a) *the first level* - the legitimization of state power as such, as a national-cultural and socio-historical foundation of all processes of legitimation; b) *the second level,* or floor of legitimacy which is built on the existing foundation – the legitimation of a specific form of political life, which support institutions and procedures existing in a society; c) *the third* (floor) *level* - a legitimization of specific politicians, their activities and ways of "entering into power".

A fundamentally different architectonics of legitimacy was offered by sociologists of knowledge P. Berger and T. Luckmann. They singled out four levels of legitimacy, not based on the "volume" of legitimation of political space and political actors and institutions acting in it, but on the levels of social knowledge (Berger P.L. and Luckmann T., 1966). So, they point out: 1) *pre-theoretical level*, the content of which includes the "self-evident knowledge", represented by the tradition which, in accordance with it, is the foundation for all subsequent levels of legitimation; 2) *the second level* is the first theoretical generalizations ("theoretical statements in its initial form"). They formulate ordinary, pragmatic schemes (typifications), representing the collective political experience in public-authoritative interaction in its compressed version, "folk wisdom", etc.; 3) *the theoretical level* represents already formulated theories with which the institutional order is legitimized; 4) *the fourth level* of legitimation - symbolic universia, including the "systems of theoretical tradition, absorbed various fields of knowledge" and "institutional order in all its symbolic integrity".

In the context of this study, these theoretical and methodological developments are summarized and different, more appropriate, in our view, architectonic (multi-level structure) of the legitimacy of power and power relations is formulated.

3. Methods and Materials

The authors in their paper base on the of the following methodological grounds: first, the legitimacy is regarded as a qualitative state of the political and legal organization of society; second, legitimation is analyzed as the process of this condition achieving; third, the first and the second grounds have no universal and strict univalent structure. However, the authors believe that in the theoretical and methodological context one can distinguish different *levels, cuts of legitimation*. From this perspective, one should speak about the *architectonics of legitimacy, i.e. about interconnected layers (levels) of national and cultural legitimation of power and political order.*

In the theoretical-methodological and practical terms, this study is based on the provisions of the new institutionalism, developed in the works of authors such as P.G. DiMaggio, J.. March, J. Norton, G. Olson, R. Taylor, J. Wallace O. Favereau, P. Hull, F. Aymar Duvernet et al in which political institutions are interpreted widely enough, on the one hand, as formal rules, regulatory models, procedures and standards; and on the other as symbolic systems, cognitive scripts, socio-cultural and spiritual-moral patterns, which organize and manage the mental activity of people. This approach is most relevant for adequate description of the legitimacy of power and power relations as the institutional and regulatory and socio-cultural phenomena.

4. Results and Discussion

In modern approaches a multi-level structure of the legitimacy is based on either the extent of legitimacy processes coverage, or a "depth" of a theoretical substantiation of the institutional order. In the first case the emphasis is on institutionalized subjects of power, their personalized and depersonalized legitimation, in the second - in the everyday and the theoretical tradition of justification of not so much the subjects of power as existing institutional order. At the same time, we believe that the legitimacy, in addition to the characteristics given above, should also include behavioral aspect, i.e., the types of legitimation of power relations in the daily practice of political cooperation, and in addition to types of legitimate domination, specific regimes of legitimation of government institutions and their functioning, eventually forming some form of substantiation of the government and political order.

Taking the given above into account, four interrelated levels should be divided: 1) the types of internal (motivational) and external (institutional) legitimacy; 2) the types of legitimate domination defining the dominant strategy of substantiation of existing institutions and ways of social processes managing; 3) the regimes of legitimation, which comprehensively reflects, on the one hand, a system of means, methods and tools for the functioning of government institutions and agencies justification, and on the other – a systemic evaluation of actual public-authoritative relations developing in the process of thinking activity of subjects and their interaction on the implementation of national interest or the common good; 4) forms of substantiation of state power as such, and its inherent institutional and legal structure.

4.1 The level of internal and external substantiation of the legitimacy of the existing power relations

In the daily practice of social actors. According to M. Weber, at this level it is possible to distinguish several types of social practices in which a legitimate value is attributed to various phenomena and processes. The allocated types of social action, according to M. Weber, contains not only an internal motivational structure, but also a certain social meaning, which is expressed in the ratio of subjective behavior with the behavior of other people.

In other words, in the context of this action existing, established patterns of behavior in society, the real practice of interaction, as well as possible reactions from others are taken into account. In this regard, public practice, in which the legitimate importance attributed to this or that political phenomena should be classified into four main steps: goal-oriented rational, value-rational, affective, traditional (A.F. Filippov, 2002, p. 98).

Traditional action is based on existing traditions, customs, habits, etc. Here legitimacy is attributed to everything that corresponds to the age-old image of order, justice, harmony, and every action is significant in relation to the eternal being. At that this traditional foundations of social interaction are perceived as a spiritual landmark, as an example of genuine and adequate social, legal, political organization of social relations, rather than as a set of ready-made recipes of social action. This type of social practices is usually called passive, due to the fact that the subject of political interaction has no reactions (explicit or latent) over the existing power and legal institutions, due to the fact that their operation fits into the tradition, corresponds to the usual course of things, the primordial image the power of organization and order.

Affective type of social action is based on an emotional belief in the importance of (legitimate) of certain government actions of personalized or impersonal (institutional) nature. The given type reflects the irrational underpinnings of social behavior formed on the basis of a certain psychological state, which is forming under the influence of real-life situation and the world of the unconscious structures. It is obvious that social interaction is realized and rationalized only selectively, with "spots", connects highly rationalized forms of consciousness (legal ideology, politics, etc.) with the world of the unconscious structures, unconscious cultural codes (archetypes), psychological states and trends, determining thereby the attitude of the individual towards politics, law, government and other phenomena of political reality, behavioral, psychological and normative self-actualization of the individual (Alexey I. Ovchinnikov, Alexey Y. Mamychev and Svetlana F. Litvinova, 2015). Therefore, the appeal of research attention to the irrational basis of the process of legitimation is very popular and justified.

Goal-oriented rational type is based on giving legitimacy to the actions and structures that contribute to the achievement of individualized goals. In other words, everything around acquires meaning and significance only through the prism of individual, private good. The category of "efficiency" is the main point in the concept of legitimacy, as "all is legitimate, that promotes the effective achievement of the goals and objectives of individual existence." Therefore, in this type of social interaction the legitimacy acquires those institutional ties that could provide a regime of free, attached to nothing (no morality, no tradition, no appeal to the collective ideals, etc.) existence of individuals realizing their utilitarian interests and needs, and create the conditions for an isolated and self-sufficient functioning of various social units.

Value-rational type is based on the fact that the legitimacy is based on the belief in the absolute value of the taken for granted action itself, corresponding to the certain rational value in the regulatory system. In this aspect the institutions, structures and the activity itself that express commonly shared system of basic values and norms that lead to their daily implementation possess social value. It is exactly due to these axiological grounds of social interaction the institutionalization of other instrumental (secondary) values, such as government, legal and social institutions is directed and legitimized. It is exactly the secondary characteristics of the latter determines their social purpose and the process of their legitimation. Their goal, their social purpose is realized through the institutional mechanisms of primary, basic social values and needs.

However, if the above-mentioned types of social action guarantee, according to M. Weber, the legitimacy merely internally, i.e. different types of authority justification in daily activities, private life, so it is advisable to isolate and examine the types of *external justification of power*, power relations in the public sphere. So, from our point of view, one should highlight the social mechanisms of the external organization and justification of power interconnection and power reflection itself. These include political identity, political ideology, spiritual and moral dominants, institutional (political ideology, economic efficiency), discourse types.

Political identity as a type of legitimation is based on historically formulated world outlook directions, reflecting synthesized image (formulated on the interpretation of the past, present and future of the nation) of power, order, justice. It is obvious that social interaction in the political dimension is mediated by collective identity which, strictly speaking, is a form of political subjectivity. In other words, the collective identity is a certain political reality, which determine the formation of specific political subjects of their specific characteristics and also the interaction between them.

Institutional type of legitimacy. At the level of everyday behavior and interaction the legitimization of authority and legal activity of various political actors, the individual government institutions and structures, their authorized representatives is carried out, as well as approbation and "habitization" (typification) of power interaction models in society takes place. Typification of expected authoritative behavior sets specific institutional tradition of accomplishment and comprehension of the power relations; and the "origins of any institutional order are in *typification of accomplished actions,* both our own and other people's one» (Berger P.L. and Luckmann T., 1966). Thus, a separate institute is conceptualized here as an expression of the "objective" human activity.

The ontological type of legitimization is connected with the adequacy of institutions of public authority to established order, "inscribed in the human and social reality" (J.-L. Chabot). At the same time this institutional order is a continuation of the historically established order of things, corresponding to spiritual and moral reference points of social life of people, their daily social practices, etc. Hence, "the level of ontological legitimacy of political power would lie in the level of correspondence to the depth order of being that person feels innately» (Chabot J.- L., 1991, p. 68). The given type of legitimacy is based on the fact that "there is always a set of practices and techniques that escape from the legal systematization and order. That does not mean that this set is "anemic", arbitrary in the true sense, but it is subordinate to relatively different logic than the logic of the legal order", first of all, to the logic of interaction between the individual classes, strata that "is reflected in the laws by itself and to specific measure" (Poulantzas N., 1978, p. 92-93).

In addition, in the context of external justification of existing institutions and their function in the daily practice a specific, *patriotic*, type of legitimacy is distinguished. This type of legitimacy suggests that the pride of a man for his home country, his government and its internal and external policies are recognized as the highest criterion of support for authorities.

The analyzed inner and outer bases of the adequacy of government institutions, as a rule, in real political reality intertwine and mutually complete each other. For example, the Russian people have a value-rational and conservative style of behavior, ontological and traditional way of thinking. They appreciate not so much important goals and results, as the meaning of transformations, their spiritual and moral, rather than institutional and normative dimension.

4.2 The types of legitimate domination

The types of legitimate domination defining the dominant strategy of substantiation of institutions and applying ways of social processes managing. This level of legitimacy is based on internal and external types of legitimation of the government, acting at the level of everyday social and authoritative interaction. Three classic types of domination - traditional, charismatic, legally, - distinguished by M. Weber are traditionally referred to the given types.

Traditional legitimacy relies on a complex system of customs and traditions that are played from the time out of mind and supported with a social habit rooted in the human to stick to established social forms and patterns of interaction. In this regard, such institutional structure that the most appropriately embodies the way of old established order of things, represents and supports national identity, holds in its functioning to social and cultural forms and patterns of interaction in the personality - society – state system becomes legitimate.

In the tradition above all on the one hand, the elements that are type-formulating factors of certain social phenomena (the state, law, government, justice, etc.), are revealed and on the other - it contains the mechanisms for monitoring and broadcasting the unique social-legal and ethno-political experiences determining a particular culture-civilizational type of particular society, the state, law.

At the same time the traditional legitimacy must be viewed in two ways, i.e., one distinguish between *technical* and *existential* institutional continuity. So, if the first, according to V. Volkov, reflects devotion, obligation to "play the game", the second represents the admitting of a way of life, readiness to become and to be historically conditioned social actors (V.V Volkov, 1998, p. 165-169). And the latter is based on a particular way of political thinking activity, which to a certain extend determines the uniqueness of the legal and political life of the nation at various stages of the political system evolution. Thus, each socio-domineering subject experiences traditional experience and behaves in conservative way, as "he is *included* in one of the phases of development of this objective mental structure (usually in a contemporary phase for them) and behave in accordance with this structure or simply reproduce it entirety or in part, or develop it further through adaptation to specific life situations" (Manheim K., 1994, p. 596).

The second type of domination is a *charismatic legitimacy*, characterized by personal devotion of the social and political subjects to the case of some person and their faith only in his personal dignity, in a person that distinguish himself in heroism, exemplary quality, sacred character and other extraordinary features. "In the case of charismatic domination – marks M. Weber, - one submit to a *charismatic leader* as such due to personal faith in his revelation, valor or exemplary features, that is, his charisma "(M. Weber).

This type of legitimate domination, according to M. Weber, is extremely personalized. Here political subordination, institutional development are determined by personality. Leaderism and elitism are the leading factors determining specificity of the functioning of all spheres of public life. Charismatic legitimation is not directly related with rational judgments and is based on the range of feelings and emotions. It is a sensory legitimation by its nature, although, of course, it has a rational interpretation, but as a secondary phenomenon. In addition, those institutions that contribute to the implementation of a great idea, formulated by the leader or continue the deed started by him will be provided with the "*secondary" legitimation*.

The third type of legitimate domination is a *legal (rational) legitimacy*. It is, on the contrary, the ultimate form of impersonal domination, in which socio-political actors are subordinate to impersonal institutions and structures, their officials, on behalf of whose at the present moment on the grounds of legal procedures the society is governed. "In the case of a legal domination people obey the lawfully established objective impersonal order (and superiors established by that order) by virtue of the formal legality of its orders and within them" (M. Weber).

Thus, the essence of this type of dominance lies in the government institutions accordance with a rational-legal principle by which the political order is established. In practice, such legitimacy is expressed through adequacy, the compliance of existing political institutions with the requirements of a rationally constructed order enshrined in various regulatory legal acts (primarily in the country's constitution). Consequently, this model of legitimation of state power is based on a rational assessment and related primarily to forming of the conviction of the reasonableness of the existing order, laws, rules.

The rational legitimization implies that the population support (or reject) the state power primarily on the basis of their own assessment of the actions of this government. No slogans and promises (they have a relatively short-term effect), not the image of a wise ruler, often no even fair laws, but practical activities of public authorities and officials, especially high, is the basis of rational evaluation (Chirkin V.E., 1995). Rational legitimacy (or *legal legitimacy*) in its final form - states J.L. Kermon – is formed nowadays in the declarations and preambles of all existing democratic constitutions and recently such legitimacy is sanctioned by prohibition on the revision of the basic legal texts (Quermonne J.-L., 1986, p. 16).

4.3 The third level is a regime of legitimation

The third level is a regime of legitimation of the government, its individual institutions and structures, as well as officials representing them. If considered types of domination, marked by M. Weber, represent the ideal strategies of legitimation and are essentially static (strategic) legitimizing principles, then, in its turn, regimes represent a set of means, methods and tools of the justification of the functioning of government institutions and structures and also reflect the assessment of actual power relations forming in the process of thinking activity of subjects and their interaction on the realization of the common good and national interest. These regimes reflect the "true state of affairs", the actual practice of the authorities and their perception by the public conscience. Integrating the groundwork in this field, the following regimes of the legitimation of power can be distinguished: liberal-democratic, technocratic, ideological, ideational, ideocratic.

Liberal-democratic regime associated with the -legitimization of public-authoritative institutions through the concept of "common good". At the same time, the idea of the justification of political governance is based on the fact that all the activities of institutions are evaluated in terms of realization and provision of that good. Axiomatics of a given regime assumes a qualitatively different reality than a simple collection of individual wills. At the same time, individual perceptions of free judgment are the starting point, a "unit" of legitimation.

In its turn, the principle of "arithmetical majority" is used for the operationalization of the transition from the individual to the collective (public). This principle becomes universal for all liberal democratic regimes; it is associated with both the selection of the legitimate representatives of the people and the forming of legal and political institutions, legitimate decision-making in the context of legitimate collective structures. In this context "the procedures of majority voting - notes J.-L. Chabot – are not "the Mouth of Truth," not a modern form of the ancient oracle, simply because the political sphere is primarily a sphere of conjuncture and game of opinions, not dogmatic revelations" (Chabot J.- L., 1991, p. 61).

Technocratic regime of legitimation is based on the idea of the effectiveness of state (wider - public) administration, the main thesis of which is the consideration of public policy as a specific art ("public management"), which requires specific skills, knowledge and abilities and is carried out by specialized social group.

The degree of legitimacy of the functioning public-legal institutions is conditioned on the level of social interests and needs satisfaction. On this occasion, the process of legitimization in a greater degree depends not on the institutional and regulatory coding of social interaction, but on the contrary on managerial knowledge and skills of the political elite. In this case it is asserted that "a real power – is the rower of knowledge" (Chabot J.- L.), which provides a breakthrough in both a technology and material sphere. It is obvious, that this regime of legitimation combines the versions of economism and elitism. A political and economic expediency (efficiency) are the main legitimizing bases there.

The ideological regime of legitimation is performed by recognition of and trust in the correctness, exclusive of certain ideas of political and legal development, which are proclaimed and implemented by institutions of power. Here the political ideal of social order is postponed into the indefinite future, becomes an energy stimulus for social-legal and administrative reforms of the present. That is a kind of dictatorship of abstract principles and metaphysical bases in its own way. And therefore "the power almost merges with the ideology ... becomes invisible, dissolving in numerous cells of the social organism ... the state as an ideal infinitely expands, it absorbs all the autonomous formations: as an ideology, statehood naturally seeks to totality" (I.A. Isaev, 2003 , p. 497). Hence the statement that political institutions can be legitimized more or less in compliance with the ideas about social reality.

Ideational regime of legitimation. The concept of "ideationality" is introduced by Russian sociologist P.A. Sorokin, which he used to denote such authoritative-legal organization, in which a traditionalist type of organization represented the dominant of public-legal institutions functioning; and the vertical of value-normative hierarchy is oriented from the earthly world to the supersensible and its absolute dominant - God. Ideational legitimation is based on ideational ethics, which is characterized by dismissive attitude towards social values, material goods, wealth, and bodily pleasures. Earthy well-being is viewed by it as something secondary. In its turn, the principles of political organization are regarded as the given above, perceived as the absolute requirements, demanding unquestioning execution and avoiding any modifications. In the ideational political and legal system any obedience to existing institutions is equivalent to obedience to God. In it peculiar for ideational political outlook to uncritically trust the power of the existing institutional-authoritative system; it is forbidden to question the legitimacy of its existence.

In its turn, the legitimacy of existing public institutions of authority depends on their compliance with the principles of religious normativity. Public agents in this system are guided by not only legal prescriptions but also spiritual and religious ethics, and political and legal procedures take the form of sacred rituals. Thus, "in the states of ideational orientation only those rulers whose lineage goes back to the Gods, as well as those who have a direct divine mandate to rule possess legitimacy" (Bachinin 2005, p. 105).

Ideocratic regime of legitimation is based on a set of objectively existing historical factors that are *interpreted by a system of ideals and ideas*. Here, the source and meaning of the state power is in tie with the ideological content of the principle that this nation is taken as the beginning of an absolute ideal, as above-empirical reality. The ethical ideal of the nation is determined by this content as this or that codex of moral requirements; it also determines that idea, that aspect of the genesis of power, which dominates the national public life in the State (P.P. Baranov and A.A. Gorshkolepov, 2002, p. 22).

The legitimacy of the government in this regard specified in the latter serving to the last general idea, which is developed in the course of the inner spiritual state and legal life of society, and exactly due to this general idea following it is on a real altitude; the government existence and position in the society is motivated by serving this altitude. From the viewpoint of N.S. Trubetskoy, the principle of an ideocretic statehood is in the presence of *a world view commonness, a special system of beliefs which are shaping the supreme idea of the nation* ("idea-regent").

Thus, the political actors enter into power relations when they have been already included in the forms of power interaction at the level of social commonnesses (communities). Therefore, the authorities are perceived not so much as interpersonal relationship of subjects, their groups, but rather as a general socio-cultural form institutionalized in the public institutions.

In this context, integrativity and legitimacy of institutional authoritative organization of a society is provided not by search for a consensus between contradicting multidirectional and various political forces on the basis of consensus in the institutional and regulatory procedures, but rather in the spiritual and moral education of members of the various communities in the context of socio-political service to national unity.

5. Conclusion

5.1. The legitimacy is an aim of the functioning of all institutions of public authority and is also a result, which is meaningfully revealed and concretized through a series of interrelated phenomena: a) of legitimization – as a process, methods, techniques and technologies of justification of existing power-institutional configuration, basic forms and the parameters of political actors functioning; b) of legitimate regime – as a comprehensive, systematic phenomenon, reflecting the state and assessment of actual power-law relations, forming in the process of thinking activity of political actors and their interaction on the realization of the common good, the national interest, etc. "Legitimate" – is the estimated characteristic, applying either to any specific political actors and their actions (personified legitimacy), or existing institutions and public-authoritative activity (institutional, impersonal). The interconnection of the processes and modes of legitimizing and the regimes of the legitimate functioning of the government reflects regularities and contingencies in the evolution of the national political order.

5.2. Architectonics (multilevel structure) of legitimacy in the modern political and legal process involves several interconnected layers (levels): 1) the types of internal (motivational) and external (institutional) legitimacy; 2) the types of legitimate domination defining the dominant strategies strategies of substantiation of existing institutions and the ways of social processes managing; 3) the regimes of the legitimation; 4) the forms of substantiation of a state power as such, and its inherent institutional and legal structure.

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Investigation of the Scope of Intellectual Services in the Aspect of Virtualization and Information Economy of Modern Russia

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Abstract

The article deals with the scope of intellectual services, analyzes the factors and aspects of the scope of intellectual services. In the XXI century. Came the realization that the information economy, along with virtual economies are in a bundle, the article defines the place of the basic constructs such as «knowledge», «information», human capital». The article discusses the determinants of the functioning of the virtual economy, the national innovation system, analyzes the role and principles of operation of virtual enterprises, the authors attempt a graphic description of the transition economies in virtual reality, are considered agents of the virtual economy.

Keywords: *services, intelligence services, virtual economy, information economy, knowledge.*

1. Introduction

The global competition in "economy of knowledge" transforms not only the structural, but also functional contours of world economic economy which are shown in its such major characteristics as domination of the service industry, growth of knowledge intensity, an information, integration of production, forming of socially oriented type of economy, and also review of scientific and educational concepts of development of a human capital.

Let's note that the sphere of intellectual services (in research we define intellectual services as set of consultancy, reengineering and educational services) – as an education system and developments of intellectual potential of the nation and as one of the main spheres of production of innovations – creates the main conditions for the progressive growth of the markets on the basis of continuous improvement of technologies and products. The field of intellectual services is provided to one of the first links of the innovation cycle "education-researches-mass development of innovations" (Russian education - 2020: education model for the economy based on knowledge, 2008). Thus the sphere of intellectual services is provided, not only as a necessary link of reproduction of an intellectual capital, but also as a fundamental element of the economic growth defining stability of external and internal competitive advantages of virtual and information economy of modern Russia.

From capability of national economy to reproduce the individual and public intellectual capital implementing the level of economic thinking of the nation, substantially, the economic force, welfare, a choice of its strategy and a trajectory of the subsequent development of virtual and information economy, globalization in the long term is defined.

In this regard before the sphere of intellectual services there are priorities demanding the immediate decision, caused by need of compliance to transformational changes of educational sector:

1. To the innovation system of development of the economy of Russia.
2. To social requests of suppliers and consumers of the sphere of intellectual services.

To requirements of globalization, the universal competition of producers in the markets of innovations, work, and educational services.

2. Methods and Materials

Determination of global world space on the basis of virtual and information economy regulates communication of the last with social design of the sphere of intellectual services and predetermines a choice of the general vector of transformation of social and economic systems, historical logic of structurally functional modernization of the sphere of intellectual services, and also sector of institutional mechanisms of implementation of transformational dynamics of the field of intellectual services.

In other words transformation of the area of intellectual services is not only transformation of the contents and functions of the specific sphere of society, this actual condition of optimization of changes of national economy (it is unambiguous also national innovation system). As significant changes of an implementable measure within which there is a choice of the most essential and perspective direction, there is a flexible adaptation national (regional, local) the market for intellectual services to changes in global external environment through forming and development of new target programs, innovation projects and technologies.

For theoretical judgment of the happening global changes of cognitive features (i.e. determined by the contents, character and the mechanism of creation, distribution and use) modern economy on macro – and microlevel terms, "information economies" (Uebster, 2004) "new economy" are used (Deming, 2006 & Karepova, et al. 2015), "economy of knowledge" (Makarov and Kleyner, 2007) and "the economy based on knowledge" (Spepanova and Manokhin, 2008) within which different effects of an exponential increment of volume of the knowledge and the increasing rates of aging of information connected with that are investigated that 70-85% per annum of gains of GDP in the conditions of post-industrial development are provided with use of system knowledge in different areas of human activity.

Within the second direction to the research of lifecycle of knowledge the specific stages capable to consider the non-material nature of knowledge, features of their transfer and methods of use are allocated. So, in the researches devoted to knowledge management the following stages of lifecycle of knowledge "allocations – acquisitions – developments – uses – distribution – preserving" as the key moments of knowledge management are allocated (Probst, Raub and Romhardt, 2000). Let's note that in the researches devoted to knowledge management stages of lifecycle of knowledge on the basis of project management in the form of the logical model of knowledge (logical knowledge model) including the following stages of lifecycle of knowledge "acquisition – abstraction – increase – storage – utilization" are considered (Sugumaran and Tanniru, 2002).

Research of lifecycle of knowledge on the basis of the dynamic development of the last is described in Helfat and Peteraf's work who suggested considering "lifecycle of capability/competence" Helfat and Peteraf (2003). Some stages enter this cycle: creations, developments and a maturity, and on reaching the last (or even before it) can influence the further evolution of different capability events. The lifecycle of capability/competence is reflected in Figure-1.

Apparently from Figure-1 eventually the resultant stage of further development can be provided, for example, to one of six additional kinds of stages of the considered cycle: retreat (death) (retirement (death)), restriction of expenses on maintenance of competence (retrenchment), updating (renewal), replication (replication), redistribution (redeployment) and recombination (recombination) Helfat and Peteraf (2003).

They can follow one after another in different possible sequences during the long temporary period. Some of these transitional stages can also take place at the same time. It is important that in each transition from one stage of the lifecycle to another evolutionary dependence on the previous direction of development of lifecycle of capability remains that in turn has an impact on perspective dynamics of its development.

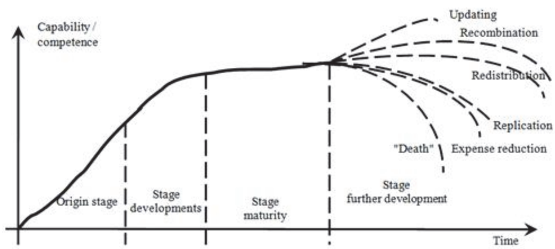

Figure 1 – Lifecycle of capability/competence (Helfat and Peteraf, 2003)

From the point of view of dynamic aspect of lifecycle of intellectual services it is important to understand that exact replication of intellectual services from the "strong" supplier of intellectual services to "weak" promotes adaptation of weaker to external conditions of the market environment as weaker suppliers of intellectual services, than stronger receive from benefit integration (Maritan and Brush, 2003) more. Besides, many authors consider that in the field of intellectual services adaptation follows the correct replication of competences to local market conditions of work that leads to optimum work of the educational organization, than adaptation without the undertaken replication (Szulanski, Winter, Cappetta and Van den, 2002).

For higher education institutions in the conditions of globalization and an exit to international markets, the stage of redistribution and replication of competencies within intellectual services can actively be used. The stage of redistribution differs from a replication phase, that replication is used as expansion of an exit to new geographical markets of intellectual services when opening new branches, and redistribution is applied as an exit to new segments of the market of intellectual services.

Specifics of a transfer of knowledge and its lifecycle are expressed that even if the supplier of intellectual services will disappear as legal entity from the market of intellectual services, however, the approaches to implementation provided to them of intellectual services can exist in the market and change. Especially it is actual at the merge of different suppliers of intellectual services (Winter, 2000).

Competitiveness of the sphere of intellectual services by us is understood as significant superiority, competitive advantage in strategy and tactics of providing service for the purpose of more efficient satisfaction of requests of the population and to increase in profit.

From the point of view of system approach, the greatest attention should be paid classifications of competitive advantages of intellectual services in some signs. It is possible to distinguish the following from these signs: an origin source (as factors of external environment reflect synthesis of conditions for which the enterprises of the sphere of intellectual services adapt, and internal – cause both the potential, and productivity of process of adaptation), stability degree, activity profiling, functional accessory, the action period, possibility of reproduction, extent of protection, level of innovation (tab. 1).

Table 1 – Classification of Competitive Advantages of Intellectual Services

№	The classification sign	Groups competitive advantages
1	Service origin source	External, internal
2	Degree of stability of service	Steady, partially steady, not steady
3	Service activity profile	The innovation, marketing, information, economic, technology and, etc.
4	Service action period	Short-term, medium-term, long-term
5	Possibility of reproduction of service	Hard to reproduce, easily reproduced
6	Extent of protection of service	Availability corresponding to the license, patent, certificate
7	Level of innovation of service	Radical, modernized, modified, complex
8	Functional accessory of service	Location, partnership (business connections), goodwill (positive reputation), etc.

Let's note that along with the offered classification of competitive advantages of intellectual services, the interrelation of conditions of competitiveness and criteria of their assessment is of particular importance. The state has to create life activity conditions for the enterprises of the studied sphere. Potential opportunities for the organizations depend on a skill level, professional readiness, competencies, experience, innovative qualities and responsibility of the management, which has to perform efficient management, increasing competitive advantages of the offered intellectual services.

The express research in history gives us an idea of the permanence of its development and stable aspiration to perfection; we will note that at achievement of level of knowledge, people become more active to new and new knowledge, directing the efforts to quantitative and high-quality measurement and transformation of the appearing material and spiritual, environmental feature. It should be noted that the specified feature extends in all areas of life activity: social, technical, ethical, cultural and scientific, of course, the economic. Having analyzed the development of the history of the economic relations, it is possible to allocate three global periods. For convincing visualization, it is comparable these stages to the development of the person.

The first period belongs to an era of agrarian society. It is the period it is possible to provide a certain childhood of humankind, the period is characteristic domination of a collective focus of interest (non-material or material), private interests stood aside.

The second period belongs to industrial age – the humankind "stepped" in development as a result of the industrial revolution. The specified period is called humankind youth, more and more new and perfect ideas captured people on improvement of the life activity.

Third stage. The industrial relations change in post-industrial, thus, there is a modern period of formation of societies all life activity of the person. Society, in general, life activity of mankind, is mature and wise, with a set of intellectual potential, permanent at an initial stage. Production and cars as an analog of force, pass into the background. To the forefront, there is intelligence and knowledge as an analog of suspension and wisdom of the mature person and society in general. This period of economic development scientists-economists call "post-industrial", "virtual economy", "information economy", "network economy". There is a considerable number of opinions and points of view on "new" or "post-industrial" economy and the mass of its determinations and treatments.

Once with Inozemtsevy V. L. agrees (Inozemtsev, 2000) that in the post-industrial society considered above the wealth and a solvency more is associated with ownership of knowledge and information. These features become an entry condition of an increase in production efficiency and, thereby, create that wealth, "which assignment by these owners provides the increasing irregularity in the distribution of national property". Doing an intermediate result, we will note that as the main dynamic tendencies of post-industrial economy consider the following:

– First, the growth of intellectual capacity and fullness, both services (goods), and processes of their promotion and sale;
– Secondly, "customization" of present commodity space, a tendency to the maximum and exhaustive embodiment in a product of requirements final (or it is more correct to tell, specific) the consumer;
– Thirdly, intellectualization of the distributed / complex decisions. According to a tendency of "customization" "the intellectual knowledge" is guided not by the price, namely by total ownership cost, by the amount of positive effects and benefits, received by the consumer who will look for the most complex decision and advantage for himself;
– Fourthly, "virtualization" of economic communications. Service (service industry), goods as a physical item of the economic relations gains the increasing strength of "virtualization", losing the material basis / cover, the maintenance of goods in physical expression recedes into the background more and more. Service (goods) turns into intellectual and information maintenance, and then is implemented in the general complex of the accompanying services;
– Fifthly, intellectual "brightness" of the economy becomes so significant that the cost of separate companies and firms already in many respects forms from knowledge assets, non-material (Zabrodin, 2008, p. 16-25);
– Sixthly, to the present period of forming and development of a society of the XXI century such distinctive property as informatization – "… The difficult social process connected with considerable changes in a way of life of the population is characteristic. He demands serious efforts in many directions, including liquidation of computer illiteracy, forming of the culture of use of new information technologies, knowledge, etc." (Intellectual services in an informational society: the scientific monograph, 2009, p. 79).

Distribution of information in the field of intellectual services is equivalent to its self-increase that excludes application to this phenomenon of the concept of a rarity. Consumption of information does not cause its expenditure as productive resource, thus, supporters of the theory of an informational society came to the logical in general thesis that "in modern economy the rarity of resources is replaced with their prevalence" Crawford, R. (1991).

3. Results

In the works devoted to information technologies, the tendencies of an intensification and informatization of work of workers in modern economy, which are shown directly that, are noted:

1. In recent years in the modern economy, the steady tendency of growth of representatives of society with HPE(higher professional education) in economically active part of the population is noted.
2. Now at production and sales activity there is (with dynamics of growth) a large number of the workers occupied "with manipulations with symbols", "workers of knowledge" to which job responsibilities belong collecting, processing and information analysis (more than 60% of newly created workplaces are connected with information processing).
3. Today, the number of the professional features and workplaces connected with the use of the computer and electronic technologies increases.
4. Growth of investments into the intellectual potential leading to rising the educational level of the population makes a positive impact on long-term economic growth and development.

The connection of processing of information and processes of its delivery led to the development of communicative information technologies that significantly accelerated processes of informatization and intellectualization of work. From the point of view of this approach – knowledge is based on development and change of information and communication technologies.

We can tell that the modern sphere of intellectual services is at that stage of the forming and development when to the main plan there is intelligence and knowledge. In turn, intellectual service and intellectual capital become a fundamental factor, and ownership of intellectual property – the priority direction of the business. High-speed of decision-making, change (fast, continuous and challenging); create uncertainty and reduce predictability. Time and information act as driving forces, as well as such significantly significant aspect of the development of the modern world as globalization.

It is possible to notice that the globalization of the economy (its virtualization and informatization) promotes the development of the sphere (intellectual and virtual) services. It is worth noticing that initially the market of services arose as an appendage to the available goods market. However, demand for all types of service, in process of saturation of a market niche goods and complications technology and production process, intellectualization, customization and need of forming and development of complex offers and other accents of present "knowledge society" ("society of knowledge") Inozemtsev (2000), tends the strong growth and development. In the prevailing majority of developed countries, the service industry exceeds the production sphere not only on growth rates and on emergence of new types of service, but also and on its adaptation to requirements of the market.

It is worth agreeing with Tultayev T.A. (Tultayev, 2005, p. 97) that the principal reasons for a bigger role in the service industry in modern economy are represented, first of all, in emergence of new types of activity, with increase of potential of scientific and technical progress, in complication of innovations and production processes and overflow of the market subjects of daily demand. Growth of the importance of the service industry in the XXI century is obliged to increase in influence of services at trade in the innovation types of goods and conditions of their use in everyday life of the person, in particular technically difficult; need and need for a complex of additional services at sale of goods; increase of transport, financial, information and other services in connection with development of production and its technical features.

The increase in value of a role of the service industry did not pass in structure of national economy of the countries of the world completely: over 40% of the foreign direct investments placed in a global economic system are implemented in the field of services (including: in trade, banking services, and insurance); growth of a share of services in GDP of developed countries of the world over 70% of synchronous increase in a percentage occupied in the field of services; 80 – 90% of a gain of new workplaces happen in the service industry (Tultayev, 2005, p. 8).

Distinctive feature of import and export of the service industry is that results of their providing, for example material, will not cross a customs border of the country therefore at world trade by services there are no customs duties that are important feature from the point of view of economy on production. Import and export of services will be performed by opening of representations and branches of the organizations – contractors of services in other countries, and in the conditions of globalization it became one more motive to forming and development of the service industry.

The analysis of economic literature allows noting that the global transformation of the economy and the economic relations in the course of transition from the industrial period of development of society by the post-industrial period accompanies the expansion of services. The service industry acts as one of significant and essential sources of GDP growth and a central subject of reduction of the number of unemployment using providing new workplaces. It is noted that the transition of labor power from all industries of production of goods in the service industry and the valid increase of equity in an gross internal product it was designated by a universal tendency. Let us compare two moments:

1) Fruitfulness of intellectual production now is basic accent in global competitive struggle whereas the knowledge acts as the main resource;
2) Services make an essential share of GDP of the majority of developed countries.

It should be noted that today the sphere of intellectual services is actual, more competitive and demanded in the system of the world economic relations. Here it is lawful to speak about such new economic concept as "world economy of intellectual services".

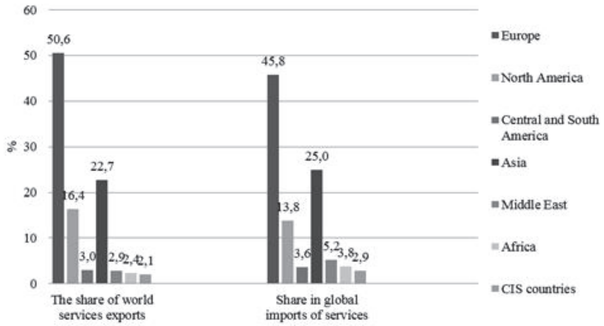

Figure 2 – World trade in services in developed and developing countries in 2014; (in %) (World Trade Report, 2010)

It is necessary to agree with Agababyan E. (2003) that before economically active population of all countries of the world the problem opened – to find acceptable and efficient forms of control and planning, regulation and management of the sphere of all production of intellectual services on the scale of the world economy. At the present stage of development of the economic relations, in trade in services around the world including intellectual, dominant position is taken technology and industrialized countries of Europe, North America, and also South Korea and Japan specializing mainly in financial, telecommunication, information, educational and medical services. The share of the listed countries makes more than 50% of world trade of the service industry. In developing countries, specific weight in trade in services in the global marketplace occupies considerably a smaller share; they provide tourist, transport and financial and offshore services. Services in developed and developing countries for 2009 we will display a share of world trade in Figure-2.

The Russian Federation is also the exporter and the importer of services. During 2000-2012 value of foreign economic relations of the Russian Federation significantly increased. Let's note that the foreign trade turnover of services (and goods) made by 2012 up to 60% of volume of GDP, and financial resources from external trade activities create the most significant share of financial receipts of the enterprises and higher than 40% of receipts in the federal budget of the Russian Federation (Intellectual services in an informational society: the scientific monograph, 2009). The structure of export and import of services of Russia in world trade and economic system it is provided in Figure-3.

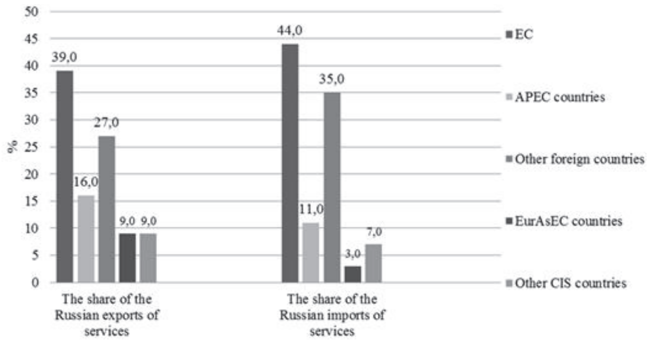

Figure 3 – Structure of the Russian export and import of the services in groups developed and developing countries in 2014; (in %) (Official data of Bank of Russia: Foreign trade of the Russian Federation in services, 2009)

If to concentrate on site Russia in the world, the share of raw materials and materials in the total amount of export reaches 80%, whereas cars and equipment, including military equipment – only 5-7%. The Russian share in world turnover of goods and services decreased, in comparison with the pre-reform period, from 2,5% approximately to 1,7%. The perspective horizons are opening because of the development of new territories, new types of minerals and scientific and technology transformations in the world apply in Russia obviously insufficiently, despite quite an essential potential. With respect thereto, research and the analysis of the real sphere of intellectual services actually for Russia, is present the main resource of an intensification of modern development of society because of knowledge in this direction, the human capital that is much more expensive than any other resource presently is criticized.

Let's allocate that insufficient sale of intellectual potential of the country and reserved modernization plunges low competitiveness of the Russian sphere of intellectual services on a global scale that in turn slows down transition of the industrial period of development of all society to the post-industrial period.

Thus, development of virtual and information economy led to radical modifying's of conditions of maintaining entrepreneurship, expansion of the sphere of rendering intellectual services (Szulanski, Winter, Cappetta and Van den, 2002 & Novikov, et al., 2015).

Influence of Internet of technologies, online-of operating modes on the idea of methods and forms of implementation of economic activity does not limit the use of the developed technologies information (and virtual) economies. On the contrary, the found instruments of information and communication ensuring financial and economic activity make a radical impact on methods of implementation of the business activity. Business processes are transformed, business models are reviewed, and the new corporate (organizational) culture forms and develops. Customer relations and business partners switch to the new high level of development.

Virtual and information economy managed to offer new ways of growth and improvement of the companies (Novikov and Novikova, 2012). Social and economic progress is made due to change of the concept of operating activities, the establishment of closer partner relations and clients. The new economic basis of electronic entrepreneurship consists inefficient audience accumulation, an increase of productivity of marketing activity, forcing of sales processes and purchases of all types of goods (services).

4. Conclusion

Virtual and information economy shows considerable influence on results of activity of the enterprise thanks to reduction of duration of business cycles, improvement of quality of the services provided to clients, cost decrease in the course of the main economic activity, and, therefore, and increases in a market share. Virtual and information economy is not limited only to technology elements; actually, it has a considerable impact on fundamental parts of strategic management and economic activity of any enterprise and organization.

Is usual for Internet of technologies and online of operating modes the decisions, which are based on open standards of architecture of system of virtual, and information economy, which provide high adaptation and potential of improvement of system that allows it to function with the minimum costs. It is necessary to emphasize that application of open standards, public information resources, and infrastructure provides to system more availability to destructive influences from criminal structures, competitors and private person's hackers.

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The Impact of The Negative Effects of Integration on the Competitiveness of the Russian Economy in the Context of Functioning of the Customs Union

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Abstract

The article analyzes the effects arising from functioning of the Customs Union and providing negative influence on the competitiveness of the Russian economy. In addition to the classic negative effects of integration (the deviation of trade, reallocation of resources), the authors consider new risks due to the nature of the Customs Union: formation of the model of political bargaining, the mechanism of formation of the CU and the effect of negative feedback.

Keywords: *Customs Union, national competitiveness, World Economic Forum, negative effects, integration.*

1. Introduction

January 1, 2015 the Eurasian Economic Union (EEU), composed of four states (Russia, Kazakhstan, Belarus, Armenia) began its work. New integration association arose on the basis of the Customs Union of Russia, Belarus and Kazakhstan (CU) and Common Free Market Zone (CFMZ). On the one hand, we can't but mention the rapidity of occurrence of this Association, and, on the other, it can be regarded as a kind of summary of the integration processes in the post-Soviet space initiated by the establishment of the Commonwealth of Independent States (CIS) in 1991.

The EEU in its formation went through all the classic stages of integration: free trade zone (within the CIS); the Customs Union; common market (CES) and finally, the highest stage of integration is the Economic Union. Something that for a United Europe took almost half a century, EEU passed for 5 years (October 18, 2011 was signed the agreement on free market zone between the 8 countries of the CIS, although de facto this mode emerged with the establishment of the CIS). However, the creation of Eurasian Economic Union have finalized the borders of post-Soviet integration: Moldova, Georgia, Ukraine formed a conditional block of "opponents", making the choice in favor of European integration; Kyrgyzstan and Tajikistan – reserve of growth of EEU; Azerbaijan, Turkmenistan, Uzbekistan remain neutral, balancing between the power centers in the East (China) and the West (EU).

The creation of a new integration Association can be regarded as the most significant economic event in the post-Soviet space after the collapse. Indeed, Russia, Kazakhstan, Belorussia Armenia, on the territory which live about 180 million people, have nearly 84% of the economic potential of the former USSR. According to data for 2014, the combined GDP of the four countries is 2 trillion. $, a total turnover of about 900 billion $. (World Bank Database, http://data.world bank.org/country/)

It is clear that integration processes can't but have a profound impact on the national competitiveness of countries in the global economy. The problem is that until the crisis in the Euro zone, few took seriously the risks that arise when creating integration Association of the uneven power economies. It is necessary to understand that for the rousing speeches of the presidents of the united countries, the rosy expectations of the benefits of integration, the economic strength of the EEU are objective evidence of a negative dynamics of trade flows between the member states, the economic slowdown, devaluation of national currencies.

The question of how will affect on the competitiveness of the Russian economy its participation in the activities of the CU will become the research object of this article. Here we must make an important caveat, because key agreement of EEU (political, monetary, energy) will be accepted only by 2025, the core of this integration Union still remains CU, with established procedures, standards, regulatory framework and institutions. Moreover the activities of the EEU (less than half a year) does not allow to operate with significant accumulated macroeconomic statistics, that is why later in the article we'll be talking primarily about the CU.

2. Main Text

The starting point of this study will perform "The Global Competitiveness Report 2014-15" World Economic Forum, providing an overview of the competitive advantages and disadvantages of the largest economy in the Customs Union- Russia.

Despite a considerable number of studies on cross-national comparative studies in the field of national competitiveness, to the forefront in discussions on this issue goes the report of World Economic Forum (WEF) "The Global Competitiveness Report", which has a number of advantages: first, the report is published annually and has huge accumulated evidence base with length in 35 years; secondly, the study, unlike his analogue IMD World Competitiveness Yearbook, is absolutely for free; thirdly, it has an inner logic, a wide range of the analyzed indicators (more than 100) and countries (144), takes into account the opinion of the local expert community.

WEF is an independent international non-profit organization established in 1971 (headquartered Geneva, Switzerland).Since 2005, the WEF for the analysis of competitiveness of economies uses Global Competitiveness Index (GCI), which is based on a combination of publicly available statistical data (about 20,000 records from 144 countries) and the results of a global survey of companies executives (more than 12,000 respondents). WEF define competitiveness as the set of institutions,policies, and factors that determine the level ofproductivity of a country. (The Global Competitiveness Report 2014–2015, http://www3.weforum.org/docs/WEF_GlobalCompetitivenessReport_2014-15.pdf, p.4).

Among the many factors that determine the competitiveness of the national economy, the WEF experts have identified more than one hundred indicators that are combined in the 12 pillars of competitiveness: institutions, infrastructure, macroeconomic environment, health and primary education, higher education and training, goods market efficiency, labor market efficiency, financial market development, technological readiness, market size, business sophistication, innovation.

The Russian economy in 2014 has strengthened its position in the ranking of national competitiveness (2005-2006, 53 place; 2006-2007, 62; 2007-2008, 58; 2008-2009, 51; 2009-2010, 63; 2010-2011, 63; 2011-2012, 66; 2012-2013, 67; 2013-2014, 64), taking in the global benchmarking 53rd position out of 144 economies in the world (The Global Competitiveness Report 14-15, http://www3.weforum.org/docs/WEF_GlobalCompetitivenessReport_2014-15.pdf, p. 320). The analysis of data presented in the WEF report (table. 1), shows that over the past year, the Russian economy managed to improve almost all pillars of competitiveness, with the exception of macro economic environment.

As the authors of the report notes: «The Russian Federation is placed at 53rd position this year with some improvements related to the efficiency of goods markets (in particular domestic competition), ICT use, and business sophistication – although this arguably reflects some positive developments that took place before the Ukraine conflict started» (The Global Competitiveness Report 14-15, http://www3.weforum.org/docs/WEF_GlobalCompetitiveness Report_2014-2015.pdf, p.25).

Table 1 – Russia in global competitiveness report, 2013-15

	2013-14	2014-15	Trend line
CGI Rank	64 (out of 148)	53 (out of 44)	
Subindex			
Basicrequirements:	**47**	**44**	**+3**
• Institutions	121	97	**+24**
• Infrastructure	45	39	**+6**
• Macroeconomicenvironment	19	31	-12
• Healthandprimaryeducation	71	56	**+15**
Efficiency enhancers:	**51**	**41**	**+10**
• Higher education and training	47	39	**+8**
• Goods market efficiency	126	99	**+27**
• Labor market efficiency	72	45	**+27**
• Financial market development	121	110	**+11**
• Technologicalreadiness	59	59	0
• Marketsize	7	7	0
Innovationandsophisticationfactors:	**99**	**75**	**+24**
• Businesssophistication	107	86	**+21**
• Innovation	78	65	**+13**

Competitive weaknesses of the Russian economy are traditionally associated with weakness of institutions: property rights (120 place in ranking out of 144 economics), burden of government regulation (111 place), protection of minority shareholders' interests (118); the undevelopment of competition: effectiveness of anti-monopoly policy (102), prevalence of trade barriers (111), prevalence of foreign ownership (124), and also low technological readiness: availability of latest technologies (108), FDI and technology transfer (123) (The Global Competitiveness Report 14-15, http://www3.weforum.org/docs/WEF_GlobalCompetitivenessReport_2014-2015.pdf, p.320).

To competitive advantages of the Russian economy can be attributed: domestic market size index (7), foreign market size index (9), general government debt, % GDP (10), tertiary education enrollment, gross % (19), pay and productivity (24) and a number of other indicators (The Global Competitiveness Report 14-15, http://www3.weforum.org/docs/WEF_GlobalCompetitivenessReport_2014-2015.pdf, p. 320).

A brief overview of the competitive advantages of the Russian economy (according to WEF experts) allows to aggregate them into three groups: 1) macroeconomic stability (such indicators as: domestic market size index (7), foreign market size index (9), general government debt, % GDP (10)); 2) system of higher education (indicators: tertiary education enrollment, gross % (19)); 3) infrastructure (a number of available airline seat km/week, millions (11), fixed broadband Internet subscriptions/100 pop.(43),quality of railroad infrastructure (26)).

Dedicated competitive advantages can be described as predominantly short-term, since they largely rely on government support, highly dependent on the price situation on world commodity markets. Anti-Russian sanctions along with unfavorable for the Russian economy situation in world commodity markets has led to the fact that in the first year after the events in Ukraine can be observed: the decline in real GDP, the consolidated budget deficit, increasing the size of state debt, a sharp reduction in consumer demand (market capacity), sequestering of support on high education. In fact, from the three groups of competitive advantages of the Russian economy – the first two, at the moment, are under serious foreign policy and economic pressure. Taking into account that Russia has no own production of elements of the ICT- infrastructure on the one hand, and, on the other, the anti-Russian sanctions can affect the technology sector of the economy, cutting off the access to the Western telecommunications technologies, the third group of competitive advantages is also under the risk.

Moreover, the competitive disadvantages of the Russian economy is largely caused by the weakness of the institutional environment, which regardless of country ownership is changing very slowly, and, therefore, it is possible to predict a significant reduction of the rating of national competitiveness this year (positions 10-15).

Describing the competitive advantages and disadvantages of the largest economy of the CU, let's turn directly to the analysis of risks arising from the establishment and operation of integration association of countries.

In the economic literature this topic has been researched for quite long time. In 1950 Jacob Weiner in "The Customs Union Issue" disclosed not only positive but also negative effects of establishment of Customs Union (Viner Jacob, 1950). Moreover, some effects come into effect immediately after the establishment of the Customs Union and act in a short time interval (static effects of integration), while others only become apparent in the long-term perspective (dynamic effects of integration) (Figure 1).

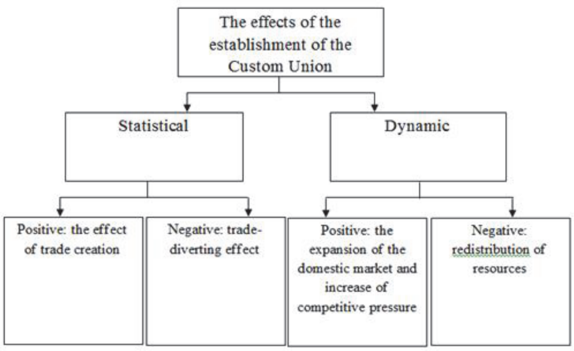

Figure 1 – The effects of establishment of the Customs Union

The overall impact of the Customs Union on the competitiveness of the economy is determined by comparing all of these effects.

So, let's consider the *negative effects of integration* (static and dynamic) in the framework of under interest CU, creating risks for the competitiveness of the Russian economy:

1. *The effect of trade diversion* is the implementation of collective protectionism against third countries outside the Customs Union, and this effect is manifested in two ways, but in both cases negatively – on the one hand, through the reduction of welfare of the population, faced with the rising costs of imported goods, on the other– reduction of government revenues caused by economic inequality of participants of the Union. Let us discuss this effect in more detail. Firstly, since the creation of the CU based on the higher Russian customs duties, the Russians themselves, in fact, have not noticed a decrease in the level of well-being directly, but the residents of two other countries have fully experienced all the "charms" of dramatic appreciation of previously cheaper goods. For example, if prior to the entry of Kazahstan in CU the average level of import duties was 6.2%, and with the formation of the Common Customs Tariff (CCT) the average level of import duties on goods for third countries was equal to 10.6% (Rakhmatulina, 2012). Secondly, we are talking about reduction (shortfall) of income of the Russian budget at least due to two factors: reducing the tax deductions associated with the re-registration of Russian companies on the territory, first of all, Kazakhstan; incomplete transfer of customs duties to Customs Union partners. In practice this means that the cost effect of trade diversion is actually passed on to the leading economies of the CU – Russia, which pays for the possibility of its establishment and operation, and hence the Russians, indirectly but will face the problem of reducing the level of welfare through a decrease in the proportion of state spending to solve social and economic problems.
2. *Effect of transfer of resources* lies in the risks associated with suboptimal allocation of resources from poorer to richer economies. The context of the proposed unification is about labour migration from Kazakhstan and Belarus to Russia, i.e. the reallocation of labour force in the framework of the Customs Union in favor of countries with higher wage levels. For the Russian economy, this negative effect of integration by a more detailed consideration may be positive. On the one hand, the efficiency of the labor market in Kazakhstan, according to the WEF study, is higher than in Russia (advantages on such indicators as: flexibility of wage determination, hiring and firing practices, pay and productivity, country capacity to attract talent and etc.) (The Global Competitiveness Report 2014–2015. http://www3.weforum.org/docs/WEF_GlobalCompetitiveness Report_2014-15.pdf, p.231, 320). At the same time, taking into account the openness of borders for the movement of labor force and a significant advantage of Russia in the number of specialists with higher education (19th place ranking WEF 62 against Kazakhstan), and in Kazakhstan with secondary education (42nd 56 against Russia), raises the possibility of a gradual equalization of imbalances at the national labor markets (The Global Competitiveness Report 2014–2015. http://www3.weforum.org/docs/WEF_Global CompetitivenessReport_2014-15.pdf, p.231,320). On the other hand, labor migrants from Belorussia are considered by the population of Russia in general positively, but economic difficulties in neighboring economies release those resources that are needed in the Russian labor market – for example, builders, engineers, trades and unskilled laborer. In addition, we cannot forget about the classic costs-saving of production due to savings on the level of salaries of newly employed temporary workers.

   These negative effects of integration, which have become classics in the Economics literature, are complemented with *new risks associated with specific features of the internal contradictions of the CU* (EEU). We are talking about: the forming of the model of political bargaining, mechanism of establishment of CU and the effect of negative feedback.
3. In our opinion, the mechanism of functioning of the CU in this moment is described by the *model of political bargaining*. This is evident not only in the opportunistic behavior of participants in the Customs Union in the context of the sanctions war against Russia when foreign-policy and economic constraints are used, for example, for re-export of prohibited products or as an opportunity to negotiate concessions from the largest economies of the Association. The idea is that any economic problems immediately transferred to the political plane and vice versa. Often, instead of the Eurasian Economic Union (EEU), designed to resolve all trade problems in a relationships partner countries, personal calls and negotiations of the presidents comes to the fore. This creates a pernicious practice, when instead consociational (compromise) model of decision making and dispute resolution in the framework of existing institutions, is arranged an alternative model of political bargaining.

Here are a number of factors that, in our opinion, have formed such a specific model of decision making within the CU.

A simple comparison of the economic potentials of the CU (see tab. 2) shows the enormous economic gap between the leading economy associations – Russia - and the other participants. The dilemma of "unequal union", however, typical of other integration associations, in the Russian realities acquires different, darker content: leading economic of integration union always pays the costs of its establishment and operation (preferences only to the Belarusian side for the 2000s, according to HSE estimates, amounted to $ 70 billion.) (Ziyadullaev, 2014), however, economic inequality produces the famous temptation of political diktat, despite formally proclaimed principles of equality and taking into account of the national interests of the Parties. In this sense, noteworthy is statement of the President of Uzbekistan I. A. Karimov: "They say that create only economic market and in no way would abandon sovereignty and independence. Tell me, weather political independence is possiblewithout economic?" (Rotar, http://www.rosbalt.ru/exussr/2014/06/17/1281144.html).

Table 2 – Main macrorconomic indicators of the countries-members of the CU, 2014 year.
(The World Bank Database. http://data.worldbank.org/country/)

Country	GDP (current US$)	Population, total	GNI per capita, Atlas method (current US$)	Inflation, consumerprices (annual %)
Belarus	76.14	9.47	7.340	18.1
Kazakhstan	212.2	17.29	11.670	6.7
Russia	1.861	143.8	13.210	7.8

B. Strong authoritarian leaders, the lack of meaningful political competition. So, Polity IV (Polity, 2013) in his latest report clearly indicates the presence of authoritarianism (in its different variations) in all three countries of the CU. And, indeed, political leaders of Russia, Belarus and Kazakhstan have positions for three or more terms, what forms very specific patterns of behavior. And, if to remember that in these countries there is no real political competition as a mechanism of search of compromise in society, it is partly understandable the reluctance of heads of states (in the absence of a "habit") to make mutual concessions also at the resolution of trade disputes.

C. Institutional underdevelopment, the duration of formation of the dispute resolution procedures in the framework of the CU. The swiftness of the creation of the Customs Union in practice means not only lack of discipline in the execution of multiple rules of the Union, but, and most importantly, worked-out procedures for the resolution of disputes between participants of the integration Association. It is clear that such institutions, procedures of interaction are built slowly, and practice of work of new supranational authorities is far from being perfect. So, the Eurasian Economic Union (EEU), de jure as the institutional core of the CU, assumes not only the problem of formation of uniform rules, norms and procedures, but also the practice of settling disputes between countries of the Association. The problem is that, like any other supranational bureaucratic structure, the EEU is working slowly: dispute resolution is preceded by the procedure of establishment of conciliation commissions, exchange of documents, etc. This is in conflict with the informal practice of "telephone justice" of presidents, allowing not only to promptly resolve any disputes, by passing the established procedures and rules, but also to impose trade restrictions, often beyond the regulatory regime of the Customs Union. This creates not only reputational damage for the ECE, but also undermines the very basis of the functioning of this institution, turning it into a formally existing presidential authority to develop the regulatory framework, which, however, are poorly enforced.

Let's examine several cases revealing currently emerging practice in the resolution of trade disputes between countries of the Customs Union.

Formal (consociational) model of dispute resolution. In 2013 between the CU countries there was a dispute about the import from third countries of combine harvesters. This problem worsened after Russia's accession to the WTO, when duty on import of this technique has been severely reduced, and its import began to rise sharply.

The investigation carried out by the ECE due to sharply increased imports of combine harvesters on the territory of countries-members of the Customs Union, led to the decision to introduce in February 2013, the special protective duty at 27.5%. As in Kazakhstan, there is no capacity to manufacture such equipments, this decision was very painful for the economy of the state. Kazakhstan has used its veto, and further, in accordance with prescribed in the contract and the regulations of the EEC procedures, September, the Prime Ministers of the countries of the Common Free Market Zone agreed upon the introduction of protective measures in the form of quotas on the import of combine harvesters on the market of the Customs Union, the total amount of 774 units per year with distribution among countries according to the historical principle (Ivanter, 2014). This case shows that the resolution of disputes between the countries of the Customs Union on the basis of compromise, in accordance with existing procedures and institutions is possible, and the EEC is a viable structure.

Informal model of political bargaining. In response to the conflict of the Belarusian side with the management of the Russian "Ur"lkaliy" in 2013, Russia was quick to introduce a number of trade restrictions on imports of dairy products from that country. In turn, the consent of Belarus on accession to the Eurasian Economic Union (EEU) was directly connected to A. Lukashenko with the question of the abolition of the transfer of export duties to the Russian budget from the export of petroleum products. The sharp devaluation of the ruble in late 2014, has made Russian goods more competitive on the markets of countries with a stable currency, that forced N. Nazarbayev through formal and informal channels to broadcast the idea of having to create a bulwark against Russian imports.

These and many other cases suggest that the model of political bargaining still remains the primary mechanism for the resolution of disputes within the Customs Union. Moreover: the current practice shows not only the weakness of the institutions of supranational regulation, procedures for the resolution of economic disputes, but also that short-term political benefits often outweigh the long-term economic interests.

2. The bases of the mechanism of establishment of the Customs Union (EEU) is not selective, but mechanistic principle for the inclusion of countries as part of the integration Association, which manifests itself in two ways:

A. the Lack of clearly defined mechanisms for the observance of macroeconomic, political, social requirements to the parameters of the economies of the countries members of the Customs Union (EEU) (common to all options: the deficit of consolidated budget of general government sector not above 3% of GDP, the debt of this sector — not more than 50%, the overall limit on inflation – the lowest level among all national economies, plus 5 percentage points) exacerbates the above dilemma of "unequal union". However, do not think that the CU is an exception to the rule, the expression "unequal Union" in the same measure applies to a United Europe. However, the difference in nuances between the CU and the EU is striking: the presence of clearly defined economic requirements for new members of the EU, common democratic principles, carefully designed procedures and initiatives have largely leveled, soften this problem. Moscow, in its turn, wants by all possible ways, regardless of socio-economic differences of the countries, to increase the number of participants, achieving greater economy scale, weight in the world economy, leaving the problem of aliasing disproportions for later. It can be said, that with the accession of the countries within the Customs Union is primarily because of geopolitical interests of one party, and in the case of the EU – economic of many. In this sense, demonstrative are the negotiations on accession to the Customs Union (EEU) of the poorest post-Soviet economies with unstable political regimes – Kyrgyzstan and Tajikistan.

B. Accession of Armenia (the Treaty of accession to the Union was signed on October 10, 2014) does not sharing common borders with the Customs Union (EEU), a well-known tension of country's relations with Azerbaijan are questioning the plans for the establishment of on the territory of integration Association of a powerful logistics hub connecting the East and West (Bikov, 2014, p. 32).

3. In the framework of integration associations there is an effect of negative feedback between countries, when the recession in the leading economy of the Union, as a liquid in communicating vessels flows (through the reduction of the volume of trade and production) in the less developed economies, dragging them behind it in a recessionary spiral. And in the opposite direction this effect, due to inequality of economies, does not act: the economic recession in the weaker economies will not have a significant impact on the Russian economy (Shkiotov, 2014).

3. Conclusions

Although the authors of the article have been allocated 5 negative effects (deviation of trade, reallocation of resources, the formation of models of political bargaining, the mechanism of formation of the CU, the effect of negative feedback), which is related with the active participation of Russia in the operation of the CU, to assess their impact on the competitiveness of the national economy is currently not possible for a number of reasons:

1. The terms of the existence of integration Association. The five-year period of operation of the CU and semi-annual of EEU in practice means the incompleteness of the unification of procedures, regulations and rules, the transitional nature of the Association. Moreover, a proper analysis of the negative effects of the Customs Union is currently impossible and theoretically, as a part of them will occur only in the medium and long term perspective (dynamic effects) and at the moment to appreciate them for sure is not possible because of a lack of accumulated data.
2. The presence of exogenous factors. Price fluctuations on world commodity exchanges in 2014/15, anti-Russian sanctions related to events in Ukraine, create additional negative pressure on the Russian economy. At the moment it is impossible to separate endogenous and exogenous factors, to assess their impact on the level of national competitiveness apparently.
3. Methodology for assessing competitiveness. In The Global Competitiveness Report (WEF) is missing such an important pillars of competitiveness as an Integration that does not let to take into account the influence of integration processes on the competitiveness of the national economy directly. In our opinion, in the globalized

economy, the need to use such pillars, taking into account the impact of integration processes on the state of the economy has come to a head.

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Post-Secular and Post-Metaphysical Forms of Philosophical-Legal Thinking: Global and Post-Soviet Trends

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Abstract

This article discusses the basic philosophical and legal approaches, justifying post-secular model of correlation and interaction of religion and law, reason and faith, and examines the solidarity approach to law and development of legal systems in post-soviet space. This paper describes the crisis of classical secular model of social organization and characterizes new post-secular and post-metaphysical forms of thinking and practice. Normative differentialism, communication theory, sociocultural approach, agonistic model, solidarity approach are allocated and examined in the quality of philosophical-legal trends. The author proves that in area of the post-Soviet Union dominates solidarity form of political-legal thought, in which solidarity is considered as a qualitative state of the social system, characterized by integrity and unity, suggesting a mechanism for sustainable development, orienting all occurring social processes and events on the achievement of consensual goals, the reproduction of socio-cultural identity and pivotal (axled) spiritual and moral foundations of the social system.

Keywords: *faith, state, post-metaphysics, law, human rights, legal consciousness.*

1. Introduction

Within the framework of philosophical and legal debates of the XX century the dominant issue was the rationale reducing of the role and significance of spiritual, moral and, above all, the religious foundations of law and state.

Today this position is placed in question, in domestic and foreign philosophy of law in understanding of the religious and other spiritual and moral experience is approved a radical shift, the value of the last is in the formation of normative and institutional bases of the state and legal organization of society and its development.

Moreover, the crisis of normative Western concepts, such as a secular state and multiculturalism, the practice of "extrication" of public law communication from religious and ethical, as normative pluralistic and private foundations of interaction between individuals, today, objectively require new ideological and normative theories and concepts. In other words, this crisis initiates new post-secular and post-metaphysical forms and practices of thinking. At the same time post-secular is not a "return" of religious or "theological revolution" (D. Janice), but rather the formation of a new (post-modern) "uncertainty about the correlation between religious – secular" (Kyrlejev A., 2011, p. 101).

2. Literature Review

Modern specialized literature emphasizes that the cardinal turn in the understanding of social and legal organization of society and a paradigm shift in the philosophical and legal thinking, lead to the formation of new post-secular and post-metaphysical orientations (states) of development (Andrey Y. Mordovcev, Tatyana V. Mordovceva & Aleksey Y. Mamichev, 2015). In this qualitatively new condition of mass and professional legal consciousness is formed a stable belief in "inaccuracy and haste to the conclusions which were made on the basis of the once-popular theories of secularization, arguing that modernization and secularization go hand in hand – the more of one, the more of another" (Uzlaner D., 2011, p. 3).

Today, in scientific publications, is clearly seen:

- first, change of the "ethos" of philosophical and legal studies, bases and forms of modern organization of communication and interaction in society (P. Sztompka, 1999);
- secondly, the formation and new ideological-conceptual and programmatic variations of the post-secular and post-metaphysical descriptions of reality (A. Giddens, 1990).

During the entire XX century in the Western philosophical and theological thought was dominating the principle of consistency of belief and knowledge, substantiated by John Paul II in the Encyclical "Fides et ratio". This principle gave a powerful impulse to the development of Neo-Thomist, religious-humanistic (e.g., the concept of "integral humanism" (Maritain J., 2000) and other Christian philosophical and legal concepts (Ter-Akopov, A. A., and Tolkachenko A., 2002). This period was characterized by a reinterpretation of the classical principles of gentilesse, formulated by the Enlightenment, the development of dialogue between positivist and Christian philosophical dimension of law (J. Gray., 2003). For example, it was settled that "philosophy of law (modern and ancient) examines the relation between existing legal norms (and the projects) from the point of view of the relation between the highest norms of human morality, and also helps to find something the most significant and similar in the various "national" laws and legal systems" (P. D. Barenboym, 2012).

There have been significant developments in the field of "Justification of the law" (the influential work of the theologian K. Barth) as a high spiritual and moral essence; his reconciliation with religious principles, dogmas and norms (Bart K., 2008). In other words here takes place the justification of the state legal organization as "intimate life of a Christian in God and in civic duty... one does not contradict the other, but on the contrary, one may exist to act in parallel to another" (Bart K., 2008, p. 8).

It is no coincidence that one of the significant and fundamental works is the study of a well-known lawyer of G.J. Berman – "Faith and law: the reconciliation of law and religion" (Berman, G. J., 1999). In this aspect of the reconciliation of right and law – it was noted that in the basis of all legal systems lays the principle of justice, the source and the content of which is impossible to change without recourse to religious consciousness, and many legal ideas, practices and technologies as a "sample" had a theological models (Heffe O., 2007).

Modern uncertainty in the ratio of religious secular in legal consciousness causes the lack of agreement about basic values and norms of the regulators, their roles and significances in the coding of social relations, legal, political, economic and other procedures of interaction. This uncertainty, as noted, stimulates the development of various (sometimes very controversial) philosophical and legal concepts. Today, in Western European discourse can be identified several most influential philosophical and legal constructions that offer post-secular model of correlation and interaction of religion and positive law, the religious and the rational in the legal culture of the society.

3. Methods and Materials

Post-secular bases of philosophical legal foundations are related to understanding the qualitatively different state of society, principles of its organization and normative bases for social interaction. In its turn, post-metaphysical of such studies are stipulated by the crisis of classical rationality and the formation of new principles and perspectives of philosophical and legal studies. The latter is associated with "exit for" classical principles of normativity, where neither religious tenets nor principles of rationality do not have any priority, and the post-secular society organization and communication is possible on the basis of new forms of post-normalization.

We assume from the following theoretical and methodological promise: the subversion of moral "axis", around which was developing a variety of value-normative systems and hierarchies, was ensured social cohesion and social solidarity, leads to a rather pessimistic forecasts, to the impossibility of any holistic modeling of social development. Moreover, the liberal democratic discourse in the XXI century objectively initiates sustainable "trend "non-development", the rejection of the development. The prospect of such "non-development", - as rightly says A. N. Okara – in the foreseeable future can become a "new barbarism", archaism and degradation of the vast majority of humanity, including Russia and post-Soviet space" (Okara A. N., 2010).

As such an alternative, in our opinion, can act solidaric state and legal system based on Christian values and normative system.

4. Results and Discussions

Currently there are a number of modern philosophical and legal areas, which form the basic paradigm setups in the correlation between the secular and the religious in state and legal organization of society.

4.1 «Regulatory differentialism».

This philosophical and legal school arguments the necessity of the formation of a new post-secular normativity and global (universal) design of a new form of identification and socio-legal consent, "exempted" from the secular principles (nationality, ethnicity, state sovereignty, etc.), and "religious universalism" (J. Habermas, 2008). When is justifying the formation of a place of origin abstract and universal normative systems (instead of the collapse of the principles of multiculturalism and the classical system of international law) which impose on all participants of the communication process.

On the other hand, it is argued that the secular philosophical and legal thinking has in post-secular society no right to criticize religion and to make a final judgment. On the contrary, in the framework of this school differentiation of normatively, a clear definition of reasonable limits, separating religiosity and rationality is justified. In this respect necessary is “the development of such attitude to other religions and worldviews, which will allow their legitimate presence in the same discursive space... autonomous process of secular science should cease to contradict the faith" (Uzlaner D., 2011, p. 4).

Such post-normatively supposes construction of a new model of sociality, based on rational-communicative interaction and the achievement of universal moral consent. As such form of socio-legal consolidation and moral consent acts the European identity "which initially carries something constructed, it is regarded as a product of public activity" (J. Habermas, 2008, p. 45). In addition, this form of socio-legal and moral-ethical communication requires the unconditional acceptance of the general system of nominative limitations because this system “works only if all participants are ready to fully comply with the restrictions imposed on them. But these restrictions make sense to apply only if there is agreement about the foundations of modern society" (Uzlaner D., 2011, p. 6).

4.2 Communicative theory argues that instead of traditional hegemonies claiming of "absolute truth" by political ideology or religious dogma, in post-secular world happens conventional process of communicative consent.

Within the philosophical-legal researches of this school it is argued that in the modern world cannot exist "immutable" and "consistent" regulatory systems, and the only possible consensus is "through permanently open and free communication" (mark van Huk., 2012). Namely this open communication and consensual agreement act as an alternative to the classic rationalism and religious dogmatism applying for an unambiguous interpretation of the truths.

This philosophical and legal position, unlike the previous, justifies the diversity of the legal world, asserts that there is no "clear legal facts" outside of culture and moral system: "whole world of diverse points of view is hidden in the law and in legal language." Each culture, according to Mark van Huk, is a combination of various elements, their interrelated interaction. Thus, the right is connected with the society, existing in it value and norm and moral systems. And if a variety of socio-normative regulators are in harmonious interaction, it is not the fact of a new religious or moral-ideological hegemony over the world of law, but a "symptom of the harmonious development of society and great luck for it... because right is never just a tool in the hands of the state, it, in fact, should carry the "higher plan" of development, predetermined law and order, in connection which the state and its management, in its turn, are associated with instrumental role, i.e. are the means of achieving it, are constantly improving legal schemes" (Maltsev G. V., 2007).

4.3 In the framework of socio-cultural school of philosophical-legal studies

In the framework of socio-cultural school of philosophical-legal studies it is argued that post-secular normativity it is not just a set of effective principles, tools and institutions, claiming rationally organized procedure of relationship, but, above all, a holistic way of life, involving the convergence of religious and legal regulatory systems. That is why, for example, from the point of view of J. Gray, a universal discursive matrix indicating a relationship of reason and faith, a single ideal-typical model of spiritual, moral, political, economic and social relations can not exist, but "there is a diversity of historical forms, each of which is rooted in the fertile soil of culture, related to certain society”. ИAnd therefore normative systems "do not reflect the national culture or inconsistent to it, can be neither legitimate nor stable: they are either are modified or are rejected by the people whom they are imposed" (Gray, J., 2003, p. 115).

Therefore, in post-secular society in the forefront should be socio-cultural factors and traditional value and normative systems that return to modern societies stability and successive evolution. And namely the recognition of the priority of the last "allows the adherents of various cultural traditions reflect these traditions in legal orders, which they must obey without resorting to separatist actions" (Gray, J., 2003, p. 264).

4.4 Agonistic regulatory model

In the framework of this model it is argued that political and legal phenomena of the social world are universal, however, their specific forms of implementation are radically different. It is emphasized that the decline of the social power of religious ideas and institutions, and also the decline of religious beliefs and practices are not inevitable process of modernization. For example, Chantal Muff indicates that the theory according to which modernization and secularization are interrelated is a myth. Fault is the claim that contemporary processes of modernization lead to the decline of religious beliefs and practices (Muff Sh., 2009, p. 69).

Consequently, post-secular world should proceed from the idea of “multiple versions of modernity and agree that the way of the West is not the only possible and legitimate that non-Western societies may follow different routes, according to the specifics of their cultural traditions and religion" (Muff Sh., 2009, p. 71). It should also be recognized that the post-secular world is an "infinite gamw of differences", the conflict and the confrontation of various forms, secular and religious (Laclau E., 2003). Therefore, it is necessary to leave "the illusory hope of a political unification of the world, we must advocate for the establishment of an agonistic multi-polar world, organized around a few large territorial units with different cultures, religions and values" (Muff Sh., 2009, p. 63).

In this respect, the agonistic model is based on "conflict agreement", involving the divergence in ethical, religious, political and legal principles of society. The "return" of religious, moral and ethical in the social construction of the social orders comes from the fact that "other cultures define the samehood in a different way". In these cultures steadily dominate "their ideas about human dignity and the conditions for a fair social structure" (Muff Sh., 2009, p. 68). While the state legal community, of many non-Western social systems, is organized and is operated on the harmonious combination of religious norms and positive law, sacred and secular values.

In addition, in many societies there are so-called "functional equivalents of human rights", which are closely intertwined with religious norms and are inseparable from them; and are more efficient and effective than the Western European concept of human rights and freedoms. Consequently, according the conclusion of the Shantal Muff, the strong satement that "moral progress requires the adoption of the Western model of liberal democracy, as only its frame ensure respect for human rights, should be rejected" (Muff Sh., 2009, p. 68).

4.5 Solidarity socio-spiritual and political-legal organization of society.

Solidarity should be seen as a form and the principle of social existence and organization of community life. Thus, the form is focuses on mutual agreement and interaction of unique social actors, groups and organizations, in the framework of reproducing (from generation to generation) ща socio-cultural and moral *integrity*. In its turn, the principle, according to fair comment of A. N. Okara, is aimed at ensuring of social (political, legal, economic, etc.) *unity* and *stability* (balance, harmony, etc.), involves “the pooling of resources and capabilities of the entities to achieve common goals", where "the interests of each of the actors are in balance with the interests of society" (Okara A. N., 2010).

This ideological and theoretical-methodological position serves as alternative to the Western socio-political and legal projects that are dominating in the XX century. Thus, in the framework of the liberal democratic project of the organization metaphysical principles of social inclusion and extralegal bases of development of legal system of society are leveled. Respectively where is no place for metaphysical and extralegal bases, genuine spiritual and moral tradition of the society is destroyed, remains only material reality (movable, changeable, situational, etc.), and the only significant issues are technologies of control of these changes, the creation of a common (universal) framework, connecting on a temporary basis personalized will, aspirations, interests. In neoliberal constructions of the XXI century has already been rejected any social totality, now as "excessive" is considered the totality of the sovereign state and legal organization.

Traditional totality of a juridico-political organization, created (constructed) and represented by the state, is replaced today by mobile globalonline social organizations, which are no longer directed by solidary aspirations, and operate mobile (change and become more complex, break up and organize themselves). Thus the limits of their political and legal activity is no longer associated with the socio-cultural identity and state-sovereign rationing, and are only subjected to a common (standardized) "rules of rational communication and universal neo-liberal "constitutional legal identity" (Mamichev A. Y., 2014).

In its turn, within the framework of solidarism all actors of political and legal life function not on the basis of atomization (individualization), but in the framework of a *consensual political-legal regime*. Here, all actors of specific holistic social system are citizens, ethnic groups, religious denominations, social groups and organizations, political parties, businesses, etc. "have real legal and socio-political subjectivity, on the basis of what their rights, capabilities and interests can be consolidated and solidarized to achieve consensual goals in the social framework of different scales (local, national, global)" (Okara A. N., 2010).

From our point of view solidarism in socio-cultural pattern and political and legal organization of society can be meaningfully described by a range of characteristics. In other words solidarism acts as a certain state of the ideological-conceptual framework and social technologies.

1. Solidarism as a *qualitative state* of the social system, characterized by integrity and unity, suggesting a

mechanism of sustainable development, which directs all processes and events on the achievement of consensual goals, the reproduction of socio-cultural identity and rod (axial) spiritual and moral foundations of the social system. Namely the latter allow to ensure the integrity, unity and stability of a particular social system under various transformations, changes and reorganizations in the life of society on the various stages of its development. Moreover, integrity is considered as a qualitative condition of life of the people in his *space-time* (i.e., the integrity of the evolution of legal, political and socio-cultural life of the people, despite the various disasters, "crashing", the radical transformations that occur during development), *spiritual moral* (whole national system of beliefs, ideas, symbols, images, attitudes, stereotypes, etc.), *geographical and climatic* (spatial, environmental and climatic specifics of the deployment of social processes and socio-legal interaction determining public legal forms of organization and modes of interaction between the parts, elements) unity.

2. Solidarity stands out as the ideological-conceptual (extralegal) basis for the development of a national system of law based on Christian values and normative system. In the "Basic social concept of the ROC" is stated that "A right is recognized to be a manifestation of a single divine law of the universe in the social and political sphere... … Национальное право несовершенно, ибо несовершенен и грешен любой народ. The law of a particular country is the private version of the common worldview of the law, characteristic of a given nation... The National law is imperfect, as imperfect and sinful is any law. However, it establishes a framework for people's life if it translates and adapts the absolute truth of God to a specific historical and national existence" (Basics of the social concept of RICS).

   Ideological and conceptual foundations of legal policy of any state legitimise specific historical functioning of the various social, political, legal institutions and systems (Berman, G. J., 1999). Therefore, in the ideological and conceptual basis of solidarism the idea of integrity expresses something more, beyond the specific law and any state function. "For the jurisprudential differences – notes K. Schmidt – legal types of thinking of much larger and profound importance is the fact that a distinction is in *alleged* and *fundamental* views about a certain *consistent order* in the ideas of what can be considered as a *normal situation*, *who is a* normal person and which are considered in the legal life and legal thought as a *typical specific pieces of life*... Without a *permanent, inevitable* and *necessary specific assumptions* there is neither legal theory nor the *practice* of law (emphasis added – M. F.)" (K. Schmidt, 2010, p. 22-23).

   At various stages of national solidarity ideological and conceptual framework was expressed in the various doctrines and concepts ("conciliarism", "symphonic", "Slavic collectivism", "unity", "guaranteeing state", "right awareness", "corporate state", "territorial unity", "social anarchism", etc.) and had a pivotal importance for the development of domestic legal and political system.

3. Solidarism acts as socio-legal technology and management practice aimed at harmonization of diverse social interests and needs. In this framework for solidarity legal policy the most important management objective is to ensure harmonization (identification) of the interests of personality, society, state. In modern doctrinal legal documents this solidarity direction is normatively expressed in the definition of the national interest. Thus, in specialized literature has rightly pointed out that national interest is solidarized (specific, generalized and harmonized) interests of all key actors of integral the Russian socio-cultural system (Ovchinnikov A. I., 2014).

In the managerial aspect solidarism is expressed not in "ideocratic domination" (P. Sorokin) of religious values, but in development on the basis of religious and moral ethics of the mechanisms, institutions and public law practices, aimed at the harmonization of interests and diverse (ethnic and national) values, functional orientation of which is caused by the formation of an integrated and sustainable development of the social system, creation of "harmonized sociality" and "good society" (Fedotova V. G., 2005).

5. Conclusion

5.1. Modern practice of "deliverance" of public law communication from religious and ethical, as normative pluralistic and private foundations of interaction between individuals, today, objectively require new ideological and normative theories and concepts. This crisis initiates new post-secular and post-metaphysical forms and practices of thinking. Modern uncertainty in the ratio of religious secular in the legal consciousness causes the lack of agreement about basic value and norm regulators, their roles and significances in the coding of social relations, legal, political, economic and other procedures of interaction. This uncertainty encourages the development of different (sometimes very controversial) philosophical and legal concepts.

5.2. In modern philosophical and legal thought has clearly formed a set of concepts and approaches that form the post-secular and post-metaphysical forms of thinking: 1) *regulatory differentialism* - legal philosophical school, which argues the need for the formation of a new post-secular normativity and global (universal) design of a new form of identification and socio-legal consent, "liberated" from the secular principles (nationality, ethnicity, state sovereignty, etc.), and from "religious universalism"; 2) *communicative theory* argues that instead of traditional hegemony claiming by political ideology or religious dogma "absolute truth" in post-secular world comes conventional process of communicative consent; 3*socio-cultural school* of philosophical-legal researches substantiates that post-secular normativity, it is not just a set of effective principles, tools and institutions, claiming rationally organized relationship, but, above all, a holistic way of life, involving the convergence of religious and legal systems;4) *agonistic approach* proves that the political and legal phenomena in the social world are universal, however, their specific forms of implementation is radically different. Thus, here it is emphasized that the decline in the social power of religious ideas and institutions, and the decline of religious beliefs and practices are not inevitable process of modernization; 5) Solidary approach focuses on vzaimosoglasovannyie and unique interaction of social actors, groups and organizations, in the framework of reproducing (from generation to generation) socio-cultural and moral integrity.

5.3. In the post-Soviet space dominates solidary form of political-legal thought, in which solidarity is thought as a qualitative state of the social system, characterized by integrity and unity, suggesting a mechanism for sustainable development, orienting all occurring social processes and events on the achievement of consensual goals, the reproduction of socio-cultural identity and rod (axial) spiritual and moral foundations of the social system. Thus, the solidarism acts: on the one hand, as the ideological and conceptual (extralegal) basis for the development of a national system of law based on Christian values and normative system; and socio-legal technology and management practices aimed at harmonization of diverse social interests and needs.

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Theoretical Base of Delegation of Some State Authority of Territorial Entities of the Russian Federation to Local Self-Government Bodies

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Abstract

The article focuses on the research of the institution of investment of local governments with separate state powers as one of the forms of interaction of between bodies of state power and local authorities. The presented relationships of authorities of different levels gain a special actuality in the light of a constitutional entrenchment of the principle of the autonomy of local government bodies. Thus, the institution of investment with separate state powers demands a further theory and legal improvement.

Keywords: *local government, investment with separate state powers.*

1. Introduction

An improvement of the legislative regulation of interaction of bodies of state power and local government is the undoubted condition of the effective Russian statehood and democracy creation. The efficiency of state administration in territorial entities of the Russian Federation which in the light of an active development of the practice of investment of local governments with separate state powers, is strongly influenced by exercise of separate state powers by local governments gain a special actuality.

The numerous changes of the existing federal and regional legislation and judicial proceedings eloquently are evidence of the existing problems at investment of municipal authorities with separate state powers of territorial entities of the federation. Permission of a set of practical problems of the institution of investment is preceded by a need of permission of some theory and legal aspects.

First of all, it should be noted that a definition of the concept "investment of local governments with separate state powers" (further - investment with powers, investment) is not given by a legislator. It is necessary to carry out a theoretical interpretation of the specified concept through its essential signs, and also to consider its ratio with the term «delivery» from the position of linguists and leading lawyers.

2. Methods

The position of scientific linguists concerning the terms «investment», «delivery» and «delegation» is expressed in Russian explanatory dictionaries. In S. I. Ozhegov's and K.Yu. Shvedova's (Ozhegov, 2007) Dictionary of the Russian language the term «to invest with» is defined as «by distributing, to provide somebody with something, to give something». Thus S. I. Ozhegov defines «to provide smb. with smth.» as «to place in service, use». However S. I. Ozhegov thinks that by investing, there is granting of authorities at competence distribution. By transferring the studied definition to «investment» to the plane of the studied problematics, it is possible to speak about the investment as a procedure of redistribution of powers and competences of public authorities, but it is important to remember that at redistribution the power turns into the competence of local government leaving maintenance of public authorities.

In the light of the aforesaid we will note that «investment» provided by the Federal law from 6 October 2003 № FL-131 «On general principles of the organization of local government in the Russian Federation» (further – the Federal Law № 131) providing a transition of competence from public authorities to local ones on the constant basis does not mean the change of the state value of the delegated powers to the local. Therefore, the investment is not a distribution, and an urgent or termless transfer of power for the execution. Thus, the transfer of power is considered by us as a procedure of investment with separate state powers. S. I. Ozhegov defines the term «assignment» as the investment mostly from the legal point of view, i.e. a commission to someone. The mentioned definition has a temporality of a commission, and the assignment does not assume the transition of power from competence of government body to competence of local government.

Dahl's Explanatory Dictionary (Dahl's, 1989-1991.) defines the term «to invest opens» as «to allocate someone with something; to provide, endow, present, or to give to somebody, or to all people a share, a part». A similar approach is supported by T.F. Efremova's (Efremova, 2000.) Modern explanatory dictionary of the Russian language where the term «to invest» is considered as 1) to provide somebody with something as a share, an allotment; 2) to give something as a gift; to give, present something to somebody (forces, abilities, gifts, etc.). Both the mentioned above dictionaries describe the investment as a grant of something. However it is not possible to speak about a grant as a public relation.

Dahl's Explanatory Dictionary, Efremova's dictionary of the Russian language, and also the Big explanatory dictionary also describe the term «to invest» as – «by having distributed, to provide somebody with a share» (The Big explanatory dictionary of the Russian language, 2000). However in the legislation there are no norms fixing an order of share powers implementation by territorial entities of public legal relationships.

The Big explanatory dictionary (The Big explanatory dictionary of the Russian language, 2000) contains the explanations to the following terms: to transfer - to give something to the full order, possession to another one; to delegate - to transfer a part of own rights for something to somebody; to provide - 1) to give a chance to somebody to possess, dispose, use something; 2) to charge to somebody, to assign to someone an execution of any deal; to assign - to charge something to somebody. The terms a commission and assignment are given the unsuccessful definitions because, proceeding from the sense consolidated by the Big explanatory dictionary, a commission is an assignment, and an assignment is a commission. The authors of the Big explanatory dictionary give to the term «delegation» a definition that mostly inherent in «investment», namely as the transfer of a part of own rights to somebody for something. But we describe such a position of a terminological character as a delegation of power for execution. However it is important to remember that, nevertheless, the legislator gives a preference in the Federal Law № 131 to the term «investment», but not «delegation».

There is no unified approach to a definition of the specified concept and among lawyers. The presented group of the authors' opinions is connected with various aspects of approaches to a definition of nature of the investment institution. So, according to the first opinion the investment is considered as a temporary or continuous delegation of powers. This position is presented by such authors as V. V. Lazarev, I.I. Ovchinnikov (Munitsipalnoe pravo Rossijskoi Federatsii: uchebnik, 2010), L.V. Lazarev, V. I. Borisov (The dictionary on the constitutional right of the Russian Federation; Ilyyukhov, http://opac.mpei.ru/notices/index/IdNotice:67526/index.php?url=/auteurs/view/27448/source:default and Kazhanov, http://opac.mpei.ru/notices/index/IdNotice:67526/index.php?url=/auteurs/view/27449/source:defaul, 2003), V.D. Zorkin, I.G. Machulskaya, V. V. Pylin, I.V. Vydrin (Efremova, 2000. <http://www.slovopedia.com/15/192-0.html>Munitsipalnoe pravo Rossijskoi Federatsii: uchebnik / I.I. Mestnoe samoupravlenie v Rossijskoi Federatsii: ot idei k praktike), A.A. Uvarov (Uvarov, 2002), V. I. Vasilyev (Vasilev, 2005), A.E. Postnikov (Munitsipalnoe pravo Rossijskoi Federatsii. , 2007). However V. V. Lazarev in the scientific and practical comment to the Constitution of the Russian Federation the defines the concept «investment» not only as a temporary or continuous delegation of powers, but also as an incomplete transfer to their local governments (Scientific and practical comment to the Constitution of the Russian Federation), i.e. the author not only notes a synonymy of both the above terms, but also emphasizes an «incomplete» nature of a transfer of separate state powers to local governments. If we do not agree that the terms «investment» and «delivery» are equal with a «delegation» and on the course of research we will try to disprove it, but wy absolutely agree with V. V. Lazarev's opinion concerning an «incomplete» delegation of power to local governments. In comments to the Constitution of the Russian Federation edited by V.D. Zorkin and L.V. Lazarev (The Comments to the Constitution of the Russian Federation, 2009) the concepts «investment» and «delivery» are specified as synonyms.

According to the second opinion, the investment is a transition of certain powers from one authority to another (S. A. Avakyan, V. I. Borisov, A.A. Ilyukhov, O. A. Kazhanov, K. A. Pivovarov). We agree with S. A. Avakyan's opinion who determines a delegation of power as «a concession by one government body to other government body of some special powers» (The Encyclopedic dictionary, 2001). At the same time, in our opinion, it is necessary also to consider the fact that a transfer of separate state powers can be realized both between authorities of one level, and a delegation is possible of power between the authorities of different levels; besides, a possibly to transfer to the places only «separate» state powers, but not «exclusive» ones. A transfer and delegation not only are identified by the authors' group of the dictionary on a constitutional right of the Russian Federation, but also is considered as a commission (a transfer) by one body to another a consideration and permission of the issues of the competence (on the constant basis, for a certain time, on once) (The dictionary on the constitutional right of the Russian Federation, 2003). This definition, in our point of view, speaks about a possibility of a delegation of power and on the constant basis.

The third approach is presented by K.A. Pivovarov: « the investment is an unilateral strong-willed act of one subject of legal relationship concerning the second subject, at alienation, transition of powers, and a consent of the second subject to accept the power is not required... Thus, the investment with separate state powers of local governments is considered as a way of unilateral regulation of the volume of powers of local governments by a transfer of separate state powers to local governments on the basis of the compulsory act of the public authority expressed in the form of the law» (Principy mestnogo samoupravleniya: teoretiko-pravovye problemy identifikatsii, 2008). Really, it is difficult to disagree with the specified position if the matter concerns the investment of local governments with separate state powers at the level of the federation. However in many territorial entities the horizontal model of interaction of public authorities and local government develops, that, somewhat, contradicts the compulsory principle of the investment with powers. For example, in the earlier existing Law of the Republic of Buryatia from 26 January 1999 № 94-II «On the order of the investment of local governments of municipalities with separate state powers in the Republic of Buryatia» it was fixed that «a bill introduced by the Government of the Republic of Buryatia is considered by the National Hural of the Republic of Buryatia in the presence of a consent (the positive conclusion) of a representative body of local government». The current law from 19 April 1995 № 111-I «On the National Hural» in a point 3 of the Art. 40 has fixed that: «the bills introduced in the National Hural by other legal entities of a legislative initiative go to representative bodies of local government for introduction of remarks and offers». Thus, to the bills introduced to the republican parliament in the sphere of a transfer of separate state powers by other subjects of a legislative initiative except the Government of RB by representative bodies of local government the offers and remarks can be made. Therefore, a transfer of separate state powers happens in most cases on the «compulsory» basis, but in other situations a delegation of power can occur against a mutual consent of bodies of the state and municipal authority.

According to the fourth opinion, the investment is a delegation of these or those powers (E.K. Glushko, S.Yu. Danilov (Principy mestnogo samoupravleniya: teoretiko-pravovye problemy identifikatsii, 2008 and Tikhomirov, etc.). Thus the term «delegation» is considered as a settled in a scientific circle and expressing a nature of the term «delivery» applied in the legislation. However the authors did not consider that along with the term «delivery» the legislator uses also the term «delegation». So, for example, in the European Charter of local government, the Federal law from 6 October 1999 № 184-FL «On general principles of the organization of legislative (representative) and executive bodies of the government of territorial entities of the Russian Federation», the Federal law from 31 December 2005 № 199-FL «On modification of separate acts of the Russian Federation in connection with the improvement of powers differentiation») the term «delegation of powers» is designated as a transfer for the implementation to public authorities of territorial subjects of the Russian Federation (The Federal law from 6 October, 1999 №. 184-FL "On general principles of the organization of legislative (representative) and executive bodies of the government of territorial entities of the Russian Federation"//Collection of the legislation of the Russian Federation, 1999). M.Yu. Tikhomirov has the similar point of view defining a delegation as: «1) investment with powers; 2) delegation of powers is a temporary transfer of rights, powers from one public authority or the highest officials to other bodies» (The Legal encyclopedia, 2001). In this case it is possible to disagree with the author because the normative legal acts do not provide a possibility of transfer of part of the powers by the highest officials.

We consider the opinion that the terms «investment» and «delegation» are equal as the baseless because in the Constitution of the Russian Federation and the Federal Law № 131 the term «investment» for a designation of the institution of the separate state powers transfer to local governments is used. From the linguistic point of view «to delegate - to send by a delegate» (Ozhegov and Shvedova, 2007.) and, respectively, to use the term «delegation» for a designation of the institution of the separate state powers transfer on places is not absolutely correct. However the Art. 17 of the Federal law from 31 December 2005 № 199-FL «On modification of separate acts of the Russian Federation in connection with the improvement of powers differentiation» determines that powers of the Russian Federation on the state civil registration are delegated to public authorities of territorial entities of the Russian Federation with a competence of delegation to local governments (The Federal law from 31 December, 2005 № 199-FL "On modification of separate acts of the Russian Federation in connection with the improvement of the powers differentiation" (in the edition of 07 May, 2013 № 104-FL)//Collection of the legislation of the Russian Federation. 02.01.2006). In this case the legislator establishes that federal powers «are delegated» to the territorial entities of the Russian Federation, and powers of the regional authorities «are delegated» on places. It seems a need of correction of terminology of the specified law regarding an exception of the term «delegation» in view of its contradiction as Constitutions of the Russian Federation and the Federal Law № 131 is obvious.

The fifth point of view is offered by A.S Salomatkin: «the investment of local governments with state powers is a type of the powers delegation» (Salomatkin, O nekotorykh problemakh stanovleniya i sovershenstvovaniya regionalnogo zakonodatelstva, 1999). Though, according to the Art.17 of the Federal law «On modification of separate acts of the Russian Federation in connection with the improvement of the powers differentiation » the public authority of the Russian Federation delegates the powers on the state civil registration to the territorial entities of the federation, and the entitiues, in turn, have the right to delegate them on places. The aforesaid information results that a delegation is a type of the investment, and not vice versa. However, as we earlier have marked out, the use of the term «delegation» is very controversial.

According to the sixth approach along with the above concepts also the term «subdelegation» as redistribution of powers and also as a way of a delegation of power of the territorial subject of the Russian Federation, delegated to them by authorities of the federation V.S. Mokry, O.A. Stukalova, V.A. Cherepanov, V. N. Shirokovsky, A.V. Malko. Respectively, the author points the possibility of a reassignment of an execution of the state powers delegated to territorial subjects of the Russian Federation to local governments on condition that such a right is granted by the federal law. Really, it is inadmissible to relegate an execution of similar powers without the instructions on possibility of a subdelegation of powers of the federation at the local level in the federal law. In a context of the studied position also the point of view of O. A. Stukalova which gives the following definition falls: «investment of local governments with separate state powers is a way of redistribution of competence between public authorities and local governments which consists in legislative transfer to municipalities for implementation under control of the state of separate state powers not on a constant basis with necessary material and financial resources». Thus the author specifies that investment with separate state powers is preceded by the moment of distribution of powers between levels of the power. Delegation, thus, is way of redistribution of already differentiated powers (Malko, 2012).

By the federal law from 27 May 2014 № 136-FL the article 26.3 of the Federal the law № 184 «On general principles of the organization of legislative (representative) and executive bodies of the government of territorial entities of the Russian Federation» was added with a point 6.1 possessing the following contents: «by laws of the territorial entity of the Russian Federation a redistribution of powers between local governments and public authorities of the entity of the Russian Federation can be carried out». Thus, the legislator provided the concept of the powers redistribution as way of a delegation of the public authorities' power of the territorial entity of the Russian Federation to local governments. However, in our opinion, it is slightly not justified to equate a redistribution to the institution of the investment in the context of the conducted research in view of the fact that the specified norm has fixed the following: «a redistribution of powers is allowed for the term not less a term of the legislative (representative) body of public authority of the entity of the Russian Federation …». While laws on the investment of local governments with these or those separate state powers are not limited to terms of an activity of legislative authority of the territorial entity of the Russian Federation.

In this case it is important to agree with M. S. Chakalova who notes that: «at investment of local governments, the state powers do not lose a state character and only that public authority, whose competence includes the implementation of the certain state power, has rights, shots, resources, and information which are necessary for that. Employees of local governments, especially settlements, are not the experts in a certain sphere, for example, on the state civil registration or primary military account, they are not able to carry out skillfully separate state powers without an assistance of the public authorities» (Chakalova, 2009). Though the legislator does not say directly that the power of the government body remains in its competence, but proceeding from the sense of standards of the Federal law № 131 of the point 1 of the Art.19, the separate state powers are delegated «for the implementation».

V.A. Cherepanov (Cherepanov, 2003) in his works has said his own point of view that is close to the above-stated one, and V. N. Shirokovsky gave the following definition of the studied concept: «the investment of local governments with separate state powers is a procedure of a redistribution of the areas of jurisdiction and powers which is carried out on the basis of the Constitution of the Russian Federation, the federal laws or laws of entities of the Federation within which the powers of public authorities of the federal or regional level are realized at the municipal level: in city districts, municipal areas» (Shirokovskih, 2008). These authors in connection with an uncertainty of a position of the legislator and an application of the different terminology in regulations suppose that the term «the investment with powers» applied in the Constitution of the Russian Federation 1993 is not successful» (Stukalova, 2007). Thus, O. A. Stukalova suggests using the term «the delegation of powers» (Stukalova, 2007) which was widely used in practice. In our opinion, in practice this position is inapplicable in connection with the arising problem of updating of all the existing normative legal acts, in particular the Constitution of the Russian Federation. Besides, in the Comment to the Constitution of the Russian Federation, the Institute of Legislation and Comparative Law under the Government of the Russian Federation, by the investment is understood a transfer of separate state powers to local governments which can be realized in two forms - transfer and delegation (The comment to the Constitution of the Russian Federation., 1996, //http://ex-jure.ru/law/news.php? newsid=99). Thus a transfer is considered as a way of a regulation of powers of local government at which any power of the government body is excluded from its competence and joins in competence of local governments. Comments to the Constitution of the Russian Federation of the Institute of Legislation and Comparative Law under the Government of the Russian Federation is represented as providing by the government body a right of the solution of any question belonging to it to local governments for once, for a certain term or without any term. The investment with powers can extend on all system of local governments, on bodies of one type, level or region, in borders of one is administrative and territorial unit (The comment to the Constitution of the Russian Federation, 1996, //http://ex-jure.ru/law/news.php? newsid=99). However, according the sense of the Federal Law № 131 the delegated separate state powers do not lose the state nature and remain under the government bodies authority which also have a right for the control execution of the delegated powers by local governments (the Art. 21 of the Federal Law № 131). Considering the point that the constitutional legislator and the special legislation on local government in the Federal Law № 131 use the term «investment» for a designation of a transfer of separate state powers to local authorities, from our point of view, the federal and regional legislator should apply the term «investment», and no other synonyms.

According to the seventh grouping of the opinions concerning a definition of «investment» at a ratio of the concepts «investment» and «delegation», the preference is given to the last one in view of its broader use when determining the power delegation M.Yu. Dityatkovskiy, A.N. Kubarkov, E.S. Shugrina. For example, M.Yu. Dityatkovskiy allocates the existence of such concepts as a delegation, transfer, commission and granting. Thus the investment of local governments with separate state powers is carried out in the form of a delegation. M.Yu. Dityatkovsky considers the investment of local governments with separate state powers in broad and narrow meanings. In the broad sense, «investment» by the author is considered as the institution of the municipal right. In the narrow sense M.YU. Dityatkovsky considers « the investment with separate state powers of local governments» as the initial stage or a preliminary condition of the implementation of separate state powers by local governments, and also as a form of the interaction of authorities of the state and local government on condition of «hierarchy and hierarchical manner between public authorities and local governments» (Dityatkovskiy, 2007). It is difficult to agree with this point of view, in particular, with the specified strict hierarchy and hierarchical manner of authorities of the state and local government, so this situation contradicts the principle of «independence» of local government from the government fixed in the Art. 130 and the Art.132 of the Constitution of the Russian Federation.

In the light of the made grouping of scientists' opinions concerning the terminology with which we only partially agree, it is important to carry out the analysis of the legislation for a detection of general regularities of the used concepts and to make our own opinion on its basis.

The legal terminology used by the legislator in such regulations as the European charter of local government ratified by the Federal law from 11 April 1998 № 55-FL (The European charter of local government from 15.10.1985, it is ratified by the Federal law from 11.04.1998. №. 55-FL//Collection of the legislation of the Russian Federation, 1998), the Federal law from 6 October 1999 № 184-FL «On general principles of the organization of legislative (representative) and executive bodies of the government of territorial entities of the Russian Federation» (The Federal law from 6 October, 1999 №. 184-FL "On general principles of the organization of legislative (representative) and executive bodies of the government of territorial entities of the Russian Federation, 1999), the Federal law from 31 December 2005 № 199-FL «On modification of separate acts of the Russian Federation in connection with the improvement of the powers differentiation» (The Federal law from 31 December, 2005 № 199-FL "On modification of separate acts of the Russian Federation in connection with the improvement of the powers differentiation" (in the edition of 07 May, 2013 № 104-FL)//Collection of the legislation of the Russian Federation. 02.01.2006. - № 1. - Art. 10.) testifies about the use of the term «delegation» along with the term «investment». In spite of the fact that in the Federal Law № 131 for a designation of a part transfer of state powers to local governments the concept «investment of local governments with separate state powers» is used, in the European charter of local government there are also other concepts for a designation of the same phenomenon. So the point 1 of the Art.4 of the European Charter establishes a possibility of «granting» to local governments according to the law of separate concrete powers, and the item 5 of the Art. 4 establishes the following: «at delegation of powers by the central or regional bodies the local self-government institutions must, as far as it is possible , perhaps, have a freedom to adapt their implementation for local conditions». The term «delegation» appears in the point 2 of the Art.8 where a possibility of the administrative control from public authorities is established «… behind the appropriate performance by local governments of powers delegated by it». Therefore, in the Charter the terms «investment» and «delivery» are not used, the expressions «delegation» and «granting» are used for their designation.

In the Federal law «On general principles of the organization of local government in the Russian Federation» from 2003 the legislator uses only the term «investment» in the context of a temporary or termless transfer of separate state powers on places and with a preservation of their state character without impressment of the delegated powers which public authorities possess. For example, the Art.19 of the Federal Law № 131 has the requirements concerning the laws on investment where the reporting mechanism, control, conditions and an order of the implementation termination by local governments of delegated to them separate state powers have to be fixed. In our opinion, in case if government bodies would lose the right to control over execution of delegated powers and the laws would not require to fix conditions and the order of the termination and financing of execution of delegated powers, and it would be necessary to speak about the exception of these powers from the government bodies competence. However the sense of the chapter 4 «Investment of local governments with separate state powers» of the Federal Law № 131 consists in the transfer of separate state powers on places only for their implementation (the Art. 20 of the Federal Law № 131).

Perhaps, the appeal to the decisions of the Constitutional court of the Russian Federation would give an explanation to the present discussion devoting to the considered terms. In the decision of the Constitutional Court of the Russian Federation, issued in the Resolution from 24 January 1997 № 1-P on the case of constitutionality check of the Law of the Udmurtskaya Respublika from 17 April 1996. «About system of public authorities in the Udmurtskaya Respublika» (The Resolution of the Constitutional court of the Russian Federation from 24 January, 1997 № 1-P on the case of the constitutionality check of the Law of the Udmurtskaya Respublika from 17 April, 1996. "On the system of public authorities in the Udmurtskaya Respublika"//Collection of the legislation of the Russian Federation, 1997), it is established: «Separate powers can be delegated to municipal bodies by means of the law...». The Resolution of the Constitutional Court of the Russian Federation from 30 November 2000 № 15-P on the case of the constitutionality check of separate provisions of the Charter (the Basic law) of the Kursk region in an edition of the Law of the Kursk region from 22 March 1999. «On modification and additions in the Charter (the Basic law) of the Kursk region» has used the concept «investment»: «investment of local governments with separate state powers can be carried out only by the legislator...». Thus, the Resolutions of the Constitutional Court of the Russian Federation as well as in the Constitution of the Russian Federation use the terms «investment» and «delivery» which are considered as synonyms. Other concepts of the relation of the transfer of separate state powers to local governments are not used. The established «terminological collision» is considered by some authors as a norm at the institution «investment with separate state powers» formation for example, R.I. Zagidullin.

The legislation of some subjects of the Russian Federation such as the Republic of Tyva, Adygeya, Buryatiya, the Irkutsk Oblast, etc. gives definitions of the concept «investment of local governments with separate state powers». So the Art.105 of the Constitution of the Republic of Buryatia has fixed that: «local governments can be allocated with the law separate state powers with transfer of material and financial means, necessary for their implementation. Realization of delegated powers is under control to the state» (The Constitution of the Republic of Buryatiya. Buryatiya, 09.03.1994 It is accepted by the Supreme Council of the Republic of Buryatiya on 22 February, 1994 (with the change from 6 May, 2013 № 3292-IV)). Proceeding from the specified norm the legislator applies the term «investment». The Art.7 of the Law of the Republic of Buryatiya from 22 March 2005 to № 1091-III «On the organization of local government in the Republic of Buryatiya» (The law of the Republic of Buryatiya "On the organization of local government in the Republic of Buryatiya" from 07.12.2004 № 896-III (in the edition of 14.11.2013 № 60-V)//Buryatiya, № 49, 24.03.2005, the Official bulletin № 15.) has established that local governments «are allocated with separate state powers». However, the Art.1 of the Law of the Republic of Buryatiya from 26 January 1999 № 94-II «On the order of the investment of local governments of municipalities with separate state powers in the Republic of Buryatiya» (The law of the Republic of Buryatiya from 26 January, 1999 № 94-II "On the order of the investment of local governments of municipalities with separate state powers in the Republic of Buryatiya" (became invalid)//The Sheet of the National Hural of the Republic of Buryatiya, 1999) has fixed that: «investment with separate state powers - granting by government bodies the powers belonging to them to local governments» (The law of the Republic of Buryatiya from 26 January, 1999 № 94-II "On the order of the investment of local governments of municipalities with separate state powers in the Republic of Buryatiya" (became invalid)//The Sheet of the National Hural of the Republic of Buryatiya, 1999). It should be noted that the term «investment», as it was noted earlier, by linguists is considered as «granting», i.e. as synonyms. In turn «granting - to place in service, use» (Ozhegov and Shvedova, 2007). Proceeding from the stated information, the regional legislator opens the nature of the term «investment» using the synonyms often applying the inconsistent terminology.

Thus, the Constitution of the Russian Federation, the Federal Law № 131 and decisions of the Constitutional court of the Russian Federation use the terms «investment» and «broadcast» are used as equivalents, and terminology in the European charter of local government, the Federal law from 6 October 1999 № 184-FL «On general principles of the organization of legislative (representative) and executive bodies of the government of territorial entities of the Russian Federation», the Federal law from 31 December 2005 № 199-FL «On modification of separate acts of the Russian Federation in connection with the improvement of the powers differentiation » along with the terms «investment», «delivery» the concepts «delegation», «granting» are also used. This situation shows the ambiguous use of terminology by the legislator that, undoubtedly, brings to the scientific discussions.

3. Conclusion

The mentioned above says that both linguists, and scientific lawyers do not have the unified approach to the concepts «investment» and «delivery». So, from the point of view of linguistics the investment is considered as granting, distribution, donation, commission, assignment, granting a share. Besides, linguists do not see an essential difference between the terms «investment», «delivery», «delegation», «distribution» and other synonymous concepts. This situation specifies that a nature of the terms «investment» and «delivery» from a linguistic and legal position have some semantic contradiction.

Among the leading lawyers there is no unified approach to the definition of «investment». So, different authors consider the investment with separate state powers as: 1) a temporary or continuous delegation by powers, 2) a transition of powers from one body to another, 3) an equivalent concept with a delegation, 4) a type of delegation, 5) a subdelegation and redistribution of powers, 6) a unilateral strong-willed act of coercion of one authority another. Besides there is also a position according to which the term «delegation» is more preferable in view of its more frequent application with what it is very difficult to agree. The presented distinctions in positions concerning definition of a nature of the term «investment» are connected with the terminological disparate existing in the legislation which has to be resolved by the regulations updating. Thus it is necessary to consider that the Constitution of the Russian Federation, the Federal Law 131 and decisions of the Constitutional Court of the Russian Federation use only the term «investment» which should give a priority. Thus, we offer to consider «investment» with separate state powers of local governments as an urgent or termless transfer for the powers execution on places with the preservation of their state character.

During the analysis of positions of the conducting authors concerning the nature of the investment with separate state powers of local governments, and also taking into account standards of the federal and regional legislation we offer to allocate a number of characteristic features of «investment»:

1) at investment «separate» state powers are delegated to local governments. In this connection, we specify need of a specification of criteria of the state powers by which they are «separate», and also it is necessary to settle the list of the state powers which are not subject to transfer on places;
2) the investment with separate state powers is fixed only in the form of the law in compliance with item 2 of the Art.19 of the Federal Law № 131. Let's note that it is necessary to add to requirements to the laws «about investment» also an obligation of government bodies to explain an order of execution of the delegated state powers (point 6 of the Art.19 of the Federal Law № 131);
3) the «investment» is possible only on the condition of full financing of their execution provided by the annual law on the budget for the next fiscal year (point 7 of the Art.19 of the Federal Law № 131);
4) at "investment" it is necessary to consider the personnel capacity of local governments as one of the main requirements of the implementation efficiency of the separate state powers delegated to them;
5) the transfer and execution of the delegated state powers have both an urgent, and termless character. Despite the possibility of the separate state powers transfer without an indication of terms, i.e. termless, the point 7 of the Art.19 has fixed that «the provisions of federal laws, laws of subjects of the Russian Federation providing investment of local governments with separate state powers become effective annually according to the federal law on the federal budget for the next fiscal year, the law of the entity of the Russian Federation on the budget of the subject of the Russian Federation for the next fiscal year provided that … is provided subventions on the implementation of the specified powers». This norm establishes a possibility of the implementation break of delegated powers in case of the financing termination. In this case it is worth to speak not about «introduction» of the law on the investment which is already enacted, but about performance of that law by appropriate authorities. Thus, the point 7 of the Art.19 of the Federal Law № 131 should have been corrected in the above part in view of an obvious mistake;
6) the investment is not followed by an exception of the specified state powers of the competence of the appropriate government bodies and without loss of their state essence. This statement proceeds from standards of the Art. 21 of the Federal Law № 131 according to which public authorities from which maintaining powers were delegated to local governments, exercise the state control regarding their execution

and target use of subventions;

7) the «investment» is followed by the state control, behind implementation of delegated powers in that form and in those limits which do not contradict the principle of independence of local governments and do not strike at their right. Thus forms, types, The Limits of Control have to be specified in the laws «about the investment» (point 6 of the Art. 19, point 4 of the Art. 20 and the Art. 21 of the Federal Law № 131);
8) together with the investment with separate state powers financial and judicial guarantees of protection at implementation of the received separate state powers are legislatively provided to local governments. These guarantees have to be specified by the legislator. For example, it is worth entering terms for possibility of the judicial appeal of actions of government bodies by local governments and vice versa;
9) the «investment» has to be carried out from the principle of the efficiency and social and economic validity (Malko, 2012) of the implementation of the delegated separate state powers. In connection with the above stated, it is necessary «to recommend to authorities of territorial subjects of the Russian Federation to approve the indicators for the assessment of activities of local governments for the implementation of the delegated state powers» (Ezhukova, 2013).

The investment with separate state powers of local governments is considered and as the complex institution of the municipal right governing the public relations in the sphere of interaction of the state and local authorities at the implementation of the execution transfer of separate state powers by local governments. Such authors as S.G. Solovov, M. Yu. Dityatkovskiy note about the institutional nature of the investment with separate state powers of local governments. So, S.G. Solovyov the specified institute reveals as «the isolated set of the precepts of law regulating an order of the transfer, implementation, termination, financing, reporting and control of the execution of separate state powers by local governments» (Solovev, 2013). In spite of the fact that we like the presented definition, it is obvious that it is necessary to allocate the following subinstitutes in the studied institute of the municipal right:

the concept, types and signs of separate state powers with which it is possible to allocate local governments;

the rules, order and requirements to the investment form of local governments with separate state powers;

the order of granting financial, judicial and other guarantees to local governments for implementation of the delegated state powers of public authorities;

the implementation of separate state powers by local governments;

the state control of implementation of separate state powers by local governments;

the order of the execution termination of separate state powers by local governments;

the responsibility for the separate state powers execution by local governments.

To consider the investment with separate state powers of local governments as separate institute in the municipal right it is very justified, in view of its incontestable value in the context of interaction of public authorities and local government, and also complex character, the adjustable relations. Besides, the institute of investment is settled by «group of the uniform rules of law intended for regulation of uniform group of the public relations developing in system of the local public government» (Munitsipalnoe pravo Rossii: uchebnik, 2011).

Allocation of subinstitutes of the studied institution of the investment with us carried out attempt of emphasis of a role and value of the institution of the investment with its problems and gaps at the present stage of development of the municipal right of Russia. Besides so the detailed crushing of the institution of the investment allows presenting to a way of its improvement.

4. Conclusion

Thus, it should be noted that the current state of the public and municipal administration admits not simply far from perfect the Russian Federation, but is more characterized as being in deep system crisis (Timofeev, 2012). As N. S. Timofeev has emphasized, one of the reasons of this situation is development of centralist tendencies in the field of public administration and transformation of local government in a kind of the executive activity. Besides, imposing to local authorities of powers of the state character not peculiar to their nature contradicts the principles of federalism and the local governments assuming decentralization and democratization of the power that does not allow normal development of federation and local government (Fadeev, 2014).

Really, taking into account some absence of the transfer control of separate state powers to local governments there is a direct threat of prevalence of their permission in relation to questions of local value. Thus, in the conditions of constantly changing legislation in the field of local government especially sharply there is a perspective of investment with separate state powers of local governments owing to their insufficient legislative regulation at the level of subjects of the Russian Federation. In each separately taken subject of the Russian Federation, in view of features of practice of investment with separate state powers of local governments, there are own problems of theoretical and practical character, there is a special experience of their permission.

The investment institution of local governments is one of the interaction forms of public authorities and local self-government, demanding the improvement owing to existence of both theoretical and legal, and practical problems. The aim of this institutions development is not only to carry out effectively the state and local managements, but also to be maximum useful to the society, state and population. The separate state powers transfer to local governments has to come from the reasons of a rationality, expediency and efficiency of their implementation on places in interests of the citizens without an infringement of the constitutional principle of local government independence. The investment institution has to be «mutually advantageous» both for public authorities, and local authorities.

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Methods of Fuzzy Set Theory in the Purpose of Expansion of the Value Chains Based on the Main Factors of Corporate Culture

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Abstract

In the context of the economy modernization recognition of the dominant of corporate culture in the creation of the innovative capacity of companies and competitive advantages through value chain is an organizational phenomenon. Using the methodological tools of fuzzy sets allows considering the multidimensionality and the quality diversity of influence (contribution) factors of corporate culture in the creation of competitive value chains of the company. The purpose of the fuzzy logic method is to improve the quantitative information substantiation of strategic planning processes, particularly in the regional aspect of the corporate culture formation in the region. The method of application of fuzzy set theory is based on inaccurate and inconsistent factors corresponding to the real economic situation, in which an enterprise functions, characterizing by inaccurate information, fuzzy processes of management decision making and consequences of events. The result is characterized by analytical determination of priorities for the factors included in the analysis that makes them comparable.

Keywords: *fuzzy conditions; compatibility, corporate culture factors; competitiveness, value chains.*

1. Introduction

Problem formulation. The aim of this study is to adapt the existing tools of the fuzzy set theory for the problem solving in the area of social and economic systems in the framework of such objective organizational institute as corporate culture.

The problem to be solved in the study is the justification of the functional significance of the dominant corporate culture factors in the creation of competitive value chains of the company in its quantitative and qualitative definability.

The *hypothesis* of the study states that the corporate culture, as an intangible asset of the company in its quantitative and qualitative definability, is a poorly structured element of external and internal environment of the company, which determine the formation of competitive value chains of the company on the basis of trust capital that requires consideration of factors of corporate culture using methodological tools of fuzzy sets. It allows taking into account the multidimensionality and qualitatively heterogeneous factors of economic activity of the company.

The objectives of the study are to:

1. Characterize the thematic area of research.
2. Conduct a conceptual analysis of modern trends of development of value chains in terms of comprehensiveness of innovative potential of the corporate culture.
3. Justify the choice of methodological investigation tools.
4. Conduct a modeling of the system influence of the corporate culture and its innovation potential on expansion of the company value chain.
5. Determine the degree of interaction between market factors of the company management and its corporate culture in the context of the formation of competitive value chains.

In the area of the formation and management of the corporate culture, economic practice is ahead of economic theory. In particular, management models and methods of measurement and development of value chains of company have not been developed on the basis of added value in the frame of corporate business generated by factors of corporate culture (Hyson, 1950). In the context of the economy modernization, recognition of the dominant corporate culture in the creation of the innovative capacity of companies and the competitive advantages through value chain, is an organizational phenomenon that is reflected in the following points:

– first, in modern conditions the *boundaries* of the enterprise as the *subject* of competitive relations have been transformed. These relations are dependent on location (specialization) of the enterprise in the value chain of the goods and on chain form, so the dynamics of competitive "niches" of the enterprise can be considered in four cases: a) with *constant* place of the enterprise and the value chain of the goods *itself*; b) when the place of enterprise is *changing* within the constant of the value chain c) when *changing* the value chain of the product, apart from the immutability of the enterprise place; d) when *both* shifting the chain of values and the place of the enterprise;
– second, the *object* of competitive advantages of enterprises have changed. Now it includes not only the market price of the goods, but all the added value along the entire value chain – from the receipt of raw materials, technologies, marketing, brand to the bringing of the finished product or service to the final consumer and disposal of waste;
– third, the *sources* of competitive advantages have changed the origins of which are not only in the internal environment, but also in environment management during the cooperation with the main stakeholders of the company - relational and symbolic capital of the company that are becoming increasingly strategic and intangible in nature;
– fourth, depending on different *types of value chains* of goods, the stability of the parameters of the competitive advantages of companies is determined by certain type of management and allocation of market power in the value chain, for whom value chain of the company is focused on - the end user, all the stakeholders of the company, shareholders, market intermediaries etc.;
– fifth, there is an increasing of the importance of management tools aimed at maintaining a competitive advantage not only in the internal environment of the company, but also in foreign one, biased towards intangible assets (corporate culture, corporate brand, corporate identity, corporate image, and reputation);
– sixth, external, internal and dual instruments of corporate culture in general, reducing the level of transaction costs of economic agents interaction, increasing the level of trust between the participants of the value chain of the company, and affecting the flow of the risks and value of companies, thus providing a competitive advantage throughout the value chain of the company.

Modern researchers of the value chains of companies indicate the formation of not only national, but also of the global chains of creation of company value (Surroca *at al.*, 2010), so that such intangible factors as reputation and corporate codes of conduct that affect the level of trust between the participating companies of a network chain (Tulder *at al.*, 2009), (Drake *at al.*, 2008), to determine not only the relationship between the company and its stakeholders, but also the level of risks and ways of distribution of market power across the network chain that also affect the competitive development and sustainability of the value chain of the company.

As opposed to M. Porter, who studied the gaining of competitive advantages in the immutability of the place of the enterprise and the value chain of the product, R. Kaplinsky developed value chain theory (Kaplinsky *at al.*, 2003), in which the problems of getting of a competitive advantages is increasingly viewed in the change of enterprise place within the same value chain, when changing the value chain of the product with the same enterprise place, and by changing both the value chain and enterprise place in it.

In Russian economic literature in the theory of value chains different types of chains, market adaptation of the companies, which is the nature of the network (Avdasheva, 2005) and "strategic alliances" of competitive interaction of firms are considered (Yakovlev, 2004) Depending on the types of chains, the competitive position of the company, sources of competitive advantage, the redistribution of market power in the supply chain are changed: 1) "independent" chain - chain participants are independent producers, vendors, implementers of goods. This chain is characteristic of the market with perfect competition. 2) a vertically integrated chain of manufacturer of the goods, including the vertical integration of producer goods from raw materials to enter the market under its own brand (for the markets with exclusive competition). 3) the modular value chain "network of networks" as a combination of vertical and horizontal chains throughout the product life cycle - for the oligopoly markets.

2. Methods

Process modeling of the systemic influence of the corporate culture and its innovation potential to increase the value chain of the company is represented in the form of impact, on the one hand, of its components: human, organizational, relational and symbolic capital on the environment and, on the other hand, the impact of innovation potential foreign environment on the development of innovative potential of a particular corporate entity, which defines a system of macro and micro-economic control (Figure 1).

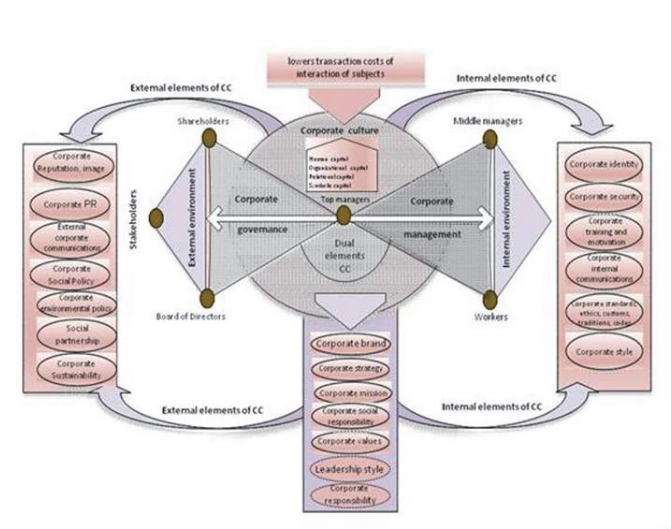

Figure 1 – Elements of the systemic influence of the corporate culture

Human capital and organizational capital are referred to the domestic environment and internal elements of corporate culture (corporate identity) mostly, and relational capital and symbolic capital - to the external environment (corporate image, reputation). CC and its dual elements (corporate brand, corporate strategy, corporate values, corporate and social responsibility) have their own specific impact on the human, organizational, relational and symbolic capital (four areas of CC).

The economic approach of creating of value chains comes from the fact that the level of effective influence of corporate culture, its potential for innovation, is needed to be truly measured. Such an approach for a typical problem can be treated with the use of the fuzzy set theory.

The basis of this investigation method forms the fuzzy set theory (Yager, 1982), which operates a fuzzy representation of concepts and events.

In this study, the starting point is the substantiation of partition of strategic alternatives based on compatibility factors (concepts). This approach is illustrated by a model in which the social-psychological and economic variables with heterogeneous properties are considered as factors, influencing the decision making process of entrepreneurs (business owners) about the establishment / development of entrepreneurial firms.

In the model, the following assumptions are made (Tselykh, 2012):

1) existence of the market as an external factor of economic activity of the company;
2) management of the company presents as a subject of administrative decisions, endowed with certain powers, and responsible for the consequences of adopted and implemented management decisions regarding the formation and development of the company;
3) factors influencing management decisions are the characteristics of the company's business and the subjects of administrative decisions, which play a key role in management decisions on the operation and development of the company;
4) opportunity factors of administrative decisions interact in a certain way with influence factors;

5) extent of the impact on influence factors, while decision making about business is varied based on strength factors;
6) one possibility is preferred to the other, if the influence factors are closer to strength factors based on their estimation.
7) within one model one implementation is considered (two models are presented: the first one - the interaction of the external CC factors with external possibilities, the second one - the interaction of the external CC factors with external threats).

Let

$X=\{x_1,x_2,\dots,x_n\}$ - the set of strength factors (internal factors);

$Y=\{y_1,y_2,\dots,y_n\}$ - the set of influence factors;

$Z=\{z_1,z_2,\dots,z_n\}$ - the set of opportunity factors (external factors).

Let $\Phi_R : X\times Y\to[0,1]$ is a membership function of odd binary relation R. For all $x\in X$ and $y\in Y$ function $\Phi_R(x,y)$ is the extent of impact of strength factors ***x*** to the influence factors ***y*** in determining the degree of their compatibility with factors of external opportunities.

The ratio of *R* (incidence matrix) can be represented in matrix form:

$$R=\begin{array}{c} \\ x_1\\ x_2\\ \dots\\ x_n\end{array}\begin{array}{c}\begin{array}{cccc} y_1 & y_2 & \dots & y_n\end{array}\\ \begin{bmatrix}\Phi_R(x_1,y_1) & \Phi_R(x_1,y_1) & \dots & \Phi_R(x_1,y_p)\\ \Phi_R(x_2,y_1) & \Phi_R(x_2,y_1) & \dots & \Phi_R(x_2,y_p)\\ \dots & \dots & \dots & \dots\\ \Phi_R(x_n,y_1) & \Phi_R(x_n,y_1) & \dots & \Phi_R(x_n,y_p)\end{bmatrix}\end{array}$$

Let $\pi : X\times Y\to[0,1]$ is a membership function of fuzzy binary relation *S*. For all $y\in Y$ and all $z\in Z$ function $\pi_S(y,z)$ is the degree of membership or compatibility of opportunity factors *z* with influence factors ***y***. In matrix form, the ratio is defined as follows:

$$S=\begin{array}{c} \\ y_1\\ y_2\\ \dots\\ y_n\end{array}\begin{array}{c}\begin{array}{cccc} z_1 & z_2 & \dots & z_n\end{array}\\ \begin{bmatrix}\pi_S(y_1,z_1) & \Phi_R(y_1,z_1) & \dots & \Phi_R(y_1,z_p)\\ \pi_S(y_2,z_1) & \Phi_R(y_2,z_1) & \dots & \Phi_R(y_2,z_p)\\ \dots & \dots & \dots & \dots\\ \pi_S(y_n,z_1) & \Phi_R(y_n,z_1) & \dots & \Phi_R(y_n,z_p)\end{bmatrix}\end{array}$$

We get the matrix ***T***:

$$T=\begin{array}{c} \\ x_1\\ x_2\\ \dots\\ x_n\end{array}\begin{array}{c}\begin{array}{cccc} z_1 & z_2 & \dots & z_n\end{array}\\ \begin{bmatrix}\mu_{A1}(x_1,z_1) & \mu_{A2}(x_1,z_1) & \dots & \mu_{Am}(x_1,z_m)\\ \mu_{A1}(x_2,z_1) & \mu_{A2}(x_2,z_1) & \dots & \mu_{Am}(x_2,z_m)\\ \dots & \dots & \dots & \dots\\ \mu_{A1}(x_n,z_1) & \mu_{A2}(x_n,z_1) & \dots & \mu_{Am}(x_n,z_m)\end{bmatrix}\end{array},$$

whose elements are determined by the membership function (Yager, 1982):

$$\mu_{Ai}(x_i,z_i)=\frac{\sum_y \Phi_R(x,y)\cdot\pi_S(y,z_i)}{\sum_y \Phi_R(x,y)}, \qquad (1)$$

for all $x\in X$, $y\in Y$ и $z\in Z$.

The sum $\sum_y \Phi_R(x,y)\cdot\pi_S(y,z_i)$ is equal to the degree of fuzzy subset (Tselykh, 2012), indicating the number of the most important characteristics of *y* - *the influence factors* that interact with external opportunities, which are influenced by strength factors (the elements of corporate culture in the region). They are characterized by the state of the corporate culture of the region. Then $\mu_{Ai}(x,z_i)$ can be interpreted as a weighted degree of implementation of external opportunities in the region z_i using the strength factors ***x*** (elements of corporate culture formed in the region), in relation to the implementation of the intended target.

To cover the external factors with influence factors (implementation (combining) zone of external opportunities by strong sides), we use the concept of partition level (Yager, 1982). The application of a unified partition level for all implementations of the partition of external opportunities, in our view, can only be applied in the case of homogeneity of factors of set Z. Otherwise, the obtained values are proposed to be grouped based on the selected reference scale. Then partition level ***l*** may be, for instance, limited by median (or other) value:

$$l < M\left[\mu_{ij}(x_i, z_j)\right] \quad (2)$$

Thus, for selected level ***l*** the area of the implementation of the external opportunities M_i,for each external opportunity factor z_m, is determined by the fuzzy subset of level ***l***.. By choosing different values for ***l***, we get a different area of implementation of external opportunities. That is, if the level ***l*** is selected, the area of the implementation of external opportunities M_i is described by the level set:

$$M_i = \{x \mid \mu_{Ai}(x) \geq l\} \quad (3)$$

for all $x \in M_i$.

3. Analysis Result

Methods of fuzzy logic in the purpose of expansion of the value chains of company. Consider the practical use of theoretical calculations on the example of the influence of strength factors of corporate culture of the region on the implementation of external opportunities in order to achieve a certain goal.

Example. The cognitive analysis is needed to be done for the region in terms of achieving the following goal - "an increase in the region's GDP by 10% through the development of strong regional components of the corporate culture, as a necessary innovation factor in the creation of value chains of companies".

Objective: To determine the factors of corporate culture that are necessary to be strengthen (developed) in order to increase the number of businesses in the region.

The solution is given in respect of the goal achievement on the basis of:

1) the use of factors of development of regional corporate culture and corporate sector of the region on the background of the external features of the economy;
2) counteraction to the external political and economic threats.

Let

$X = \{x_1, x_2, \ldots, x_n\}$ – the set of strength factors (factors of the region development);

$Y = \{y_1, y_2, \ldots, y_n\}$ – the set of influence factors (factors of development of the corporate sector in the region);

$Z = \{z_1, z_2, \ldots, z_n\}$ – the set of external opportunity factors (the economy).

Strength Factors - the components of the corporate culture of the region, describing its condition, the development and capabilities (Karanashev, 2015):

x_1 – mission, goals, innovative orientation of the corporate culture of the region;

x_2 – system of healthy competition;

x_3 – priorities in resource allocation in the region;

x_4 – environment for innovation in the region;

x_5 – declaration of social responsibility in the region;

x_6 – social and psychological climate in inter corporate relations;

x_7 – family traditions, customs and aims of the past ethnic motivation;

x_8 – entrepreneurial leadership style;

x_9 – knowledge oriented human capital in the region;

x_{10} – susceptibility of philosophy of total quality in the professional environment of the region;

x_{11} – public mentality of the human capital of the region;

x_{12} – selection principles of personnel;

x_{13} – open model work culture;
x_{14} – demand of the soft competencies of employees;
x_{15} – philosophy of social recognition of labor;
x_{16} – transparency of decision-making at different levels;
x_{17} – democratic control of management;
x_{18} – traditions of inter-corporate relations.

Influence factors - the characteristics of the company's business itself and the subjects of administrative decisions that play a key role in management decisions on the operation and development of the company.

1. Characteristics of the company's management as a subject of administrative decisions:

y_1 – leadership;
y_2 – personality type;
y_3 – interest.

2. The conditions of doing business in the region:

y_4 – infrastructure for conducting this type of business;
y_5 – competition for this type of business;;
y_6 – trained staff (sufficient professional competence);
y_7 – business climate.

3. Characteristics of goods (works, services) and the business itself:

y_8 – new technologies;
y_9 – low initial investment (the "price" of entering the business);
y_{10} – high margin of products (works, services);
y_{11} – uniqueness of staff competencies.

Factors of external opportunities - external development opportunities in the region, especially in the aspect of doing business, promoting the creation and development of businesses. They have certain characteristics:

z_1 – demand from the government in relation to priority directions of development (in the region);
z_2 – global trends, scientific and technological progress;
z_3 – reserves of mineral resources;
z_4 – the emergence of new consumer preferences;
z_5 – export demand;
z_6 – regional preferences and privileges (the regional tax climate);
z_7 – investment activity in the region.

For the second model of implementation, we consider the use of strength factors of CC that have debilitating effect to the negative impact of economic, political and other factors of the business environment in the region.

Factors of external threats - external threats to the development of the region, hindering the creation and development of entrepreneurial business activity, especially in the aspect of the doing business. They have certain characteristics:

z_1 – increasing pressure from the public authorities;
z_2 – unfriendly monetary policy (exchange rates, % on loans, reduced credit availability);
z_3 – increase in political risk (sanctions, taboos);
z_4 – the emergence of new consumer preferences;
z_5 – growth of tariffs of state monopolies (gas, water, electricity);
z_6 – increase in regional tax burden (regional tax climate);

z_7 – emergence of large (network) agents (sellers).

Based on the expert interviews, values of the interaction force between strength factors and influence factors were obtained that have shaped the incidence matrix *R* of fuzzy binary relation and the membership matrix (Figure 2).

$$R = \begin{array}{c} \\ x_1 \\ x_2 \\ x_3 \\ x_4 \\ x_5 \\ x_6 \\ x_7 \\ x_8 \\ x_9 \\ x_{10} \\ x_{11} \\ x_{12} \\ x_{13} \\ x_{14} \\ x_{15} \\ x_{16} \\ x_{17} \\ x_{18} \end{array} \begin{array}{c} \begin{array}{ccccccccccc} y_1 & y_2 & y_3 & y_4 & y_5 & y_6 & y_7 & y_8 & y_9 & y_{10} & y_{11} \end{array} \\ \begin{bmatrix} 0 & 0 & 0,5 & 0 & 0,6 & 0 & 0,8 & 0,7 & 0 & 0 & 0,6 \\ 0,7 & 0 & 0 & 0,6 & 0 & 0 & 0,8 & 0 & 0,7 & 0 & 0,6 \\ 0 & 0 & 0 & 0,7 & 0 & 0 & 0,7 & 0,4 & 0,4 & 0 & 0 \\ 0 & 0 & 0 & 0,6 & 0 & 0,8 & 0,6 & 0,7 & 0 & 0,6 & 0,7 \\ 0 & 0,5 & 0 & 0,5 & 0 & 0 & 0 & 0,4 & 0,4 & 0,4 & 0,8 \\ 0 & 0 & 0,4 & 0,6 & 0,7 & 0,5 & 0,7 & 0 & 0 & 0 & 0 \\ 0,6 & 0,7 & 0 & 0 & 0 & 0,6 & 0 & 0 & 0,5 & 0 & 0,7 \\ 0,8 & 0,5 & 0,7 & 0 & 0,6 & 0 & 0,6 & 0,5 & 0 & 0 & 0 \\ 0,6 & 0,8 & 0 & 0 & 0 & 0,8 & 0,7 & 0,9 & 0,7 & 0 & 0,9 \\ 0 & 0 & 0 & 0 & 0 & 0 & 0,8 & 0,7 & 0 & 0,8 & 0,5 \\ 0 & 0 & 0,6 & 0 & 0 & 0,7 & 0,6 & 0,7 & 0,56 & 0,9 & 0,9 \\ 0,4 & 0,6 & 0 & 0 & 0 & 0,9 & 0,8 & 0,8 & 0,9 & 0,6 & 0,7 \\ 0 & 0 & 0 & 0 & 0 & 0,8 & 0,8 & 0 & 0,7 & 0 & 0,7 \\ 0,6 & 0 & 0 & 0 & 0 & 0,8 & 0,8 & 0,6 & 0 & 0 & 0 \\ 0,8 & 0 & 0,9 & 0 & 0 & 0,9 & 0,9 & 0,7 & 0,8 & 0 & 0,8 \\ 0,7 & 0 & 0,7 & 0 & 0,8 & 0 & 0,8 & 0 & 0,6 & 0 & 0 \\ 0,6 & 0 & 0,6 & 0 & 0,6 & 0 & 0,8 & 0,5 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0,8 & 0 & 0,6 & 0,7 & 0,6 & 0,4 & 0 & 0 \end{bmatrix} \end{array}$$

$$S = \begin{array}{c} \\ y_1 \\ y_2 \\ y_3 \\ y_4 \\ y_5 \\ y_6 \\ y_7 \\ y_8 \\ y_9 \\ y_{10} \\ y_{11} \end{array} \begin{array}{c} \begin{array}{ccccccc} z_1 & z_2 & z_3 & z_4 & z_5 & z_6 & z_7 \end{array} \\ \begin{bmatrix} 0,6 & 0 & 0 & 0 & 0,4 & 0 & 0,6 \\ 0 & 0,7 & 0 & 0,8 & 0 & 0 & 0 \\ 0,3 & 0,9 & 0 & 0,7 & 0,6 & 0 & 0,7 \\ 0,9 & 0 & 0,7 & 0 & 0,7 & 0,6 & 0 \\ 0 & 0,7 & 0,6 & 0 & 0,5 & 0 & 0,7 \\ 0,7 & 0,7 & 0 & 0 & 0,6 & 0 & 0,8 \\ 0 & 0,9 & 0 & 0,8 & 0,7 & 0 & 0 \\ 0,8 & 0,8 & 0,7 & 0,9 & 0,8 & 0,4 & 0,7 \\ 0 & 0 & 0 & 0,4 & 0 & 0,8 & 0 \\ 0 & 0 & 0 & 0,8 & 0,7 & 0,4 & 0,9 \\ 0 & 0,9 & 0 & 0,8 & 0,8 & 0 & 0,9 \end{bmatrix} \end{array}$$

Figure 2 – The incidence matrix R and membership matrix S

Then the fuzzy graph is the fuzzy assessment of the impact (significance) of strength factors (characteristics of the corporate culture of the region) on the influence factors (factors of the decision-making on the establishment / development of business) - is:

$$R'(x_2) = \{0,7/y_1; 0,6/y_4; 0,8/y_7; 0,7/y_9; 0,6/y_{11}\},$$

and it is presented in Figure 3. Thus, on the influence factor y_2 (personality type) extent of impact of strength factors formed a fuzzy set:

$$X'(y_2) = \{0,5/x_5; 0,7/x_7; 0,5/x_8; 0,8/x_9; 0,6/x_{12}\}$$

Fuzzy sets for the other factors are formed similarly.

$$R'(x_2) = \{0,7/y_1; 0,6/y_4; 0,8/y_7; 0,7/y_9; 0,6/y_{11}\},$$

$$X'(y_2) = \{0,5/x_5; 0,7/x_7; 0,5/x_8; 0,8/x_9; 0,6/x_{12}\}$$

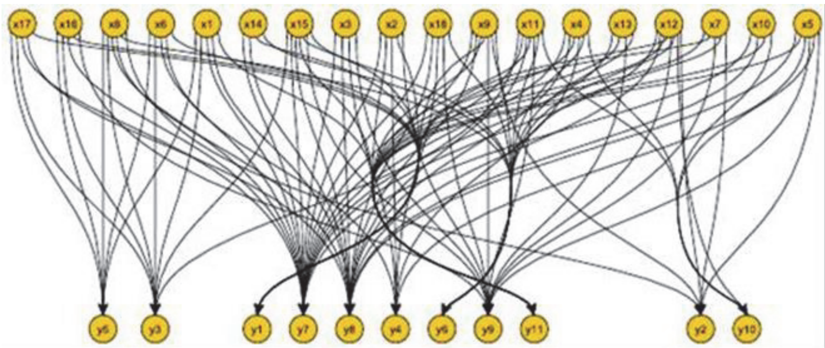

Figure 3 – Fuzzy graph for the evaluation of the strength factors' significance of CC

Analysis of matrix *R* reveals *the most significant strength factors* for each influence factor. In this matrix the elements of each line reflects the relative degrees of influence force of the strength factors (factors of corporate culture) to influence factors (factors of choice for creating business decision). The higher the value, the more important the feature. It is observed that there is no strength factor, which would be compatible with all influence factors.

The elements of each column of the matrix S are the degrees of membership or the degrees of compatibility of external opportunities with relevant influence factors (Figure 1). Degree of membership (matrix S) is detected by an expert estimation (Surveys of entrepreneurs-owners) when answering the following question: "To what extent the external opportunities influence on the implementation of factors of choice for the decision to create/develop business?".

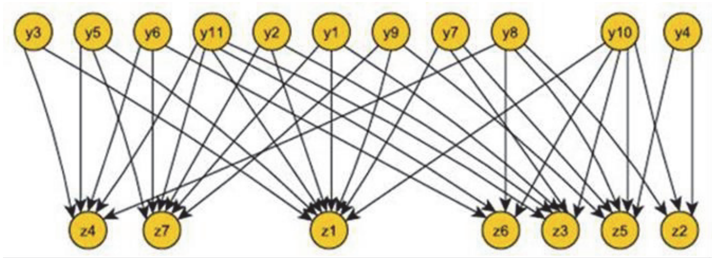

Figure 4 – Fuzzy graph for the evaluation of the interaction (influence factors with those of the external opportunities)

Then the fuzzy graph for the display - the fuzzy evaluation of influence (importance) of influence factors (factors of decision-making by the business owner) on factors of external opportunities in order to achieve established goal - is:

$$S'(z_3)=\{0,7/y_4;0,6/y_5;0,7/y_8\}$$

and it is shown in Figure 4.

Factors of external opportunities in the interaction with the influence factor y_1 (leadership) formed a fuzzy set:

$$Z'(y_1)=\{0,6/z_1;0,8/z_5;0,6/z_7\}\ etc.$$

Thus, external opportunities z_1 (increased demand from the government in relation to development priorities) can interact to the maximum extent with influence factors y_4 (infrastructure) and y_8 (new technologies), and in zero degree with the influence factors y_2, y_5, y_7, y_9, y_{10}, y_{11} (personality type, competition, the business climate, the initial investment, margin of products, unique competences, respectively), in moderate with influence factor y_1 (leadership) and y_6 (trained personnel) and to a small extent with the factor y_3 (interest). At the same time, a factor of external opportunities z_5 (export demand) can interact with almost all influence factors.

In the values of matrix *T* and *S* the possibility of implementing of strength factors of CC is considered through influence factors that meet the business characteristics for achievement of strategic goal: increase of the region's GDP by 10%. In general, the implementation tree (the fragment of it) of external opportunities using the strengths of the corporate culture of the region based on the influence factors is shown in Figure 5.

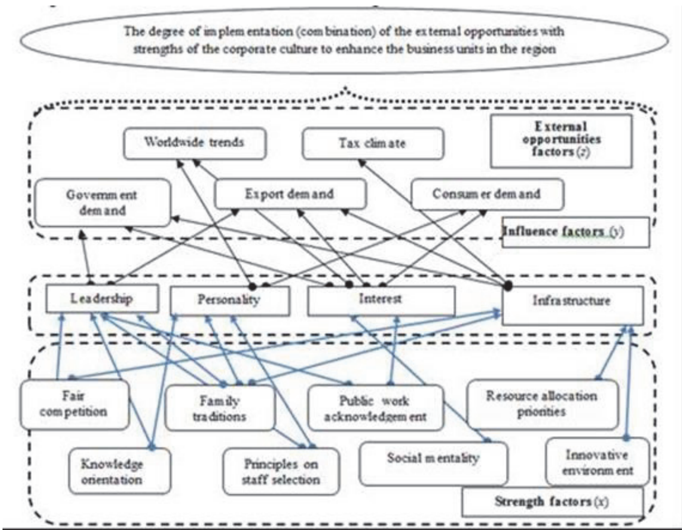

Figure 5 – The fragment of implementation tree (external opportunities)

The degree of implementation of (overlapping) of the external opportunities and strengths of the corporate culture to enhance the business units in the region

To determine the area of implementation (combination) of external opportunities Mi and strengths of the corporate culture, it is necessary to coordinate their interaction. For that, using equation (1), we obtain the matrix T (Figure 6).

	z1	z2	z3	z4	z5	z6	z7
x1	0,222	0,841	0,266	0,656	0,688	0,088	0,563
x2	0,282	0,371	0,124	0,412	0,512	0,271	0,282
x3	0,432	0,432	0,350	0,491	0,591	0,409	0,127
x4	0,415	0,573	0,228	0,538	0,715	0,220	0,575
x5	0,257	0,463	0,210	0,627	0,530	0,313	0,453
x6	0,348	0,631	0,290	0,290	0,621	0,124	0,403
x7	0,252	0,497	0,000	0,426	0,374	0,129	0,474
x8	0,295	0,632	0,192	0,492	0,503	0,054	0,470
x9	0,304	0,607	0,117	0,557	0,491	0,170	0,452
x10	0,200	0,618	0,175	0,825	0,743	0,214	0,593
x11	0,246	0,588	0,098	0,642	0,622	0,224	0,618
x12	0,265	0,533	0,098	0,568	0,505	0,225	0,472
x13	0,187	0,637	0,000	0,493	0,533	0,187	0,423
x14	0,500	0,629	0,150	0,421	0,629	0,086	0,507
x15	0,334	0,609	0,084	0,507	0,557	0,159	0,524
x16	0,175	0,531	0,133	0,381	0,461	0,133	0,408
x17	0,303	0,671	0,229	0,487	0,600	0,065	0,500
x18	0,523	0,494	0,316	0,406	0,610	0,335	0,290

Figure 6 – Matrix of implementation (combination) of external opportunities T

We apply the partition level l=0,5 and define zones of implementation of external opportunities Mi through strengths of CC (Figure 7), thus we obtain the level sets for all $x \in M_i$: $M_7 = \{0,563/x_1; 0,575/x_4; 0,593/x_{10}; 0,618/x_{11}; 0,507/x_{14}; 0,524/x_{15}\}$, and similarly for all other M_i.

	M1	M2	M3	M4	M5	M6	M7
x1	–	0,841	–	0,656	0,688	–	0,563
x2	–	–	–	–	0,512	–	–
x3	–	–	–	–	0,591	–	–
x4	–	0,573	–	0,538	0,715	–	0,575
x5	–	–	–	0,627	0,530	–	–
x6	–	0,631	–	–	0,621	–	–
x7	–	–	–	–	–	–	–
x8	–	0,632	–	–	0,503	–	–
x9	–	0,607	–	0,557	–	–	–
x10	–	0,618	–	0,825	0,743	–	0,593
x11	–	0,588	–	0,642	0,622	–	0,618
x12	–	0,533	–	0,568	0,505	–	–
x13	–	0,637	–	–	0,533	–	–
x14	–	0,629	–	–	0,629	–	0,507
x15	–	0,609	–	0,507	0,557	–	0,524
x16	–	0,531	–	–	–	–	–
x17	–	0,671	–	–	0,600	–	–
x18	0,523	–	–	–	0,610	–	–
Итого	0,523	8,099	–	4,920	8,957	–	3,380

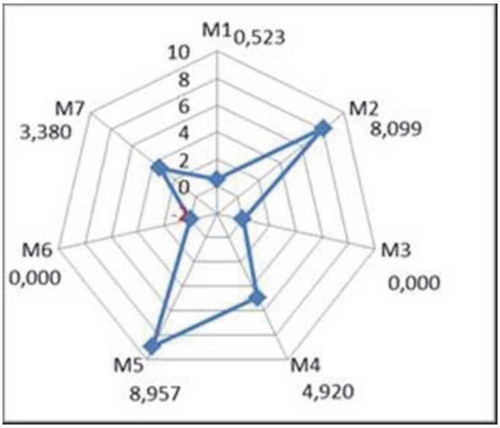

Figure 7 – Matrix and chart of the implementation (combining) of external opportunities T for partition level l=0,5

Due to the features of external opportunities z3, and z6 (resources of mineral resources and regional preferences), their implementation (M3, M6) is feasible in cooperation with the least amount of influence factors expressed in groups, characterizing the business environment and its production, but not the personal characteristics of top management. The strength of facilitating their implementation on the part of the corporate culture expressed with values below partition level that we have adopted and it ranges preferably 0,1 ÷ 0,2 (from minimum to weak). The highest degree of realization (M2, M5) can be traced to factors z2 and z5 (global trends, and export demand), which is supported to a great extent, on the one hand, by all three groups of influence factors and, on the other hand, by the strength factors of the corporate culture.

The average degree of implementation supported by factors of corporate culture is shown to external opportunities z4 and z7 (consumer preferences, investment activity).

The quantitative expression of the cumulative effects of strength factors for the implementation of external opportunities represents the sum of the factors of the set Mi :

$M_1 = 0,5;\; M_2 = 8,1;\; M_4 = 4,9;\; M_5 = 8,9;\; M_7 = 3,4.$

Graphic display of the results is illustrated by the diagram of the implementation of opportunities (Figure 7).

4. Conclusion

The method of substantiation of partition of strategic alternatives is proposed for solving the problem of modeling the vector and development priorities of the regional corporate culture using the compatibility of strength factors of corporate culture based on fuzzy logic.

This method of application of the fuzzy set theory enables to achieve analytically identified priorities for the factors, included in the analysis that makes them comparable. The purpose of the method of fuzzy logic is to improve the quantitative information substantiation of strategic planning processes. Moreover, the factors with the best obtained results can be chosen and, with this in mind, a strategy using the strengths of the corporate culture to achieve the goals can be developed.

This research presents the rationale of functional significance of dominant factors of corporate culture in the making of competitive value chains of the company in its qualitative and quantitative determination based on the theory of fuzzy sets.

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Social Work with Immigrants in Kazakhstan as Means of Prevention of the Social Conflicts in Society

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Abstract

Kazakhstan being one of the engines of social and economic development in the Eurasian region becomes the center of gravity for immigrants. The state immigration policy is directed at the involvement of immigrants – ethnic Kazakhs. At the same time, stability of the Kazakhstan society is a pledge for further development of the state and society. The main problematic issues of adaptation of immigrants in the Kazakhstan society are analyzed. Now we are not witnesses of the serious conflicts of immigrants, but at the same time, existing problematic issues of adaptation of immigrants suggest the idea of preventives of the social conflicts in the Kazakhstan society. Immigrants at the low extent of social and economic adaptation can be catalysts of social tension and the conflicts. Social work in modern understanding is activity for the improvement of social and economic living conditions of the segments of the population, which are in the difficult life situation. The possible strategy of preventives of the social conflicts by application of technologies of social work is offered.

Keywords: *social work, social conflict, prevention, immigrant, technologies of social work, Kazakhstan.*

1. Introduction

The social conflicts are the integral part of the natural development of any state and that litmus piece of paper allowing judging the processes happening in society. However, it is necessary to make a reservation that the social conflicts, as well as any conflicts, in general, happen two types: constructive and destructive. The first type is inherent in any civilized society living within precepts of law and promotes its development. The second type, which is the destructive social conflict is inherent to a society where often there is the crisis of legitimacy of the political system, and conducts to long stagnation in society.

If to take the view of the past and the present, it is possible to see that after disorder of the Soviet Union among the CIS countries the only island of stability, which managed to avoid sharp shocks and cataclysms in the social sphere, without exaggerations there, is Kazakhstan.

Stability of the Kazakhstan society is its firm basis for further social and economic development. Today in the world, there are no states with absolute stability, lack of the conflicts. True is also that fact that today there are no such technologies allowing eliminating the conflicts and social tension. Throughout all existence of humankind took contradiction place, so and the conflicts.

In the certain degree, the conflicts are the basis for the subsequent development of society. So, according to L. Kozer "The conflict not always dysfunctional about system in which it arises; often the conflict is necessary for its preserving" (Kozer, 2000, p. 71).

In turn at the turn of the millennia, the conflicts began to be perceived as a threat to stability of society and provoking of social tension. During this period, the increased interest in the development of technologies for prevention of the conflict from representatives is noted as sciences and the states.

Kazakhstan in this plan is the stability island on the Eurasian continent. Indisputable is that fact that for years of independence in Kazakhstan was not noted the serious social conflicts.

Now technologies of conflict prevention are well known in science, nevertheless, still there is no the accurate, unified determination of the term "conflict prevention".

For the purpose of the exception of the difference of determinations of this concept, we will offer the formulation. So, at the heart of prevention of the conflict there is the principle of preventives which consists in activities for decrease in social tension, identification of contradictions and elimination of the factors promoting emergence of the conflicts at early stages of emergence.

It is undoubted that activities for conflict prevention demand serious efforts and means as from the state, and representatives of science and civil sector. Moreover, such activity is not foreseeable the nonprofessional look though it affects all spheres of life activity of society. So known konfliktolog Johannes Varvik writes: "If the conflict manages to be avoided, practically do not speak about success of preventive measures as in sense of unambiguous relationships of cause and effect it is seldom possible to prove, what measure led to that crisis or the conflict was settled and escalation of violence did not take place" (Varvik, 2010, p. 6).

2. Research Methodology

In this article, we will try to consider technologies of social work in the prevention of the social conflicts connected with immigrants. In research such methods as the analysis of the documents regulating immigration of ethnic Kazakhs to Kazakhstan and official statistical data, and also materials the interviews to immigrants conducted by the author during the period from November 1, 2014 to May 1, 2015 were applied.

3. The Compositional Part

Functional characteristics of the social sphere give the grounds to define social work as the special mechanism promoting adequate estimation and the competent solution of social problems of society. The purpose of social work – satisfaction of the guaranteed interests and requirements of different groups of the population, creation of the conditions promoting improvement of social, psychological and physical well-being of the personality (Belinsky, p. 5).

Proceeding from the geographical position and successful economic development, Kazakhstan gradually becomes one of the centers of gravity of migrants.

The essential feature of migration policy of Kazakhstan is its focus on repatriation — return of the ethnic Kazakh population to the country with receipt of nationality. According to the legislation ethnic Kazakhs – repatriates from now on are referred to as oralmana.

The state migration policy proceeds from the need of conducting purposeful system work for the purpose of successful adaptation oralman appeared in other social and cultural environment. It is possible to note that this perspective is rather actual for the safety of Kazakhstan, as the countries.

During the conducted sociological research, it was revealed that essential barriers in social and economic adaptation oralman are questions of education and according to employment.

Here, it would be desirable to stop on issues of education and employment of ethnic migrants as essential, influencing their integration and adaptation into the Kazakhstan society. The question of repatriation for Kazakhstan became significant since 1991, after the formation of the independent state, in connection with the amplified outflow of the Russian-speaking population and reduction of population, including radical.

Thus, again arisen state suggested the ethnic Kazakhs living abroad to return to the historic homeland. So, according to Ministry of health and social development of the Republic of Kazakhstan from 1991 to January 1, 2015 on the historical homeland returned, and received the status of the oralman of 259 159 families or 952 882 ethnic Kazakhs (in 2014 - 3792 families or 8247 ethnic Kazakhs) that makes 5,5% of the total number of the population of the country (Internet site of Ministry of health and social development of the Republic of Kazakhstan, www.mzsr.gov.kz.).

In the first years, moving of repatriate's immigrants passed evenly across all territory of the country taking into account the social and economic situation in regions. However, in the 2000th year's process of their secondary resettlement, now within the country, for example from northern regions in southern, owing to climatic and cultural conditions began. Also, the process of resettlement to the large cities, in the so-called centers of gravity, in connection with higher employment possibilities began a bit later. Information on moving oralman on 01.01.2015 It is shown in Figure 1.

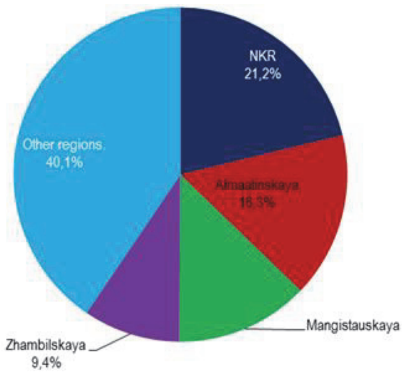

Figure 1 – Information on moving oralman on 01.01.2015

The greatest number oralman is observed in the Southern Kazakhstan, Almaty and Mangistausk areas where more than 50% of all families oralman lives. However, in 2005 lived nearly 65% of newcomers of repatriates in these areas. Here it is possible to note that migration policy yielded the fruits, new workplaces, questions of allocation of lands in the regions having a deficiency in the manpower were created. Such processes as independent movements create an additional load of local executive bodies, of social infrastructure, including of healthcare institutions and educations. The process of secondary resettlement brought spontaneity elements aggravated not adjustability of migratory processes in Kazakhstan (Esilov and Kalashnikova, 2015).

To immigrants, questions of education and advanced training seem not important for successful socialization.

One of the repatriation purpose to the author completion of a deficit of the workforce within the process of diversification of economy and industrialization of the country seems. According to Kazakhstan education level and qualification of future citizens of the country, is important.

Kazakhstan is the participant of seven basic international human rights agreements of the UN, including the International Covenant on Economic, Social, and Cultural Rights. According to these agreements the state assumed the obligation to accept within the available resources the adequate legislative, administrative, judicial and other measures to gradually to reach full implementation of the right to education.

It would be desirable to note that according to the education level Index — the combined indicator of the Program of Organization Development of the United Nations (PODUN) calculated as the index of literacy of adult population and the index of the cumulative share of the pupils getting the education Kazakhstan is in the countries of the world (Education Index) on the 35th place from 188 states of the world. That is rather high recognition of education of our country at global level.

The basis is allowing migrants to get the education in Kazakhstan the Law of the Republic of Kazakhstan "About population shift" is. Therefore, article 23 of the Law contains the regulations connected with education. According to them, the persons which received the status of the oralman and members of their families are provided with places at schools and the preschool organizations on an equal basis with citizens of the Republic of Kazakhstan, possibility of education according to the allocated quota on receipt in the educational organizations of technical and professional, postsecondary and higher education in the quantity determined by the Government of the Republic of Kazakhstan.

Education is one of the components of social and economic adaptation of ethnic Kazakhs and today there is the number of negative factors in this process.

The first, this legal support of the process of repatriation, which substantially influences receipt of nationality, provision of housing, employment oralman. The status of the oralman is intermediate and in the legislation of Kazakhstan, in particular in labor the rights and duties are not reserved for this status. There is no special legal regime for recognition by their nonresidents of RK, Information on employment oralman (as of 01.01.2014) It is shown in Figure 2.

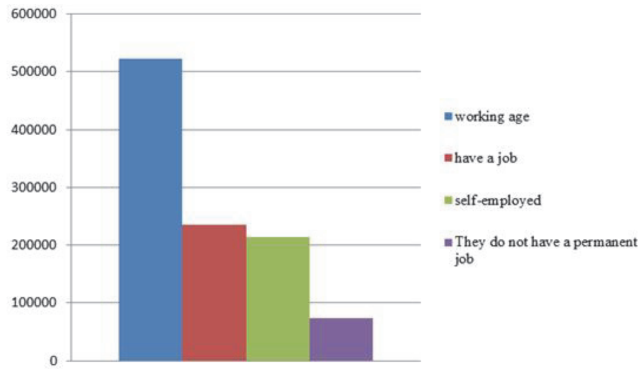

Figure 2 – Information on employment oralman (as of 01.01.2014)

From this chart, we see that only the half oralman, working-age have a permanent job. The certain part is self-busy (generally, these people conduct the economy, generally in rural areas). 14.2 the % of the number of working-age have no permanent job, are killed by seasonal or temporary earnings.

To the half of the ethnic Kazakhs who returned to Kazakhstan cannot get the job at once. Moreover, of course, the reason of it seems in not only education level and qualification.

The analysis of education level oralman working-age revealed the following. If in 2001 among repatriates was doctors of science – 13, candidates of science – 67. 12182 persons, unfinished the highest – 1472, specialized secondary – 16196 E.Yu. Sadovskaya (2001) had the higher education, for January 1, 2014 these indicators look as follows, doctors of science – 77, candidates of science – 223. 45760 people, specialized secondary – 107597, the general average – 319295, not having initial, including not having education – 51989 (Internet site of Ministry of health and social development of the Republic of Kazakhstan, www.mzsr.gov.kz) have the higher education.

The second is the language barrier that is the significant factor of economic integration oralman. In northern regions ignorance of Russian, in southern its distinctions of writing is the problem. So, for example, the oralmana that arrived from China of Pakistan use the Arab writing, from Uzbekistan and Turkey Latin. Thus, ignorance of both languages and writing leads to that to the oralman impracticable to find a job.

Here it is possible to allocate that lack of common language for forming of cross-cultural dialog and distinction in mentalities and some other factors leads to increase in intensity between oralmana and aboriginals of the country.

The third, the essential factor of the low level of social and economic integration, is a distinction in education systems in Kazakhstan and the country of the outcome. Many oralmana have no opportunity to find a job in the specialty, having thus the higher education, generally engineers, technologists, doctors, economists, lawyers. From here, two problems follow: first, a discrepancy of the profession, secondly, many oralmana are forced to interrupt the career in the country of the outcome that forces them to reduce the professional and social status.

The majority oralman working-age have the general secondary education. However, at the same time the share of those who has secondary special or higher education is rather small. That is we can claim that owing to the qualification and education, in the majority of the oralmana are not occupied at highly skilled work, respectively they receive not the high salary that can be one of the reasons of defective social and economic adaptation. The low income influences the security of families of migrants, and respectively the standard of living. The comprehensive program of advanced training and education level of this category is necessary.

Availability of permanent job can be considered as one of the conditions of successful adaptation to the new environment. However, the level of the hidden unemployment in the environment oralman is considerable today.

Thus, it is possible to claim that one of the reasons of the conflicts of migrants is – unemployment. Unemployment is the social problem that needs to be solved for the state.

Return of ethnic Kazakhs to the historic homeland testifies to the solvency of our state. The economic situation and the social policy realized in our country attract immigrants.

Today are provided to arrange independently perspectives the life on the new place, to find work, to receive in case of need new specialty, in general, to participate in all transformations happening in our country.

In it, the direct role is played by certain technologies of social work. In social work with migrants we allocate three life sphere components through which are performed naturalization, adaptation, acculturation of immigrants: naturally anthropological (demographic, territorial, settlement, ethnoanthropological), spiritual and cultural (educational, confessional, national and cultural), agent-professional “employment, labor market, professional and entrepreneurial structure” (Akmalova and Kapitsyn, 2008).

4. Recommendations

Let's consider technologies of social work with migrants, applicable in Kazakhstan and necessary for the implementation of the state social policy concerning this group of the population.

1. The social direction (work is carried out in contact with different departments) includes:
   - carrying out social consultations;
   - carrying out actions for social rehabilitation in stationary and non-stationary conditions;
   - Social diagnostics;
   - Prevention of deviant behavior;
   - The organization of cultural and leisure work with aged and disabled people from among migrants;
   - Homelessness prevention (including assistance in receipt of the hostel, temporary housing or acquisition of own housing);
   - Prevention of children's homelessness (including the device of children in orphanages and houses nursing homes);
2. The social and information direction (work is carried out in contact with mass media):
   - informing migrants on activity of social services;
   - Collection of information about migrants (including from migrants) and its systematization for the purpose of the organization of optimum social work with this category of the population;
   - informing the public concerning problems of migration and migrants (mainly through mass media) for the purpose of the establishment by migrants of stable social relations;
   - Assistance to adequate lighting in mass media on the subject of migration.
3. The social and psychological direction (work is carried out in contact with educational bodies and health care):
   - psychological consultation;
   - psychological correction and help in social adaptation;
   - psychological assistance in critical crisis situations and conditions of the post-traumatic stress;
   - psycho prevention of the stress;
   - carrying out psychological training with migrants;
   - training in auto-trainings and psychological self-control;
   - psychological diagnostics of the development of children and teenagers from families of migrants;
   - psychological diagnostics and consultation in the field of acquisition of new specialty.
4. The social and pedagogical direction (work is carried out in contact with educational bodies, health care and the law and order):
   - carrying out consultations concerning the family and to the education of children;
   - social and pedagogical work with children and teenagers;
   - the specialized (correctional) social and pedagogical help to the children and teenagers needing it;
   - the social and pedagogical help to the children and teenagers having problems in training;
   - control of education by children and teenagers from families of migrants;
   - professional consultation and assistance to vocational training by teenagers and youth from among migrants;
   - prevention of deviant behavior;
   - carrying out leisure actions for children and teenagers directed on adaptation in new conditions.
5. The social and legal direction (work is carried out in contact with judicial and law enforcement agencies):
   - protection of the rights of migrants;
   - providing to migrants information on their rights and duties;
   - social and legal consultation.
6. The medico-social direction (work is carried out in contact with medical authorities):
   - medico-social consultation;
   - rendering pre-medical medical care;

- assistance in carrying out a medical examination of migrants;
- control of adequate sanitary scheduled maintenance and observance of regulations of social hygiene;
- the help in the acquisition of policies of insurance medicine (issue of the certificate on medical care);
- identification of chronic patients and disabled and the organization for them specialized medico-social consultations;
- social and psychiatric diagnostics and help;
- rendering assistance in the acquisition of drugs and other medical means;
- if the necessary allocation of financial aid to treatment;
- the direction in specialized medical institutions;
- control of the sanitary condition of housing of migrants.

7. The financial direction – rendering the starting help (providing loans):
   - providing financial aid on the basis of the principle of the individual approach to each particular situation.
8. Social and economic direction:
   - consultation on social and economic problems;
   - providing help in the achievement of economic independence;
   - assistance in an increase of the income.
9. The material direction (work is carried out in contact with public organizations):
   - providing the product help;
   - providing the ware help;
   - providing other natural help (medicine, construction materials, etc.).
10. The social and labor direction (work is carried out in contact with employment services):
    - rendering assistance in receipt of the main and extra work;
    - rendering assistance in opening of the own case;
    - consultation on questions of work, employment, and career guidance;
    - help in professional training and retraining.

5. Conclusion

Today world experience testifies that by means of social technologies (information, training, implementation, political, managerial, etc.) it is possible to resolve timely the social conflicts, to remove social stress, to prevent accidents, to block risky situations, to accept and carry out optimum management decisions, etc. [Technologies of social work, 2002, p. 13).

Immigrants are the integral part of the Kazakhstan society, and it is necessary to make efforts for due social and economic adaptation. The level of adaptation of immigrants is higher, the amount of their potential conflicts is lower. This work shall be conducted as from state bodies, and civil sector. Moreover, of course, one of the decisive factors of adaptation is the attitude towards immigrants from indigenous people, the culture of tolerance is necessary.

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Production Functions in Identifying the Specifics of Producing Gross Regional Product of Russian Federation

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Abstract

The paper presents the results of research about specifics of gross domestic product production in Russia using the tool of econometrics – production functions apparatus. Also, there are quantitatively found answers on questions, which have theoretical and methodological significance. First question – what has a decisive influencing on the production of gross domestic product in Russia, whether it is stocks or investments into the main fund? It was found that the decisive influence on the production of gross domestic product in Russia comes from investments into the main fund. Weak dependency of gross domestic product in Russia on capital stocks explains the inappropriateness of using capital stocks as a parameter of fund in production functions. Second question – what is the exact type of indicators that is preferred to use for characterizing the components of production function in conditions of the Russian economy – cost or natural? It is defined that is it possible to use both – cost terms indicators and indexes of physical volume. However, mining specifics of Russian economy defines the preference of using indexes of physical volume. Third question – what is the quality of economic growth of Russian economy during the period between 1996 and 2013? The intensive character of economic growth was found and the input of main factors of production into economic growth of Russian economy was measured.

Keywords: *Russian economy, gross domestic product, production functions, modeling.*

1. Introduction

Significance of econometric study regarding production of gross domestic product (GDP) of a country is defined exactly by this method's ability to find out objective and quantitative characteristics of the process of creating goods and services, define the specifics, tendencies, analytically built the optimal trajectory of economic development, and predict the future. Econometric study of production of GDP is associated with using system of indicators that are calculated as a relationship between results and factors of production (resources) or in another interpretation – results and costs associated with their achievement (Baranov, 2013; Chiang and Wainwright 2004, p. 318-333; Kurosawa 1975, p.157-159 and Shaikh, 1974)

2. Literature Review

Basic methodological approach to the statistical research of GDP production is production functions. Note, during the last years in the field of science there has been a distorted view about production functions. Quite often it is considered that production functions are easy and inadequate instrument for description of the processes of social production from the point of view of the up to date representations of modern systems, synergistic effects, that components of the model do not account for the new factors of production of information based society, and do not correspond to the potential of statistical base (Colacchio and Erratum, 2003). That is why the authors of publications dedicated to production functions often include a separate section «about applicability of power production functions for analysis in macroeconomics» (Baranov, 2013, p. 11-12 and Kirilyuk, 2013, p.294), introduce modifications that adopt production functions for the existing statistical base of Russia (Baranov, 2013, p.14-15 and Baranov and Skufina, 2007, p. 57-59).

At the same time, fundamental and practical modern significance of production functions should not cause any doubts. Two sufficient evidences prove this. First, the tool of production functions is represented in every textbook of any recognized university in the world devoted to macroeconomics as whole, as well as to fundamental methods of mathematical economics (Chiang and Wainwright, 2004 and Mankiw 1977). Second, economic development of the world economy forecast forecast of IMF «World Economic Outlook» (2015), UN «World Economic Situation and Prospects» (2015) etc., of separate regions and countries (Epstein and Macchiarelli (2010); Hauptmeier et al. (2009), Ministry of Economy, Trade and Industry, (2011) are created by using production functions. Thus, modern tool of global and macroeconomic forecasts demonstrate that the base for those forecasts is the model of aggregate production functions. It is important to summarize that despite the criticism of using production functions as a tool for analysis and forecast, it is still widely used for the development of long-term forecasts of economic growth. We believe that value of production functions in macroeconomic research is explained by its simplicity (on practice with real data simple models tent to work very well) and unambiguous interpretation of calculated results in accordance with fundamental rules and established regularities (Baranov, 2013, p. 11-13; Blaug, 1962, p. 95-98, 408-419 and Kolemaev, 2002, p.14-26). As for the formal development forecast of the Russian economy, unfortunately, its methodical base in not published. Therefore, it is impossible to not only analyze the methodology and the results of the modeling of production of gross regional product but also it is unknown whether or not production functions are used in Russian forecasts. Moreover, scientific and practical significance of looking at specifics of production of Russia's GDP as based on proven statistical tools does not cause any doubts.

3. Objectives, Methodology and Research Design

The main goal of this paper is revealing the specifics of production of Russia's GDP by using apparatus of production functions.

Stages of the research are presented for justification of the answers on the questions.

1. What has a decisive influencing on the production of gross domestic product in Russia- stocks or investments into the main fund?
2. What indicators are preferable to use to characterize the components of production functions in condition of Russian economy – cost or natural?
3. What was the quality of economic growth in Russia between 1996 and 2013? Answers to the above questions have theoretical and methodical significance.

Ultimately generated answers on the above questions will help to reveal the features of GDP and quantitatively measure the contribution of the main factors of production into economic growth of the Russian economy.

Now we analyze the model and methodology of the study. Typically, modeling of macroeconomic processes is done based on the classical production functions. This is evidenced by the models presented in textbooks, specialized studies devoted to consideration of methodological tools of formal long-term forecast, results of the analysis using models of production functions for the Russian economy, publications of foreign researchers (Baranov and Skufina, 2007; Chiang and Wainwright K., 2004, p.311-342; Creel and Poilon, 2008; Kirilyuk, 2013 and McAdam and Willman A., 2013).

For modeling GDP production depending on the values of labour and capital we used Cobb-Douglas production function. Exactly such functions like Cobb-Douglas, formal properties of which are generalized to argument the fundamental statements, which are important for understanding the specifics of GDP.

First of all, marginal product of any factor varies only when there is a change in quantitates of used factors. Second of all, these factors have complementarity, which is; an increase in the number of variable factors reduces its marginal productivity, but increases the marginal productivity of fixed production factor. Third, total product is exactly the sum of the payments used as production factor in accordance with its marginal productivity.

In terms of formal properties, function like Cobb-Douglas connects the volume of production with the factors of production (capital and labour):

$$Y(t) = A*K(t)^p*L(t)^q, \qquad (1)$$

where t – year; Y – output; K – capital; L –labour; A – technological coefficient; p – elasticity of capital; q – elasticity of labour. Estimated parameters A, p, q are positive and $p + q = 1$.

Reminder: coefficient of elasticity shows by how many percents the output is going to change if there is an increase in the factor by 1%. Equal amount of elastic unit (100%) allows determining the contribution of labour and capital into production output.

If $p > q$ there is labour-saving (intensive) growth, otherwise – fund-saving (extensive growth).

In the research model (1) the output is GDP, labour – average quantity of employed in the economy. For the capital values were used the costs of main capital funds adjusted for depreciation and investments into fixed capital. That is, modeling was made using both, the cost of main stocks in terms of capital and investments into fixed capital. Such approach helps to define what influences more the production of GDP, the cost of capital stocks (in fact it is the capital of the past invested and modified into assets that make up means of labour) or investments into the fixed capital (in fact it is production fund created in present).

Modeling was performed with both cost parameters and indexes of physical volume. Note, the use of indexes of physical volume allows to diminish the influence of outside factors on GDP, such as energy prices. Parameter estimation of Cobb-Douglas production function was performed by using the method of least squares after linearization of the expression (1). As a measure of model fit with the gained results there was used the corrected coefficient of determination:

$$r^2 = 1 - \frac{\sum_t (Y(t) - Y_h(t))^2}{\sum_t (Y(t) - E[Y])^2},$$

where Y – actual value of output, Y_h – output values obtained by the model, $E[Y]$ – average value of the actual output.

The determination coefficient is ranged from 0 to 1. The closer is the value of the coefficient to 1 (100%), the better is the fit of the gained results. The coefficient of determination shows the percentage variation of the initial data described by the model. Models with the coefficient of higher than 80% are considered to be good enough. Using estimated values of the parameters of Cobb-Douglas production function (1), the coefficient of efficiency of the economy depending on time was calculated:

$$E(t) = [Y'(t)/K'(t)]^p [Y'(t)/L'(t)]^{1-p}, \qquad (3)$$

where t – year, Y', K', L' – output, capital and labour, normalized to the corresponding value in the referenced t_0: $Y'(t)=Y(t)/Y(t_0)$; $K'(t)=K(t)/L(t_0)$; $L'(t)=L(t)/L(t_0)$. For the cost indicators t_0 = 2008, but for indexed – t_0 = 1995 (no need for normalization while calculating). The calculations used data of the official statistics of Russia for the period between 1996 and 2013. Separately was calculated the index of the average quantity of employed in the economy. All of the indexes were leaded to values of 1995. All of the costs parameters are given in the year of 2008 pricing.

4. Discussion of the Research Outcomes

The results of modeling of GDP production in Russia is shown in Fig. 1, parameters of the model can be found in table 1. Analysis of the outcomes allows outlining the following facts.

First, it is noticeable that there is an absence of GDP dependence on the main capital stocks. This holds true for both, the case of using cost indicators (coefficient determinant of r^2 = 0.09) and the case of using the indexes of physical volume (coefficient of determination of r^2 = 0.56). Therefore, during statistical study of social production using production functions as capital, it makes sense to consider the dependence of GDP only on the investments into the main fund, see Fig. 1c, d.

Second, there is a clear dependence of GDP production on investments into the main fund. This statement is true for both models, when using the cost indicators (r^2 = 0.96) and when using indexes of physical volume (r^2 = 0.98).

Third, the value of elasticity of capital (p) is greater than elasticity on labour (q), thus, for the period from 1996 to 2013 there was labor-saving (intensive) growth.

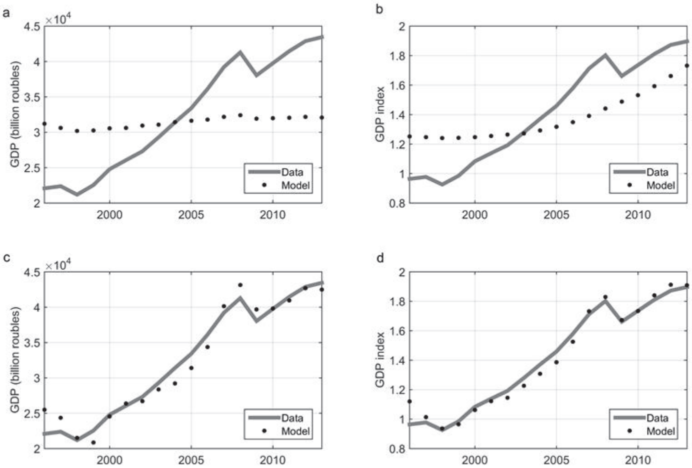

Figure 1 – (a) Modeling GDP in billion roubles with cost of main funds, adjusted for depreciation, as a capital; (b) Modeling index of physical volume of GDP with cost of main funds, adjusted for depreciation, as a capital; (c) Modeling GDP in billion roubles with Investments into the main fund as a capital; (d) Modeling index of physical volume of GDP with Investments into the main fund as a capital

Table 1 – Parameters of the model (1) when using as capital the cost of the main funds, adjusted for depreciation, and investments into the main capital for indicators, expressed in the cost and indexed units

Capital	r^2	*p*	*q*	*A*
Models with cost values of indicators				
Cost of main funds, adjusted for depreciation	0.09	0.00	1.00	0.47
Investments into the main fund	0.96	0.68	0.32	2.57
Models with index of physical volume				
Cost of capital funds, corrected for depreciation	0.56	1.00	0.00	1.26
Investments into the main fund	0.98	0.57	0.43	1.19

Since the Cobb-Douglas (1) production function when using the cost of main funds as capital neither do not correspond to the real data, nor this correspondence is much worse than when using investments into the main fund, we will consider only the model with investments into the main fund.

Parameters of production function of Cobb-Douglas (1) for cost indicators and indexes of physical volume are close. When using cost indicators, the input into the production of GDP from the investment is 68%, but the quantity of employed – 32%. When using indexes of physical volume, the input into the production of GDP investments is 57%, but the quantity of employed – 43%. Somewhat big input of capital (accordingly, less labour input) when using in the model of cost indicators is explained by the influence of nonproduction factors, such as, world energy prices. Also, the changes in influence of outside factors do not cause any quality impact on the production of GDP (intensive character of growth is maintained).

We will now consider the effectiveness of Russian economy during the period between 1996 and 2013 calculated in the formula (2) using cost indicators (Fig. 2a) and indexes of physical volume (Fig. 2b). The qualitative behavior of effective economy, calculated by cost indicators and indexes of physical volume is same (growth corresponds to growth, decline to decline). Fluctuations in efficiency, calculated by using indexes of physical volume is less than when using the cost indicators. This is because, in the first case was excluded the influence of the outside factors on the GDP production.

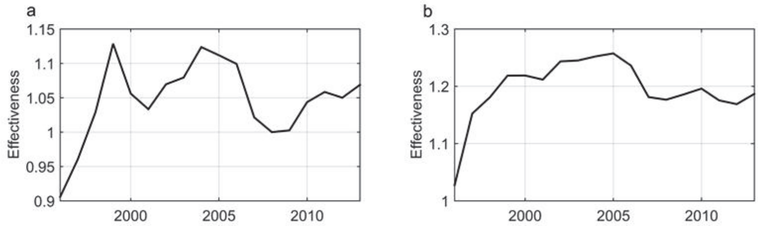

Figure 2 – The effectiveness of the Russian economy, 1996-2013, calculated based on the formula (2), using cost indicators (a) and indexes of physical volume (b)

Thus, it is possible to highlight the forth fact of the specification of GDP production in Russia, concerning the effectiveness of the economy.

Forth, the most rapid growth of the effectiveness of the economy (1.2 times) was observed during the period from 1996 to 1999. This statement holds true when we use cost indicators, or indexes of physical volume. In 2005, the effectiveness of production of physical volume of GDP in Russian Federation reached its maximum value. It was followed by decline and slight fluctuations around the average value.

5. Conclusion

To conclude, we should note the most important moments. When using models of production functions in the analysis and forecast of macroeconomic processes in Russia as a parameter of capital it is appropriate to use investments into the main fund and not the cost of the main funds. Methodological recommendation is based on slight dependency of production of GDP in Russia on the cost of main funds. From a management perspective this fact indicates the lack of effectiveness of forming and using main funds.

The results of modeling indicate, that it is possible to use both, cost value indexes and indexes of physical volume. However, the specifics of the export-oriented economy of Russia determines the preference of using indexes of physical volume, often eliminating the problem of outside factors that influence the production of GDP. During the period between 1996 and 2013 character of the economic growth in Russia was intense. In 2005 there was a maximum increase in the efficiency of the economy followed by stability. Revealed peculiarities of GDP support the conclusions that one of the perspective directions for regulating macroeconomic processes is increase in the effectiveness of creating and using main funds.

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“A Feast in Time of Plague” by A.S. Pushkin in the Context of Russian and European Literary Traditions

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Abstract

In the center of attention of the authors of this article is semantic discrepancies in the text of the tragedy of A. S. Pushkin "A Feast in Time of Plague" and dramatic poem of John Wilson's "The city of the Plague", which, admittedly, is a literary source of Pushkin's works. This topic long ago has attracted the attention of literary critics. The article raises the question of the conceptual differences of the two authors (Russian and English) in their submissions about the "death" and "eternal life". For the characters of John Wilson's death is presented as a means of overcoming human suffering, inevitable within the boundaries of earthly life. Understanding of immortality is associated by them with the sense of freedom from the burden of earthly suffering. For A. S. Pushkin "eternal life" (immortality) is associated with the expectation of a personal meeting of loving people outside of death in the circumstances, free from the limitations and problems of their earthly life. An appeal to the texts of the literary predecessors of John Wilson and A. S. Pushkin – J. W. Goethe and N. M.Karamzin – in description of their ideas of "eternal life" allows us to speak about the non-randomness of Pushkin deviations from the text of the English original. According to the authors of the article in the texts of A. S. Pushkin and John Wilson are identified discrepancies, caused by the profound reasons of mental character.

Keywords: *Russian literature, literature comparative studies, A.S. Pushkin, mentality, literary hero.*

1. Introduction

"A Feast in Time of Plague" by A. S. Pushkin was almost immediately identified as a "mysterious work" (V. G. Belinsky). And all its subsequent interpretations are obviously hopeless attempt to offer a comprehensive "solution" (Nepomnyashiy, 1999 & Pyatkin, 2014).

One of the areas of research searches which attracted attention almost immediately was associating Pushkin's text with the poem of John Wilson as one of obvious literary sources. Thus, in the spotlight were the songs of Mary and Walsingham, in which were most of original Pushkin’s art solutions.

2. Literature Review

A later interpretation of Pushkin's text of D. Blagoy (Blagoy, 1972), S. Ovchinnikova (Ovchinnikova, 1971), V. Solovyov (Solovyov, 1972), S. Rassadin (Rassadin, 1977), R. Poddubnaya (Poddubnaya, 1977), as already was noticed in the article by I. L. Pankratov, and V. E. Halisev (Pankratova & Halisev, 1982), in base on the semantic structures put episode of dialogue of the President and the Priest.

However, it appears that the deep motives that made once A. S. Pushkin to depart from the text of John Wilson and to offer its literary version remain largely unclear. And this, we think, again actualizes the interest in the songs of Mary and Walsingham in version of Pushkin and in English original.

3. Results and Discussions

Song of Mary Gray from a poem by John Wilson creates an atmosphere of painful loneliness of the girl in the middle of the deserted (extinct) from plague homeland. Only, in it is its emotional content. The desert, once populated by beloved souls, in which turns out to be Mary, creates a feeling of hopelessness.

Emptiness surrounds her from the evening, when she visited her village, at night and in the morning when she woke up. Apparently, always will be so, and motionless clock hands on the bell tower seems to confirm this conjecture.

The tragedy of irresistable loneliness is heard in the song of Mary Gray and is its main content.

Pushkin's song of Mary, coinciding partly in the texture with the song of the heroine of John Wilson (description of the devastation that brought the Plague), however differs with it conceptually. There is no painful and hopeless emptiness in which was English heroine. In Pushkin's world there is Jenny and Edmund, the separation of which is impossible inherently:

Jenny does not leave Edmund Jenny even in heaven (Pushkin, 1960, p. 374).

And this radically changes the whole picture of the world. The opportunity of a personal meeting outside of death, to which imply the characters of Pushkin, fundamentally destroys the atmosphere of hopeless loneliness, so painfully experienced by the heroine of John Wilson.

Of course, Pushkin's song of the President and similar song of the hero of John Wilson are semantically closely connected with preceding it in the text of the tragedy by songs of Mary. But this relationship varies greatly in two texts. They have different answer to those fears and expectations that carry songs of Mary in Russian and English versions. For the character of John Wilson "praise the Plague" is due to the fact that it leaves no chance and is the "Queen of Church graveyards and graves." Namely by the inevitability of death that it carries the Plague differs from death in battle, where there are also those who are killed, and those who won. It differs from Fever and Tuberculosis, lethal outcome of which can be avoided. And from "stupid Paralysis", when "cold" is only one part of the body, and the other laughs at him.

The Plague is absolute in its rights to destroy everything that connects us with the world: addictions, vices, obligations. Mary Gray from a poem by John Wilson in her song expresses the suffering of the man who kept the entire palette of personal experiences, all the threads connecting her with the world of people dear to her, a world which no longer exists.

This is the tragedy of a lone human consciousness, found himself with all his attachments and earthly meanings in an absolute emptiness.

"Praise the Plague" sounds like a comprehensive answer to the root cause of this suffering. A plague wipes out everyone and everything, leaving no hope, no expectations, no of the human consciousness, open to feelings of loneliness.

Differently is A. S. Pushkin. Its Chairman performs his "Anthem to the Plague" in the semantic context created by very different in content song of Mary. His heroine, as noted, has been hoping to keep in contact with her lover and outside of death. And this creates a optimistic background of her experiences.

In contrast, "Anthem of Plague" builds a completely different value orientations. His delight is not linked with the triumph of the values of earthly existence, nor with the expectation of harmony of Eternal life.

He praises "The Kingdom of Plague" - "the state of the world, when the usual values of earthly life was lost and the new, undated is not yet clarified. This situation of "dark abyss at the edge," in which Pushkin's Chairman finds the "inexpressible pleasure" (Pushkin, 1960, p. 377).

Two songs of John Wilson is not detected between themselves any semantic tension. The song of Mary Gray tells about the endless suffering of a person on earth; "Praise the Plague" indicates the way out from this state. John Wilson demonstrates a simple, linear principle of construction of the episode of his poem that conforms to the formula: problem statement – a comprehensive answer to it.

A. S. Pushkin offers a tense dialogue of two incompatible positions in the world. His "Song of Mary" speaks about the immortality of true values of terrestrial life, their unconditional continuation outside earthly existence.

Continuing infinite here becomes synonymous with immortality. About completely different concept of immortality speaks his Chairman in his song. It is not attained by a man in a simple, mortal state. It is given only to the elite and it is possible to get in touch with it at the moment of extreme tension:

All that death threatens to For mortal heart hides is Inexplicable pleasure - Immortality, maybe pledge!

And happy is who among unrest it can find and manage (Pushkin, 1960, p. 377).

"The Kingdom of Plague" is praised by him because it gives that moment of "inexpressible pleasure", the contact with "the immortal".

In the Pushkin story the concept of Walsingham is opposed (and this juxtaposition is subjected to a fundamental question!) not only to the song of Mary, but also to the judgments of another extremely important character, the Priest. For him, as for Mary, immortality is a possibility of personal contact with family outside of death. About this he speaks as his main argument when he urges revelers to go home:

Break off the monstrous feast, when
Wish you meet in heaven
Lost beloved souls (Pushkin, 1960, p. 378).

And when trying to stop Walsingham memories about deceased mother:
Or think you she's now not crying,
Not crying bitterly in the heavens,
Looking at his son... (Pushkin, 1960, p. 379).
Or about the lost wife:
Matilda's pure spirit is calling you! (Pushkin, 1960, p. 379).

Nothing of the kind we wouldn't find in the poem of John Wilson, whose heroes consistently argue the idea of death, as the dear deliverer from the endless worldly suffering. None of them, unlike Pushkin's characters, don't say a word about the expected beloved personal contacts outside of death. And there is a deep reasons developing in Russian and European literary traditions.

4. Confirmations

For half a century before the above-mentioned works of John Wilson and A. S. Pushkin in the literary life of Germany (and across Europe) has been a huge in depth stock event – publication of "The sufferings of young Werther" by Goethe, sentimental hero of which who commits suicide. The direct motive for voluntary withdrawal of Werther in the other side becomes unrequited love. After almost two decades (in 1792) already Russian author N. M. Karamzin published his famous story "Poor Liza", the heroine the fate of which would be perceived by reading Russia as the highest revelation..

Of no surprise is some similarity of the two motives of suicides of literary heroes. Unrequited love is a natural object of literary attention of the authors of the epoch of sentimentalism, regardless of their national affiliation. But in this background especially significant are some important discrepancies in the interpretation of the motives of heroes of the Russian and German sentimentalism.

It is interesting to note that the work of Goethe contains as if minimized story that underlies the novel N. M. Karamzin. We are talking about the episode of the epistolary notes of Werther, dated August 12, containing a dialogue with Albert. The hero recalls the story of a girl "recently pulled dead from the water" and retells it.

Here are excerpts from this story: "a pretty young creature, who grew up in a close circle of domestic duties, daily papers <...> but in passionate her soul are awaken other, concealed desires, and the flattery of men only encourages them <...> finally, she meets the man who irresistibly attracted her with unknown sense; <...> she forgets the world around, hears nothing, sees nothing, feels nothing, but him and yearn for him only. <...> she finally opens her arms towards him. <...> She sees neither God around the world, nor anyone who can replace her loss, she feels lonely, abandoned by the whole world and, choking with a horrible heart flour, rushes headlong down, to drown рук misery in around her on all sides death" (Goethe 1985, pp. 51-52).

It's practically the story of Lisa, a Russian girl, deceived in her expectations. The only difference is that Albert (the interlocutor of) immediately assesses his German predecessor as "stupid girl" with a "limited horizon". It seems that such a reaction expected from him Werther, telling her story.

As Karamzin Lisa, a "stupid girl" dare to call her except perhaps a complete cynic, and a girl with a "limited horizon", perhaps, none. She "is made" (represented) in a fundamentally different way than the girl from the story of Werther. The immediate motive that pushed her to suicide is fundamentally different. In the phase of rapid development of her relations with Erast she also like the heroine of the story of Werther, is entirely devoted to his beloved, detached from the world. "Ah! I will rather forget my soul than my beloved friend!" (Russian literature, 1970, p. 692) – she admits to herself at this time. But at the time of suicide she is not driven by despair, not blinding loss. More precisely, she passes through a phase of despair, when she says: "I can't live <...> Oh, if the sky fell on me! Poor me!" (Russian literature, 1970, p. 698). But not this state becomes a direct cause of her death. All this will be followed by a pause ("...after a few minutes she plunged into some reverie..." (Russian literature, 1970, p. 695)), then would appear quite sober diligence in conversation with Annie ("Take this money to the mother – they are not stolen..."). All this suggests that suicide of Lisa is not a step of a moment of desperation, but it's gratuitous, internally rational action. This is a deeply creative, transforming the world act, and therefore not calling the author's condemnation. She doesn't run from the world, but rather flows into the harmony of the cultural-historical landscape, with descriptions, of which N. M. Karamzin began his story, and, in fact, concludes: "...sitting in meditation, leaning on the reservoir of Lyza's remains; in my eyes is flowing a pond; over me rustle the leaves" (Russian literature 1970, p 695). Changed Erast, who himself told this story to the author, the year before his death, is another result that has occurred as a result of Liza's voluntary death. Finally, the ending phrase of the story – "Now, maybe they already reconciled!" (Russian literature 1970, p. 695) – hints at a happy ending outside of death, where will happen a personal meeting of lovers, already free from the prejudices and misconceptions of their earthly life. The possibility of such posthumous meeting is experienced as a reward for earthly suffering, it brings to the story fundamentally optimistic beginning.

Heroes of Goethe (Werther and Lotte) are also sometimes talking about meeting in another existence, but it is said a little differently, with a greater degree of doubt. Lotte in the notes dated 10 September: "We will not disappear. <...> But whether we meet again, Werther? Will we recognize each other? What do you anticipate, that will you say?" (Goethe, 1985, p. 59). And then (in September) and later, before the death (in December) Werther would give an affirmative answer: "We won't disappear! We will meet again! Going to see your mother! I will see her, will recognize her, and before it, in before your mother, your copy, will open my soul" (Goethe 1985, p. 115). It should be noted, it is about the mother of Lotte, whom Werther has never seen. That is, he had to recognize a person whom in a literal sense he couldn’t recognize.

Both the Goethe’s heroes did not doubt the correctness of the postulate of eternal life ("We won't disappear!"). The doubts relate only to the meeting in another world (will meet /will not meet; get to know each other / don't get to know). Such doubts are not even mentioned by Karamzin. For him, apparently, are unconditional the meeting and recognition. Not quite clearly sounds the question about reconciliation in a different world, but it also in Karamzin version is rather solved positively. The transition to a different life is not concerned, in his understanding, the fundamental causes, linking the characters of the story. After death they are exempt from all accidental, caused by their existence in the social world.

Posthumous transformation of heroes of Goethe has taken a greater, significant character. The very nature of the person, and, consequently, interpersonal relationships are changing. Therefore, there is a risk not to meet and recognize each other.

Werther’s anticipations of otherness are accompanied by his personal dissolution in the divine substance, "the communion <...> to bliss of, who creates in and out himself" (Goethe 1985, p. 54). But if "all is in and out himself", then meeting with others (with Lotte) on the other side of being is impossible. What dreams Werther, it is not a personal meeting, but something else, for example, the merger "in the face of the eternal" (Goethe, 1985, p. 115) when the spatial and temporal boundaries are erased, and girlfriend and her mother brought the doubles, that is, one and the same.

Namely because of it significant portion of Werther’s text turns not in the expectation of meeting, but in a sentimental farewell of hero with Lotte, forever. This is something that almost do not exist in the text of the story of Karamzin, emotionally focused on waiting for the inevitable, preinstalled meeting there, below death.

Very interesting observations allow to make so-called "Russian Werther". This is quite a large layer of Russian poetic texts of the late XVIII – early XIX century, opened by V. M. Zhirmunskiy (Zhirmunskiy 1982, p. 41-49) and allows to make some assumptions about the perception of Goethe's novel, the image of Werther in the Russian literary community. There is repeated the same elegiac situation: Lott at the tomb of Werther. It is suggested with a suicide letter of Werther from Goethe's novel: "When at clear summer night, you will ascend the mountain, then remember about me, about how I often went up the valley, and then look at the cemetery on my grave, where the wind in the sunset rustles the tall grass..." (Goethe, 1985, p. 104).

In Russian poetic texts Werther’s cry for the memories consistently is interpreted in a physically tangible presence of the shadow of a hero in familiar places and the desire to unite with him in his tomb.

One such poem, which the author signed the letter S., appeared in the “Moscow magazine" of Karamzin in 1792.

Oh, you around these places deplorable
Hovering shadow, wait!
Behold the darkness of endless suffering –
Touch my longing!
Look, Oh, Werther! How ends
Charlotte her life;
How dies to you,
Descending into your tomb!...

Luckily these verses were placed in one together with the "Poor Lisa" part VI of "Moscow journal" for the year 1792. But unite them not only the cover of the magazine, but, above all, the mood and the ideological and semantic dominant. Easily is drawn a parallel with the "groan" of Lisa, audible in the deserted hut, and with her grave, to which comes repentant and miserable Erast, apparently, wanting to connect with his lover. Nothing like this in principle could be in the text of the novel by Goethe. Conceivable here by Werther climbing of Charlotte the mountain, memoirs, glance (from the mountains), abandoned in the cemetery, at the tomb of Werther, does not coincide with the spatial descriptions of Russian texts, and, most importantly, with their semantic units.

Russian posthumous interpretations of "communication", intertendency of Werther and Charlotte are created in the images of their audible, tangible, almost physical contact. Lotte finds her beloved in a special way peculiar, dissolved in a subject, the natural world, longs for a connection with him in the tomb. It is more unites poetic texts with ideological attitudes of the "Poor Liza" by Karamzin than "Werther" by Goethe.

The letter of Werther is a form of his sentimental farewell to beloved. Russian poetic texts seek to portray (to depict) a meeting of heroes after death. And this is a very significant discrepancy.

5. Conclusion

Pushkin's concept of "eternal life", of course, is based on the views of his predecessors in the Russian literary tradition, to which seems mandatory the meeting loving people outside of death. Expectation of this meeting, the desire to approach it is one of the underlying motives of the Russian literary hero of the XVIII-XIX centuries (Nikolaev, 2012).

For the characters of John Wilson, as for heroes of Goethe, principled in their life act becomes the overcoming of suffering, the inevitable in limits of the earth, human life. The notion of immortality is associated here with the feeling of freedom from the burden of earthly suffering.

In the system of Russian literary representations the "eternal life" is associated with the assertion of continuity, infinity personal close relationships, loving each other people, relationships that outside life is not already complicated by circumstances of earthly existence.

The nature of these discrepancies in the literary treatment of the problem of immortality is, apparently, in deep religious and ethical views, formed in Russian and European cultural traditions.

In any case, the sustainability of such a kind views of Russian literature of the XIX century finds clear confirmation in the analysis of the works of M. Y. Lermontov (Nikolaev & Shvetsova, 2014) and I. S.Turgenev (Nikolaev & Shvetsova, 2015), which we have presented in our earlier publications.

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The Implementation of New Educational Technologies as a Tool for Innovation Management

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Abstract

Social engineering, being innovative educational technology, aims at the development of socially significant mental and physical, moral and intellectual characteristics of graduates. In the article the preconditions and challenges impeding the implementation of social projecting in a modern educational system are formulated, the ways of this problem solving are outlined. The approaches of problem-oriented, object-oriented, subject-oriented nature to social projecting are examined. The state of society requires radical socio - economic and political changes, more and more demonstrates the urgency for the further improving of innovative processes institute management that perform the most difficult task of conscious, purposeful transformation of all forms of public life. Today the need for the professionalization of social engineering subjects is increasing with a great acceleration. The scale of the reforms carrying out in the country, affecting all spheres and levels of life, requires special efforts to focus on the implementation of social and engineering researches and the development of science-based projects, the optimal organizational forms of social relations. This specialization is more and more necessary, since the implementation of design and research are not the same. The development of social projects requires not only specific knowledge, but also a special way of thinking, and thus requires appropriate knowledge and skills, necessary for social engineering. The basic knowledge of social engineering allowes a future specialist to be competitive and meet the requirements of society.

Keywords: *Innovation, education, social projection (engineering), technology.*

1. Introduction

The education sector is one of the most innovative sectors. It is largely determined by the creation of innovation climate and the competitiveness of the economy on the whole. During the implementation and dissemination of innovations in the field of education a modern system of education - the world system, open, flexible, individualized, which builds knowledge, continuing education throughout a person's life is formulated and developed (Glushak, N.V., Muravyova M.A., Nazarova O.G., Rebrina T.G. & Silaeva V.V., 2015).

The system of professional training in a specially created network of institutions for the organization of the transfer of the accumulated social and cultural development of the individual is a phenomenon that can provide the assimilation of reproductive knowledge and skills of students, as well as create the conditions for "launching" the mechanism of self-development of the individual, the formation of his personality. Thus, the modern development it the educational sector, primarily due to the expansion and the improvement of content and technology training, creating the basis for the "construction" by the means of reproductive techniques, provides a productive and creative development of high school students, their culture and self-development.

2. The Objectives, Methodology and Stages of Research

2.1 The object of the study

The object of the study is to examine the main socio - economic and political changes taking place in the country, demonstrating the actuality of the development of innovative processes institute management that perform the most difficult task of conscious, purposeful transformation of all forms of public life.

The methodological basis of the study are the principles of the dialectical relationship between subject and object, the process and the result of one, specific and general unity of the traditions and approaches in the management of innovation in education.

To achieve this, the methods of theoretical knowledge: analysis, synthesis, analogy, comparison, generalization, classification, systematization, abstraction, interpretation, analysis and synthesis of scientific literature, documentation, practical experience and so on were used in the study.

2.2 The stages of research

The carried out research contains the following stages:

- the first stage – the searching one - is aimed at achieving the objectives of the study of existing scientific literature on the introduction of new educational technologies, on formulation on the basis of the carried out research the theoretical and methodological base, on determination of the goals and objectives of the study;
- the second stage - the stage of direct analysis and generalization of the main provisions of the study; the stage of the implementation of the selected methodology to the analysis of the risen problems of research;
- the third stage - the stage of the determination of the conditions assisting in the introduction of new educational technologies as a tool for innovation management.

3. Results and Discussions

The state of society requires radical socio - economic and political changes, more and more demonstrates the urgency for the further improving of innovative processes institute management that perform the most difficult task of conscious, purposeful transformation of all forms of public life.

We can say that the transition takes place in the world oriented on knowledge (the main task is to help students to understand the content of education) and on a person-centered (the main task is the development of the personality and individuality of students) educational paradigm. The nature of innovation in education is related to the following areas:

- humanization of education (and professional training and education);
- personal orientation of the educational process, differentiation and individualization of education and professional training;
- increase in the degree of freedom (democratization), the ability to take initiative, self-selection, implementation;
- dissemination of technology training and education, approaches to the structuring and definition of the inclusiveness of the educational process aimed at the formation of the students thought that put it in an active position and at the same time the value of the sphere of the psyche;
- aspiration for technologizing in the educational process, providing teachers with more freedom in the choice of methods, forms of organization, training and education;
- introduction of new information technologies and computerization in the educational process, necessary for extraordinary optimizing of the performing of the routine components of educational activity and its personalization, for the alteration of the role and place of teacher and student as a partner in the scientific work;
- search for the ways of life university organizing aimed at preservation and development of the basis of students (Rebrina T.G. & Silaeva V.V., 2013).

Specific trends in education are shown in large-scale distribution and occur in complex projects and initiatives that combine education and educational events of different social structures.

Innovative processes in the modern education system are linked with a number of ideas (and laws and principles, corresponding to them) and practice-oriented approach, actively developing in pedagogy and related sciences. The most important of these are:

1. The idea of social, cultural and historical conditioning and constant updating according to the requirements of society, the content, objectives, means of teaching and education. It includes the training of a person for him to join changing social order in today's society of accounting and realization, which is not only formalized in policy documents, but also in unofficial sphere, closer to the real needs of man.
2. The idea of individual and personal orientation as a key priority in a democratic society and its academic and educational subsystem. Such a level of needs and possibilities of the person, of his right to self-realization of personality, autonomy and free development meeting is the main criterion of the success of a form.
3. The idea of the activity approach. It means that the personal development hides in person's own activities, including new elements for a student. The most suitable objectives for the development of education and professional training structure, the task and educational work of the leadership largely share with the students the search and the formulation of cognitive and practical problems and provide them with tools and opportunities (information, samples, leading questions, tips, error analysis, promotion) to solve these problems.
4. The idea of creating the role of relations in moral and emotional development of the individual involves their humanistic nature of mutual respect, collaboration and co-creation of the teacher and students. The emotional meaning of the ratio to the novelty of various subjects, moral values, other people, himself (self-awareness, self-esteem, character and level of claims) - all these attributes are assigned to individual relations; human qualities are included in the educational reality, especially in a developing individual student.
5. The idea of change and the freedom of choice, methods and forms of realization of the ideas of a strategic educational nature, for both teachers and students. Variability and the real freedom of choice cannot be limited in the required amount of education, in the minimum acceptable standards of its quality, and in the real possibilities of an educational institution.
6. The idea of multidimensionality learning. Any one-dimensional assessments and approaches in educational theory and practice such as forgetfulness, neglect of collective relations, social interests as well as the prospects for the development of society, the collective and individual damage to the educational process are unacceptable and defective. Pedagogy is largely the science of measures achieving on the way of the harmonious of opposing trends in the educational process: management, self-management, centralization, decentralization, action, algorithmic art, normativity, freedom, personal, social, sustainability and the dynamism of personality.
7. The idea of achieving a complex and integral educational institution. This idea is related to the many aspects of pedagogical problems, of interconnection and interdependence of internal areas and components of personality and of discrete-time limited education.
8. The idea of the unity of optimization and creative approaches to the content and the organization of educational process. This is the approach of the optimizing of the production and the use of algorithms to choose the most economical method and demonstration activities; the creativity is for the algorithm of rules and regulations, it is the constant search with hypothesis of non-standard ideas and plans, mental expectation of a better result using. Creativity grows at the basis of algorithmic operations, even far beyond its borders, and in this sense stands against it. Creative ideas and ideas that are brought to life can reach the stage of algorithmic technology which allows only their widespread implementation.
9. The idea of the commonness and the continuity of the content, objectives, methods of education at the level of the federation and the region, and in some respects - also at the level of the educational institution that ensures the integrity of the education system, a common educational space.

The development of the educational system, due to the deepening of the general, permeates all the aspects of the education system of innovative trend – the democratization, the liberalization and the humanization of personal orientation, the development of education as a character to meet the educational needs of the population in a particular area, the region and the society on the whole, psychological and social comfort with improved qualitative characteristics of each of its components, with a higher level of integrity as the fundamental properties of the system. These processes and trends can be seen as the most general principles that help to establish meaningful targets and the design of social and educational systems.

Innovative technologies in the education system are actively growing. The tendency to think, create, move is constantly growing, increasing the flow of scientific information. An educated creative personality depends on the development and the education of students, on content, process and motivational aspects of learning. The unity of material and procedural methods of education involves the active mental activity of students, which is aimed at self-dependent search for a new knowledge and methods for their purchasing. However, the changes in the nature and the content of the component of the educational creativity and intellectual training increasing, requires individuals to work.

The dramatic social, economic and political changes taking place in our country, reflect the urgency for further improvement of the institute of the innovation process, which solved the problems of a conscious, purposeful transformation of all forms of public life. Under these circumstances, the objective social engineering, which is even more often seen as a special subject of science, knowledge and specific technologies, as well as an effective tool for the management of innovation processes in the society is of a great role.

Social engineering as an innovative educational technology aimed at socially significant psychological and physical, moral and intellectual development of students and at the increase of their instincts and abilities, vocations, at graduates including in a future successful career and the system of universal moral values; creation of conditions for self-determination, creativity, self-expression and continuing education; at the development and satisfaction of their cognitive and activity needs and requests (Nasonova T.G., 2006).

In the course of works on social projects students must use their knowledge from different fields of science and expertise. It develops logical thinking skills, initiative, self-reliance, creativity; team adaptation, the ability to see problems and make decisions. This issue includes the independent learning skills of communication.

Common object-oriented and problem-oriented approaches to social projects are related, first of all, with the advent and implementation of large projects in which they can be effectively used in certain circumstances. But if we are talking about small projects and micro-projects (with a minimum number of participants and a small amount of activity, often individual), the main provisions of these approaches are inadequate or in need of special interpretation.

We stick to the subject-oriented approach to social engineering, which allows theoretically to summarize diverse experience of social planning at the level of the development and the implementation of large and small projects, micro-projects. Another name for the approach - is a thesaurus - and associated mechanism of social and cultural orientation, based on the similarities and differences of people thesauri.

The thesaurus is the full systematic structure of directions and information (knowledge) in a particular field of life, allowing to navigate in it.

The thesaurus is complete when it is not a chaotic conglomeration of information and readiness, but a hierarchical system with a plan of orientation in the environment. So, different people with different thesauri are not equal, they are not the same in personal qualities, means of subsistence. The thesaurus reflects the hierarchy of the subjective views of the world. It can be viewed as the part of reality. The thesaurus possesses a special property, information structure: the hierarchy of knowledge in it is not built from the general to the particular. It tells thesaurus from the hierarchy of knowledge from research. The knowledge in the thesaurus is connected to the directions, implemented in accordance with the laws of the value-normative system (Rebrina T.G., 2006).

"Self - someone" or "my - another" – is the most accurate value of the ratio, acting as a social orientation. It was originally a social character of "my" - something that belongs to me, but at the same time and the same extend "his" - out of the circle, to which I belong, "your" - one of those things, properties or relations, due to me (my security, pleasure, happiness, etc. depends). In logical terms the antonym for "them" – is "no", but in terms of value – it is "foreigner".

"Alien", "exterior" – marks something not only located outside of their "own", but in contrast to "own" – it means the enemies. This theory of "mine – smb.'s else" is perceived as a reality of a person, a group, the community. The types of unity of its independence - is "someone else". It forms the core of the thesaurus and gives him social importance. It creates a "world view" that gradually, in the process of socialization, the acquisition of social identity of individuals, systematized their minds.

The consequences of subject-orientated approach to live contains, first, various subjective domains (consistency is observed only within a limited range of parameters and within certain limits); second, it mainly adjust the value of social action (the transformation of all the factors and determinants of such behavior); third, it adjusts the importance of the activities of the social behavior of the subject in the social environment. Until now the circumstances of the theory of social planning are poorly understood, but there is a chance to see a special value of the project creator (author, initiator, developer) not only as a "reflection" of the particular of social needs, but also as a means of the realizing of their own interests, corresponding to his thesaurus.

Subject-oriented approach to a social engineering is based on the recognition of the creator of the project thesaurus as a main source of design ideas. This does not diminish the importance of objective factors for the development and implementation of the project (urgent social problem, the high demand for the services of the order, the availability of resources, etc. granting). In particular, the fact is that as a new social object turns to be the result of the project. Subject-oriented approach to a social engineering does not eliminate the causes and conditioning of the projects and the activities of the project; the idea of the thesaurus does not mean the loss of the connectedness of the social environment. In contrast, the subject-orientated approach enables one to prove the diversity and the multi-level character of socio-project activities, to understand the motives of the design and execution of non-compliance, the failure of the "strong" and the success of the "weak" projects.

In a social engineering, it follows that

1. At the present time such planned social changes are permissible that:
   a) limited in scale;
   b) limited in resources;
   c) limited in time;
   d) meet community accepted valuable and regulatory requirements.

The desire of the project, comprehensive results differ from in the characteristics of the modern world.

2. The design in a social sphere should not only give the meaning for a certain result achieving. The process of developing and implementing the project is also important.. Procedurally a design in most cases comes out on top.
3. In a fragmented and chaotic world of the social integrity of the socially significant actions, the thesaurus is provided by the active half of a society.

Social projects as the organization of living space is best suited as the restrictions and requirements of modern times. On the basis of subject-oriented approach of a social engineering highly specialized scientists and theorists and the multilateral and multilevel methods of work, armed with simple working processes within existing resources and the social impact of the proposed innovations are not considered as the activity.

Thus, we believe a social engineering to be the prediction of an individual, group or organization of actions aimed at social objectives achieving and for a specific location, time and resources.

This paper also presupposes the place for theorists, but these projects for the mast part are in the demand of the basic knowledge of the applied nature.

On the basis of subject-oriented approach to social planning, to the definition of the social project we define the nature of its value and the main role of the subject of the activity on a project. Granting this, a social project is built by an initiator of a social innovation, which aims to create, update or service to the changed situation of material or spiritual values, which are limited by space, time and resources, which effects on people are considered to be positive in their social value.

But at the same time, the need for organization of the system of social planning, including specialists training for its implementation is now felt particularly strongly at the national level, as it became clear that the success of the restructuring of society is largely characterized as the indicators of future research, being defined by a more modernized state organization of public relations. Currently, the process of social engineering involves mass.

Social engineering is frequently act in the conjunction with the accounting of the social development plans, preparation of guidelines for different tasks. There is no research which is theoretically and methodologically organized without a methodological problem of social planning, and also without the special engineering design of the project characteristics of various types of public objects.

Today in students training the need for the training of the future specialists of the theory and practice of social planning is very pronounced. This is reflected in the satisfaction of social needs in the field of reproduction of highly qualified personnel of modern configuration.

The carried out analysis makes it possible to draw the conclusion that the urgency of the problem examined accrues from the prevailing contradictions:

- between existing methods of university students teaching, on the one hand, and between the dynamic requirements of employers to completing their training as to future professionals - on the other;
- between the nature of labor and market relations. In the transitional Russian context of mobility and competition the problem solution is complicated by the lack of an integrated concept of the new quality of education in higher education institutions;
- between the demands of society in the formation of man, willing to work in high productive innovative social conditions, to effectively carry out his professional functions and the lack of sufficient social experience to successfully adapt to the dynamic market conditions.

Designated contradictions revealed the urgency and importance of social planning in the process of high school students training.

One of the most important considerations that contribute to the formation of social engineering is the emergence of a class of innovative problems in the field of economy, culture, urban planning, design and so on, that cannot be achieved by using prevalent traditional methods and techniques. In the examples relating to the town planning project – it is the task of new forms and cultural activities, systems and network services (recreation centers, social, cultural and community centers, and so on) development; in economy – it is the development of projects of institutions and enterprises on the principles of self-government, self-financing and self-supporting running; in design – it is the design and development of the so-called design - programs; in the sphere of culture – it is projects for the preservation and development of regional cultures ("Russian North", "Ural", "Siberia" and others) in the system of an industry, culture and so on management. In terms of design for all these tasks the following features are typical:

1. The lack of theoretical and technical knowledge needed for the description and development of the basic processes that make these objects.
2. Not in the form of project the implementation area sometimes leads to success, stretched over time, means modernization or rejection of most of the characteristics of the original project. Basically, the design selected objects showing its involvement in the wider systems and structures as a result becomes an important issue of the designing.

Social projects of all sizes, from the staff to the country on the whole are put forward. At the same time often encountered projects, social projects are very far from the requirements of scientific, economic viability, although the intentions of their creators are very good. The whole "personality", organized by designers, needs the skilled care of specialists. This is an important factor, which requires extensive organization of social engineering.

Social project of the object on the whole cannot be developed without taking into account its components. The challenge of social engineering in many subsystems of society is qualitatively as possible to solve it in the first place through its own development teams, but based on the organization of professionals in the field of social development. The involvement of all labor groups in social engineering plans a precise definition of problems at what level, with the help of which resource the problems are solved most efficiently and how engineering readiness of the participants is necessary for this purpose.

At the present stage of development the societies undergo fundamental social and economic innovations. Scientific and technical progress, the conditions of the market economy left its mark on all areas of human activity. Therefore higher requirements to the level of creative abilities of the individual as a university student, who can independently solve various problems arising in the course of professional activities and the preparation for it are put forward.

Economic, socio-political and spiritual-ideological reforms taking place in a modern society are directly marked by a paradigm shift of social development, by the principal novelty of social and personal request to the educational system in general and liberal education in particular.

Currently, the task, in addition to the mastery of all mandatory knowledge, of directed development of students creative imagination, of students teaching how to acquire self-knowledge, generate new ideas are put forward in the forefront of professional educational institutions. In order to become competitive, a student - worker should possess solid moral principles, high general culture, be broad-minded, easily adapt to new socio-economic conditions and be quite competitive in the labor market. For it it is necessary to develop their creativity and the means of social action design development.

The education system in a specially created network of institutions for the organization of the process of transferring the knowledge of the individual, accumulated in society and culture, and phenomena that can not only provide reproductive assimilation of knowledge and skills of students, but also to create the conditions that cause the self-development and the formation of his personality. The modern development of the education sector is primarily related to the expansion and improvement of the content and the technologies of learning, which form the basis for the construction of reproductive methods, broadcast, ensuring productive and creative development of students and their cultural self-development. It requires the state of society.

The 21th century – is the century of student learning, when the whole world is acutely aware of humanity as something lost, fragile, which must be protected and cherished by every following generation.

The development of consciousness and experience of the learners is in the socio-educational situation, which is characterized by the fall of the totalitarian ideology urging people to deal with human values.

The past confrontation of Soviet and foreign cultures, goals and objectives of learning, education, education has undergone significant changes. It creates a new form for the entire planet of pedagogical tradition. New pedagogical consciousness needs a complete image of the world of the individual, his art and process.

The most important qualities of future specialists of social responsibility and economic literacy are the index of economic, the professional and personal maturity of the students of the University of Economics. It is a social responsibility, social position. Socially responsible students are psychologically and practically prepared for the diversification of an independent life, to the future professional work.

In the process of the social engineering the educational interpretation of the concept of "strategic plan" and "civil society" will be combined into one.

If a society is an indicator of the ability of human society to live internally accepting the rules and not being imposed by outside norms of its activity, the strategic plan-form of the organization of human society will stick to these rules. On the basis of this social engineering specially organized educational activities for self-actualization of economic community potential is considered.

The results of the project largely depend on the designer. After all, social engineering is, above all, art, in which object of design has to rely primarily on its knowledge, experience, intuition, strength, determination, endurance, motivation, needs, attitudes, beliefs. The nature and social action, the subjects are closely linked. The designer must be creative and must have a well-developed intuition and the ability to analyze, that allows to achieve the goal based on the situation analysis and useful ideas synthesis consciously and systematically

Capacity building, the design inventing by a university student as a subject of social engineering, industrialization is impossible without mental work, informational activity activization, computer culture increase, organizational creativity formation, based on the knowledge of the laws of design process harmonization.

Thus, we can say that a modern student as future expert must possess a high level of creativity, economic literacy, should be able to see the problem on his own, to transfer knowledge and skills in new situations, to see a new side of a familiar object and be able to combine, synthesize previously known and new ways of working.

So, today the task, in addition to the mastery of all mandatory knowledge, of directed development of students creative imagination, of students teaching how to acquire self-knowledge, generate new ideas are put forward in the forefront of professional educational institutions.. This is done in order to be competitive employees, to possess solid moral principles, high general culture, be broad-minded, easily adapt to new socio-economic conditions and be quite competitive in the labor market. Social engineerings are functionally related to each other with operations, the systems and ways of project creation. Each of these operations requires knowledge on the subject of design, not only in sociology, but also in economics, psychology, management, ethics, as well as the ability to see the problem and system on the whole.

4. Conclusion

The authors believe that today the need for professionalization of social engineering subjects increases with great acceleration. The scale of the reforms carrying out in the country, affecting all spheres and levels of life, requires special efforts to focus on the implementation of social and engineering researches and the development of science-based projects, the optimal organizational forms of social relations. This specialization is more and more necessary, since the implementation of design and the implementation of research are not the same. The development of social projects requires not only specific knowledge, but also a special way of thinking, and thus requires appropriate knowledge and skills necessary for social engineering. Basic knowledge of social engineering allows future specialist to be competitive and meet the requirements of the society.

Thus, the new educational paradigm of the Russian education system is based on innovation and innovative technologies based on the latest achievements of economy, science and educational thought. The innovative principles of the management of the system of higher education suppose the implementation of the full innovation cycle from the acquisition of new knowledge to their commercialization in the relevant markets.

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Improvement of the Quality of Education as a Factor of the Improvement of the Effectiveness of Innovation Processes Management in the Economy

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Abstract

This article is dedicated to the search of the innovative ways to improve the educational system required for the formation of economic competence. The content and the structure of the concept of "economic competence" as a base, integral characteristic of the personal qualities of man, which reflects economic competence, provides an efficient and effective implementation of work in different areas of the economy according to socially accepted legal and moral norms, suggests the presence of managerial abilities, skills in analysis and work results forecasting, the concept of the effective and efficient opportunities for its implementation, professional mobility is specified. Expert economic competence is expressed in the unity of the personal, activity, cognitive spheres of subjects managing in the field of economy. The paper describes the technology of economic competence forming, based on such principles as focus on innovation; the development of systematic thinking, which makes it possible to take decisions at a high level of generality; informatization and also the principles of inter-disciplinary approach and the principles of humanization. The conceptually significant organizational and pedagogical conditions of educational process in the context of the formation of economic competence, an inextricable connection of the economy with all spheres of human activity, methods and techniques to restore the disturbed economic equilibrium in society training, the correction of the economic outlook are identified and justified. The means of economic competence formation are designed. The principal indices, criteria and levels of formation of economic competence of the individual are defined.

Keywords: *innovation, education, the economy, the economic competence.*

1. Introduction

A characteristic feature of the current world economic development is the transition of developed countries to a new stage of formation of an innovative type of society, i.e. the formation of an economy that is based primarily on the generation and distribution, the use of knowledge. The ability to adapt the unique abilities and skills to the changing reality, high qualification is the main factor ensuring the material prosperity and social status of the organization and the individual, leading manufacturing resource, a necessary condition to improve the efficiency of innovation processes in the economy of the state.

The most efficient way to invest resources is the investment in intellectual capital. The sharp decline in innovation cycles, the acceleration of the dynamics of renovation of products and technologies has been predetermined by the intensification of production, the use of new results of scientific and technical nature.

In accordance with the above, the students preparation to productive and valuable professional work in a modern market economy is one of the urgent tasks in professional training.

The stated requirements mean the following:

- the formation of the ability to react quickly to changing market relations;
- mobility;
- the formation of economic consciousness, which is characterized by a integral view on the system of economic relations;
- the formation of the economic competence of the individual, i.e. the ability to use economic terminology;

- the comprehension of the mechanism of social and economic institutions functioning.

Modern production requires economically literate, competitive and professionally trained specialists. It presupposes a change in the entire educational system, its new content, the determination of the optimal conditions in the field of economic education, the use of new efficient advanced methods, techniques, means of educational activities.

The current system of students training is based on state educational standard of vocational education, on basic curriculum, on new, integrated list of professions. The introduction of subjects that are aimed at the study of modern processes taking place in the economy, at specialists training who can meet the needs of the market is taking place.

However, it should be stated that the qualitative component of the training of students is lagging behind the requirements of the labor market, employers. In line with this, the formation of the economic competence of the individual is one of the main trends in modern education.

2. Literature Review

Domestic pedagogues and psychologists have long been occupied with the problem of formation of economic competence. Its theoretical researches are carried out at different research areas.

2.1 Subheading 1

Some scientists (Evseenko & Evseenko, 2002) indicate that the need for the formation of the economic competence of the expert is dictated also by a qualitative change in the situation of the subject of economic activities as a result of the establishment of market mechanisms in the regulation of social life and production.

2.2 Subheading 2

J. Raven believes that competence is a "specific ability required for the effective implementation of a specific action in a specific field and includes highly specialized knowledge, a special kind of substantive skills, ways of thinking and sense of responsibility for own actions" J. Raven (2001).

2.3 Subheading 3

In the report of W. Hutmacher, 1997 it is stated that there are different approaches to what is determined as a core competence. There may be two - be able to write and think, or seven: the learning; research; thinking; communication; cooperation, interaction; be able to work, to bring matters completely; to adapt to oneself, to accept oneself.

At a given stage in the modern science of economic competence is seen as the factor of a correct, rational economic behavior.

However, till now the complex research of the issues on formation of economic competence in the educational system has not been conducted. The technology for the formation of economic competence until now has not been the subject of special research. Besides, the importance of modern information technologies, which are considered to be a powerful factor for economic competence formation has not been studied thoroughly. Conditions, methods, tools, forms, criteria for the formation of economic competence are not identified.

3. Objectives, Methodology and Research Design

The objective of the study is:

- to theoretically prove and verify by the experiment the methods, forms, tools, conditions for the formation of economic competence.

The methodological basis for the study is both theoretical and empirical methods, including theoretical analysis, synthesis, analogy, scientific generalization, testing, observation, interview, questionnaire, evaluation of the students activity results, experiment, self-evaluation, methods of mathematical statistics.

The stages of the study. The study includes the following stages:

- the first stage - a searching preliminary study involving the theoretical analysis of the historical, philosophical, sociological, psychological, economic, educational and methodological literature on the problem of research. The objectives, problems, objects, object of research are determined; the general directions of the experimental work are presented.

- the second stage - a pilot study involving determination of the content, methods and forms that provide the efficiency of economic competence formation; the identification of the key reasons for the development of the foundations of economic competence; the definition of indicators, criteria, levels of development of economic competence.

4. Discussion of the Research Outcomes

The increasing importance of economic literacy, taking active part in social processes, large amounts of economic information, personal and psychological characteristic of a modern market economy, and other represent clear indications of the specific features of the formation of economic competence.

The differences in the models of economic entities with respect to the administrative-planned approach to the enterprise and production management, social activity, the market economy also become significant.

These circumstances help to release the socio-economic factors relating to the establishment of the economic competence of future professionals which are in:

- the possibilities of abrupt changes in the characteristics relating to certain economic spheres;
- the managing of the economy on the basis of information and communication technologies, which provide the modeling as well as the prediction of alternative ways for its development;
- the specific problems of socio-economic nature solving through proper organization of economic activities and its efficient and effective management;
- the exchange of personnel between certain sectors of economic entities to enhance their qualifications and vocational preparation;
- the reform of the economic sphere;
- the development of new mechanisms for the economy functioning, etc.

The progress in the formation of economic competence today is due to the continuity of the forms and methods of work; to the appearance of innovation changes in the life of the people through socio-economic changes of social order; to the finding of economic foundation of democratic mechanisms; to the recognition of the freedom of producers in the market; to the creative activity of a chore.

According to our opinion, the essence of economic competence becomes apparent in the fact that it can occur only in the organic unity of the economic value of a person; in other words, in the context of a strong personal interest in the economic activity, the presence of internal motivation of an individual to conduct a qualitative and economic work, the attitude towards this work as a value is expected.

It should be noted that competence is a manifestation of competencies that are its component structure.

There is no doubt that the concept of competence includes theoretical knowledge in the academic field, prompt practical use of this knowledge to specific situations and leads to an adequate expression of human social life.

In the field of professional economic competence one can distinguish such competences as:

- the ability to analyze, synthesize economic information;
- the ability to use economic knowledge in practice;
- the ability to adapt to new economic situations;
- system competence, i.e. a systematic understanding of knowledge transfer;
- Innovation abilities;
- moderation, i.e. the ability to manage groups - partners, colleagues - without the use of methods of administrative and managerial character; capacity for integration interaction, different opinions and approaches prompting; the ability to stimulate creative economic behavior (The Glossary of Terms of the Labor Market, 1997).

The above competencies are made up according to the study of Western European employers (TUNING).

The general culture of people is expressed in their civic and humanistic orientation, broad outlook, spiritual interests, social activity, and the system of scientific knowledge, which form the world outlook.

With regards to our case, the economic outlook is a determinant step for the formation of economic culture, for which economic competence and its competence act as a structural unit I.A. Zimnyaya (2004).

The formation of economic competence, which is a structural unit of economic culture, at present is not disputed; but the process of its development require clarification both the content and the structure of the concept itself.

According to our opinion, before talking about the concept of economic competence, one should define the notion of competence.

Today, economic competence is often considered as a combination of economic knowledge and skills that are essential resources of both personal and social development, activity process for a more complete mastery of economic competence (Kuz'minov, 1993 & Formation of Economic Competence of senior pupils, borytko.nm.ru/papers/subject 5_l/fadeeva.htm).

On the basis of the carried out analysis one should clarify the definition of economic competence.

Economic competence is a basic, integral characteristic of human personality traits, which reflects economic jurisdictions, provides an efficient and effective implementation of work in different areas of the economy according to socially accepted legal and moral norms, suggests the presence of managerial abilities, skills in analyzing and forecasting the results of activities, in the presentation an effective and efficient opportunities for its realization, professional mobility. Expert economic competence is expressed in the unity of personality, activity, cognitive spheres of economic actors in the field of the economy.

We examined the factors of economic competence formation in areas such as:

- the cognitive-empirical layer of economic competence, which reflects both theoretical and practical experience of economic work;
- the socio-cultural aspect of economic competence, which includes the basics of social and economic values, accumulated by previous generations;
- the professional level of economic competence that defines the development of the individual professional activity structures of a person on the basis of accounting requirements, which are determined by the level of the development of social order;
- the personal and psychological layer of economic competence, which involves the development of the value-motivational orientation of economic activity;
- the historical and geographical layer of economic competence, which reflects the specifics of economic culture formation, depending on the climatic and geographical conditions, the characteristics of the mentality, ruling regime, etc.
- Undoubtedly, the need to consider economic competence as a complex system is dictated by the structure of economic activity. Full creative activity put in economic activity envisages the increase of the level of economic culture of the individual and, consequently, its economic competence. One should emphasize such levels of creative potential of the person in the process of economic work as productive-reproductive creativity, generative creativity, constructive innovation activity (Formation of Economic Competence of senior pupils, //borytko.nm.ru/papers/subject 5_l/fadeeva.htm & Uvarova, L.I., 2001).

The base of economic competence, according to our opinion, should be considered comprehensively, i.e. in the aggregate of its components – world outlook, consciousness, literacy, thinking and behavior O.G. Nazarova (2008).

Economic literacy serves as a certain level of education of individuals, which is characterized by the presence of combined economic knowledge, abilities and skills in economic categories operating, in understanding of the major economic laws, of the complex view of rational methods of work with the resources available, the mastery of basic techniques and methods of effective economic activity management O.G. Nazarova (2008).

Economic consciousness is regarded as the ideological source of creative work in the field of economics, valuable and normative foundations of economic life. The problem of economic education is to help to grasp the importance of social values in the sphere of economy, of the understanding of the meaning of the rules, as well as their personal and social values.

The main characteristic of the economic consciousness is economic thinking, which manifests itself in the logical culmination of the understanding of economic activity, its processes and patterns, in the mental ability of the individual to the economic transformation of different economic sectors O.G. Nazarova (2008).

Economic thinking ensures the integrity of both theoretical and activity components.

The theoretical aspect of economic thinking is characterizing:

- the complexity of the perception of economic entity by a professional;
- the conceptual-shaped nature of the human mind;
- the characteristics of the economic processes in the human mind.

The practical aspect of economic thinking reflects:

- the ability to understand the development trend of the economic process;
- the existence of the thinking skills of analysis, synthesis, comparison and generalization;
- a free use of economic categories and economic images;
- the ability to move quickly from concept-shaped economic ideas to action and back again.

Economic thinking is an understanding of the complex of the integral economically changed views on the activities of the company, characterized by a complex economic picture of the world, by the knowledge of the content of the processes that occur in the global economy, by the reasonable understanding of the basic characteristics and patterns of development, by the system of values that govern economic activities of people, providing the optimal amount of resources consumed O.G. Nazarova (2008).

Economic behavior is the individual implementation of any form of activity that has an impact on the economic situation, economic development, and serves as a kind of channel of human impact on the economy O.G. Nazarova (2008).

The teaching of the technology of restoring the disturbed economic equilibrium in society; the absolute guarantee of this technology assimilation, the focus of the educational process on the formation of world view, i.e. on the inextricable connection of the economy with all spheres of human life; the correction of economic knowledge, skills, abilities, thinking and understanding of the world, the transformation of consciousness, i.e. the personality; the transmission of the necessary information about the economic regularities are necessary preconditions for economic competence formation (Muraveva M.A., Nazarova O.G. & Silaeva V.V., 2014).

The technology of the formation of economic competence is based on principles such as the focus on innovation, focused on the creative activity of students; the development of systematic thinking, which makes it possible to take decisions at a high level of generality; informatization of education provided by the inclusion of the educational system in the global information field, as well as the principles of liberalization and inter-disciplinary approach.

In our understanding, the formation of economic competence can be represented as a multi-level, complex system, which includes components such as a procedural-activity, cognitive, valuable and informational-communicational.

The procedural-activity component determines both practical and practice-oriented elements of economic competence, as well as the activity-procedural side of the subject of the economy. This element is based on a system of practical and practice-oriented skills that are the foundation of economic activity.

The cognitive component of economic competence determines, in particular, the intellectual development and characteristics of the cognitive activity of the individual engaged in the sphere of economic activity.

The valuable component of economic competence determines the level of economic and cultural development of the individual.

The informational-communicational component of economic competence gives the characteristic tactics and strategies of economic behavior of economic agents, channels of communication, the specificity of interaction, interpersonal relationships, communication, appearing in the course of economic activity E.I. Evseenko & F.P. Evseenko (2002).

In order to determine the direction of economic competence development, we analyzed the interconnection of the blocks of economic education content, their constituent disciplines and teaching methods with the formation of a particular element of economic competence.

Further development and improvement of the educational process requires the following conditions:

- the formation of students economic competence through a substantial angle of view;
- the orientation of the education process for the development of economic consciousness, thinking and outlook. This will create favorable conditions for the formation of students' attitudes to economic competence, deliberate nature of its formation, as an element of the general culture of the person;
- the use of information methods. These methods contribute to the creation of a data bank of an economic nature, on the basis of which the cognition of the objects and subjects of the economy is taking place;
- the revival of independent work, focused on the search and analysis of economic information;
- the setting for the development of economic activities in the practical skills of future professionals;
- the active nature of learning, contributing to the development of the practical orientation in the development of economic skills.

To implement these directions, in the first place, it is necessary that each block of the content of economic education (special, general professional, educational, professional, practical training) and their constituent subjects fully contribute to the formation of specific structural components of economic competence.

It is important to understand that each of these blocks involves the development of various elements of economic competence and the formation of a model of economic competence.

For example, blocks of general education and general professional training contribute to the development of the most important business skills relevant to a variety of professional fields and lay the foundation for economic competence of such elements as economic knowledge, skills, economic thinking and consciousness.

Blocks of professional and special disciplines create the necessary conditions for the development of consciousness and economic thinking for the future. Workshop on economic subjects enables students to visually compare the knowledge gained with the possibility of its use in practice, creating a comprehensive knowledge about the peculiarities of economic activity. The totality of the mastered economic knowledge, experience and practical work contributes to the development of figurative and emotional relationship to economic activity, thereby creating the preconditions for the formation of the economic outlook.

Inservice training (specifically - industrial practice), being one of the main components of professional training allows a student to get an idea of the various forms and methods of economic activity, to determine the most efficient model for its implementation.

In most cases, in practice, an essential element of economic competence - economic behavior is formed. This is explained by the fact that only in the course of professional activity students face with a shortage of many material resources, see the actual reality, face with the need to perform a role of a social nature. This usually leads to the need to develop a strategy for appropriate behavior in a collective by establishing formal and informal interpersonal relations. Under these conditions, business communication skills are updated and secured; the experience of establishing communications with colleagues and customers is acquired.

As one can see, the process of students' economic competence formation involves the model development that includes in its membership the economic competence and presents the required professional and personal qualities of the student. This model is an integrated, interrelated process. In this process, all its components are aimed at achieving a common goal - the formation of economic competence.

Undoubtedly, at the moment the problem of computerization of the educational process, which has become urgent because of the wide spread of information technology in a variety of industries and occupations is of the most importance. It forms the need to develop students' skills of modern technology and equipment application in their professional activity.

The need to integrate these technologies into the processes relating to the preparation of students is also due to the informatization of the economic sphere. Opportunities to maximize the efficiency of the education provided by computer technology, are the visualization of theoretical material, the reducing the effort to verify the knowledge and skills, the attracting of the different types of memory and the resulting increase in the degree of assimilation of teaching materials in the limited time of study, the growth of learning motivation, etc. The use of modern information technology in the learning process allows to raise the efficiency of education to a new level.

To solve the problem of students' economic competence the educational-methodical complex was developed and tested in the study. Its use provides the following stages:

- adaptive - the creation of workplace favorable conditions;
- reproductive-activity – the integration of knowledge through didactic computer environment;
- creative – the perception of the scientific field of "Economics" with the interdisciplinary connections;
- individual-creative - the extraction of the integrative basis of economic competence by the means of operating with information technology to create an overall picture of the world.

In our view, when working with electronic educational complex, a major role is played by professional pedagogical culture of the teacher, educational activity which should include motivational, creative and reflective components.

The main functions of educational-methodical complex are educational, reference and tool.

Educational-methodical complex includes the following types of electronic presentations:

1. Sales presentations. They are used by sales agents in closing transactions, to quickly furnish all the necessary information about the product, its advantages in comparison with the products of firms - competitors.
2. Marketing presentations report basic information about the main activities of the enterprise and products. This type of presentation is intended for advertising goods and economic activities of the company.
3. Corporate presentations introduce new employees and candidates with the tradition of the company and the creative atmosphere in a team, the benefits of working in this structure.
4. Financial presentations represent the financial aspects of the company. Their goal is to obtain funds in the stock market.
5. Special presentations include:
   - "Presentation-quidance" that offer the mechanisms by which new products and services are introduced in the market. It addresses to sales representatives;
   - "Personal presentation," demonstrate new ideas, recommendations, methods of efficient operation of the invention, developed by a certain employee or a person who takes a particular position in the company;
   - "Official presentation of the productive organization of enterprise services activity with the personnel", are presented in the form of interactive information stands.

Designed electronic version of educational-methodical complex corresponds to a number of requirements:

a) the requirements of the educational standard;
b) maximize the use of computer technology capabilities;

c) the requirements of the open digital resources;
d) has a psychological appeal and meets the ergonomic requirements;
e) contains a video with audio, animation, fitness equipment of standard procedures with the control of the results of their implementation, the computer models of the processes with the change of the initial conditions, the systems of automated monitoring and the evaluation of the level of knowledge;
f) the focus on a particular grade level.

We add that the effect of the use of information technology in the educational process can be evaluated using criteria such as innovation, optimality and effectiveness.

The following criteria and indicators can be used in assessing the formation of the economic competence of students in the education system:

- motivational-valuable (the quality and the traits of a personality, psychological readiness, tolerance);
- reference-cognitive (the assimilation of knowledge, the mastery of the complex of concepts, categories, laws, the level of economic literacy);
- operational-practical (handling operations, which have the economic direction, design skills, organization and implementation of economic activities, the availability of skills, ensuring the rational organization of labor, the application of knowledge in situations of non-standard character).

The formation of motivational-valuable criterion proved the best choice of ways of social and economic problems solving is proved by the use of psychological tests "The Scale of the Assessment of the Needs to Achieve."

The experts concluded that the results on the formation of the reference-cognitive component are positive. These figures are statistically processed by calculating the variance, standard deviation, average values.

Reference-cognitive component is determined by a special test using. The analysis of test results was carried out using evaluation criteria such as scientific character and complete assimilation of concepts, the quality of assimilation, automatism. These criteria are grounded via efficiency factor. In our case its magnitude exceeded one. This suggests that established branches of learning, compared with the traditional, are more effective.

The level of the formation of the operational-practical component is defined by the results of the analysis of the questionnaire "Evaluation of Action on the Economic Situation."

Psychological and pedagogical diagnostics of the results on the determination of the degree of students' economic competence development, was carried out with point-rating control system using. It allowed to identified the growing dynamics of the level of formation of economic competence. This is indicated by the results of progress, both in the reference and experimental groups before and after the experiment.

At the end of the experimental work in groups, some differences in the level of the development of economically important qualities of the person were clearly identified. For example, students in the experimental group showed a higher level of organizational ability, commitment and independence. Here, such indicators as social, flexible thinking, the ability to think strategically are of average and above average level. In the reference group the level of severity of these characteristics is rated as average and below average. Furthermore, it was found that for reference group students the level of the inclination to risk is above average, while in the experimental group this figure was at "below average".

This fact points to the need for teaching students the methods and techniques of rational economic behavior and informed choices making. To this end, in the framework of a special course for experimental group students one should conduct lessons on the formation of the ability to make decisions and to act under time pressure, and the incompleteness of the information.

Thus, experimental studies have confirmed a rather high level of the effectiveness of a special course on "Economic Culture" developed by us for students in the formation of economic competence.

5. Conclusion

The authors believe that one of the main problems of modern economic system of vocational education should be the formation of economic literacy of students, the presence of a particular view on the nature of economic relations. These characteristics are manifested in the economic outlook, as well as in the formation of the type of rational human behavior in economic life, and thus in the formation of economic competence.

At the present stage, the connection between quality education and the opportunity to build a civil society, an efficient economy and national security is obvious. In a state oriented on innovative development, it is necessary to let the educational system to move forward, give it initiatives, which is a priority of the project of "Education", "National Security Strategy of the Russian Federation until 2020".

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The Development of an Effective Management Model of Professional Education as a Factor of Increasing the Regional Economy Competitiveness

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Abstract

Major factors of competitiveness of national and regional economies increased on the basis of ensuring close interrelation of economy and system of professional education in Russia are considered in the article. One of the direction of the analysis is studying of features of various foreign models of professional education management, detection of their features, merits and demerits. The main directions of modernization of the Russian social economic process, on the basis of introduction of bioadequate model in a control system of professional education in Russia are offered in the article. According to authors, elements of management that will allow to create optimum model which will accurately distribute and coordinate functions and powers, competences and responsibility of various subjects and objects of management of system of professional education, first of all professional educational institutions and local governments, and also regional and federal administrative structures have to be allocated.

Keywords: *models of management of education, professional education.*

1. Introduction

The control system of professional education is at a stage of serious organizational and economic and administrative transformations. In the conditions of changing demographic situation in the country, formation of the new economic and organizational relations, search of effective mechanisms of management of professional education on the basis of use of potential of regional development is of particular importance.

Need of coordination of labor market inquiries and system of professional education demands from all governing bodies of professional education system using of new administrative methods for achievement of the greatest possible economic and social results. So, new approaches to management of professional education in regions demand further studying; possibilities of use of capacity of strategic management for formation of the new mechanism of its development, feature of interaction of labor market and educational institutions at the regional level.

Rationalization of interaction of federal, regional and municipal control systems of professional education will allow to balance the resource capacity of educational institutions and economic, social results of their activity that will allow to counteract, in turn, influence of negative factors of the external and internal environment.

Besides, you shouldn't forget that for a sustainable development of economic system it is necessary to increase efficiency of realization of production, personnel, natural and resource potentials and to define a vector of development of systems national and regional labor markets, the capital, innovations, goods. Thus productivity and efficiency of economic system are a basis for creation of quality conditions and a standard of living of the population, sustainable social and economic development, and also improvement of production and marketing infrastructure of the region. Analyzing a current state and dynamics of the Russian economy and generalizing tendencies of its development, it is possible to reveal and formulate major factors which will be directed on activization of internal opportunities and competitive advantages of economic development of Russia:

- the high level of education of the population and the created system of spiritual traditions and values focusing

Russians on realization of creative abilities, establishment of social partnership and aspiration to social justice;

- the advanced research and personnel potential, own schools of sciences which are carrying out the advanced development in a number of the directions of the latest technological way;
- the impressive sizes of free capacities in the knowledge-intensive industry which can become a platform for a new stage of economic development;
- providing the main part of needs of domestic producers for raw materials, resources and energy carriers on the basis of own natural resources;
- the big territory and various domestic market providing realization of opportunities of satisfaction of public requirements.

Thus, despite considerable problems for the Russian economy there is powerful research and production potential and there are necessary resources for further modernization.

One of the main conditions providing effective modernization of the Russian economy is providing all branches and spheres with necessary personnel potential. Realization of this condition is closely connected with improvement of a control system of professional education which demands development of new Russian model of interrelation of the state interests and interests of society represented by various institutes and the population.

2. Research Theory and Methods

Research objective is the analysis Russian and foreign models of management of system of professional education and development of a new control system of the higher education in Russia on the basis of bioadequate model taking into account experience of management of foreign countries**.**

Methodological basis of research are the dialectic principles of interrelation of the subject and object, process and result, single, special and the general, unity of tradition and an innovation. Carrying out research the complex of complementary methods is used for achievement of a goal:

- general-theoretical methods of knowledge (analysis, synthesis, analogy, comparison, comparison, generalization, classification, systematization, abstraction, interpretation, analysis and synthesis of scientific references, documents and practical experience, etc.);
- experimental methods of research (analysis of normative and information documents, results and expert descriptions of administrative activity).

3. Results and Discussion

As a result of synthesis of experience of management of professional education abroad, it was revealed that from a position of studying and definition of positive experience of management of professional education control systems of such countries as Germany, France and Denmark are the most interesting.

The German model of professional education is a dual system. It is based on a firm binding of system of a vocational education to the enterprise. The list of the educational programs realized within a dual system is defined proceeding from requirements of economy, and is formed in close cooperation between federation, lands and social partners. According to official data the trajectory and the maintenance of an educational program are guided by requirements imposed in a consequence to the potential employee on a workplace. Dual education in Germany, in fact, is a state program, which has the budgetary financing, but on a parity basis with the enterprises. Training of specialists at a dual education system is realized by means of parallel training at the enterprise and at vocational school. The vocational education at the enterprise is controlled and regulated from federal governing bodies, and training at vocational schools belongs to a subject of introduction of certain territories (lands). They represent regional educational institutes of system of the general and professional education. A main objective of realization of vocational school is training addition directly at the enterprise with special theoretical knowledge (two thirds of time) and increase of general education level of the trainee (one third of time). At vocational training visit of such professional school obligatory that is fixed by the relevant territorial laws. Obtaining practical skills directly at the enterprise is carried out either in educational workshops or on a workplace at the large enterprises, or only on a workplace at the small enterprises. Also one of participants of the created system are interproduction training centers. Their same function, as at the enterprises, is training in practical skills. Most often such centers accept to themselves on training of future experts in case the enterprise has very narrowly targeted specialization and can't provide the pupil with the corresponding workplace. Besides, separate grade levels can pass and at other enterprises of the earth (Toropov D.A., 2005).

Example of rigidly adjustable control system of professional education attached to educational institution is the system of vocational education of France. In France, as well as in Russia, there is rather rigid centralized control system of professional education so far. Now the French system of a vocational education is one of factors of growth of labor productivity and economic development. In this regard investments into this sphere have priority character and are supported from the state. Thus decentralization of management of educational institutions can be considered as the main tendency of development. For administrations of regions and municipalities the rights for activity in the field of the organization of different types of preparation, the organization and carrying out certification of teaching staff are transferred.

Processes of decentralization of management take place in educational system of France with expansion of a field of independent decision-making for the state educational institutions of professional education. So, the Board of trustees of educational institution can legitimately limit powers of the director of the educational institution appointed by the state. Also educational institutions acquired the right more freely to dispose of the received means, having thus opportunity in addition them to earn and to spend at discretion.

Management of professional education in Denmark is based on the combination of duality and statehood. Denmark is the country of almost general literacy. However the main administrative powers and functions in an education system are under authority of government bodies of management. The general principles of education are also established by the state. In the majority averages and higher educational institutions are state. They are subordinated to the Ministry of Education or the Ministry of Culture. The higher academic education is presented by universities. The highest unacademic education is provided by the highest institutes realizing educational programs of university level in area on architecture, music, economy, engineering, etc. and also the higher educational institutions of unacademic type which are carrying out preparation on the specialties which aren't relating to the category academic – journalism, pedagogy, sociology. It is possible to get the continued education in Denmark in the university centers realizing one or two-year courses of basic preparation and prehigh school orientation (similarly Russian training courses and preparatory offices). "Open education" represents education for adults, the working people needing change of a profession or professional development. Open education is only paid (from 400 to 800 kroner for one semester) and it consists in studying of separate specialized disciplines. Results of intermediate, total and qualification tests (examinations) in sector of "open education" are equated to examination results of universities programs.

According to the Russian model of professional education it should be noted that fundamental bases of this model were created during the Soviet period. Formation of system of the advancing training according to which education was based taking into account requirements of regional production in the near future became her main progressive idea. Development of the system of criteria of quality of professional education and involvement of bodies of professional education at the level of the region to process of development of curricula became the second idea. All this created certain prerequisites to formation of professional education as uniform complete system. However, during the considered period, also the factors constraining development of professional education were defined. They are: rigid centralization and directive methods of management, total advance planning and control of activity of educational institutions, educational ideologization, educational orientation not on development of the identity of future professional, and, first of all, on preparation of the qualified mass labor with orientation to a priority of inservice training. From our point of view, it is necessary to consider developed, and already socially and economically adapted, effective principles of development and functioning of system of professional education in the past for formation of model of quality professional education.

The Russian model of management of professional education since 2000 undergoes a number of fundamental changes. In the country within a strategic orientation of a state policy in the field of education modernization of Russian education was officially approved. According to "The concept of modernization of Russian education for the period till 2010" it was necessary to provide conditions for improvement of quality of professional education of all existing levels. As the main actions development of rational model of realization of secondary education at observance of a condition of interrelation of the existing professional educational programs and ensuring vertical mobility of the trained is allocated. But realization in practice of the put plans faced a number of vital issues. In the sphere of secondary education the principal are: insufficient financing of educational institutions, absence of real interrelation of educational institutions with employers, lack of the modern mechanism of monitoring of requirements of labor market and territorial distribution of young specialists, for staffing all of branch sectors of economy. Considering system of the higher education, it should be noted that process of modernization of system of professional education calls higher educational institutions, to join in integration of various fields of activity: educational, scientific and innovative that involves need of transformation of functional and structural and institutional aspects of functioning. Generalization of modern experience of transformation of classical universities that the most effectively this process is carried out in the direction of formation of educational and scientific university complexes. Creation of university complexes means strengthening of interaction of classical university with the academic sector of science, the scientific and educational centers. Modernization of technical colleges means process of integration of education, science and production in educational and scientific and innovative complexes. The main feature of such complexes is association on one platform of an innovative, theoretical and production activity.

Formulating the basic principles of development of the higher education in Russia it is possible to note that the main of them are:

- close interrelation of university and academic science;
- integration of innovative production and scientific university complexes;
- participation in the international educational programs.

In general it should be noted that modernization of Russian education is carried out within realization of Bologna Process. According to which the special attention should be paid to an assessment of quality of education, thus the competence-based approach focusing the attention not so much on the general result of education has to be the basis how many in formation at the person of ability competently to work in various problem situations. According to provisions of competence-based approach, a basis of model of professional education is the professional education of the graduate which is defined how ability of the personality to carry out professional activity, based on profound fundamental knowledge, high professional competences, high basic competences (Matyushkina I.A. and Mikhaleva O.M., 2013).

Thus, leaning an assessment of the existing theories of development of professional education existing in modern science it is possible to draw the following conclusions:

- further development of professional education in the conditions of innovative society is possible only on the basis of its interaction with the economic sphere representing interests of employers. In this case the system of professional education has to be "open", and the social partnership and management of educational institution can become the main forms of interaction of education and the public; as a methodological basis of interaction of education and society the social constructivism can act;
- quality of professional education depends on compliance of level of knowledge and abilities of graduates to inquiries of modern economy; only the advancing professional education which is carrying out training of specialists taking into account tendencies of social and economic development of the certain territory or region can provide this quality;
- in the conditions of fast change of technologies, scientific progress actual is a formation of the expert of new type: possessing not so much a stable stock of knowledge, how many certain abilities and personal qualities allowing to master competently technological innovations. Therefore the competentitive approach estimating competitiveness of the identity of the graduate of professional educational institution in modern labor market becomes the new concept of professional education. A pedagogical basis of this type of education is the personal focused educational paradigm;
- transformations in research and production, information spheres quickly enough lead to updating of areas of professional knowledge therefore the system of continuous professional education is necessary for improvement of knowledge of experts or for development by the identity of new demanded specialty.

The carried-out analysis of foreign experience of management of professional education and studying of the main directions of modernization of professional education in Russia allow to reveal problems which interfere with introduction in the Russian model of management of professional education of elements of foreign control systems. Among them there are:

– absence of concrete recommendations about adaptation of the saved-up positive experience of the European systems of professional education to professional education of Russia;
– lack of uniform scientific approach to a quality problem (incompatibility of indicators and criteria of quality of educational programs in Russia and Europe).

These problems have to become a subject of adoption of the administrative decision for formation of an effective control system of professional education and, first of all, especially within higher educational institutions. Only such approach will allow to provide effective achievement of the objectives, the educational services facing all participants of the market. To the solution of an objective in the theoretical plan there corresponds the model of social and economic process offered by professor N. M. Gorbov (Gorbov N.M. and Gorbova T.M., 2004). The offered concept of social and economic process is the basis for our methodological approach to consideration of management of system of professional education (Shadoba E.M, 2014).

The bioadequate model of management of system of professional education is presented in figure 1.

It is established that process of management of professional education is defined by system of the interconnected primary elements (spheres) (Mikhaleva O.M., 2009):

1. Requirements of society and citizens in professional education (the sphere of requirements).
2. Personnel potential of professional education is an object of management in system of professional education

(the professional sphere).

3. Material and information base (technical sphere).
4. Students are an object of management in system of professional education (the subject sphere).
5. Pedagogical technologies (technological sphere).
6. The graduate is an object of management in system of professional education (the productive sphere).
7. Subjects of management of system of professional education who include: The Ministry of Education and Science of the Russian Federation, others state (federal and regional) both municipal governing bodies of education and public structures which have opportunity to make decisions in the sphere of management of system of professional education.
8. Establishment of rational interrelations and interaction of subjects and objects of management of system of professional education.
9. Factors of the external and internal environment.

The developed model subjects of management of system of professional education are presented in the center.

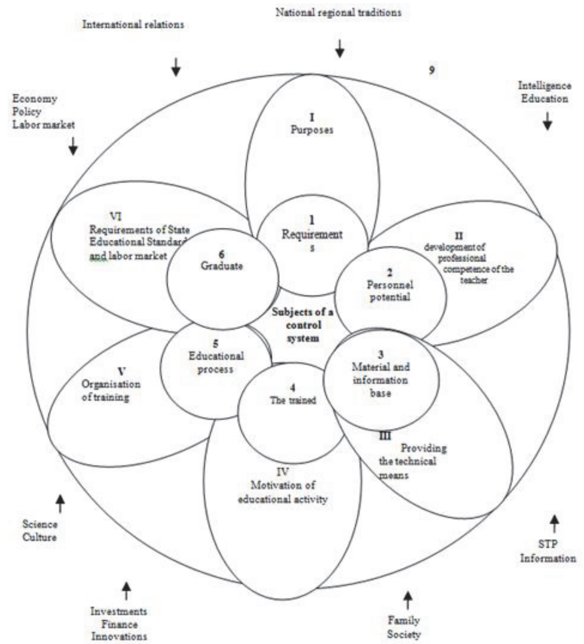

Figure 1 – Bioadequate model of management of system of professional education: federal and regional components

The developed primary elements will allow to create optimum model of management which will accurately distribute and coordinate functions and powers, competences and responsibility of various subjects and objects of management of system of professional education, first of all professional educational institutions and local governments, and also regional and federal administrative structures.

As the main specific feature of this model mutual penetration of all elements 1-7 acts: each separate element of interrelation provides mutually penetrability with the subsequent and the previous elements (Gorbov N. M. and Shadoba E. M., 2012). In this regard we suggest to allocate and prove the following combinations of the main central social element 7 to elements 1-6 and I-VI which form the most various systems:

Social marked system (7-1-I). Management process in system of professional education arises from the moment of emergence of requirement of society and citizens in professional education and is defined by the purposes of State Educational Standard and inquiries of labor market.

Social professional system (7-2-II) is defined by extent of development of professional competence of teachers which reflects and proves quantitative expenses of energy of the mind necessary for satisfaction of requirements. In turn, for formation of competence of the teacher it is necessary to consider possibility of a rational combination of different types of activity (teaching and educational, educational and methodical, organizational and administrative and research) which are regulated and regulated by administration of the relevant educational institution.

Social technical system (7-3-III) is defined by a level of development of material and information base. Resources of internal development of the teacher are caused by familiarity degree in educational process of material and information tutorials. That is, if in educational process there is an underexploitation of any resources, for example, intellectual opportunities of the teacher or material means, it can be caused by a mismatch of professionalism of the teacher and a level of development of material base.

Social subject system (7-4-IV) is defined by extent of development trained which are active consumers of educational services. In this system the main factor which will allow to create high creative activity and working capacity trained, need and possibility of improvement of system of educational motivation of pedagogical activity will act.

Social technological system (7-5-V) is characterized by efficiency of the organization of educational process. Everybody know that the main element of educational process are pedagogical technologies which demand creation of comfortable conditions for introduction, development and development of new interactive author's educational technologies.

Social effective system (7-6-VI) is defined by extent of training of the graduate. In modern society the main tool defining requirements to the level of competence and formation of the graduate, and also the requirement to further professional activity are State Educational Standard and inquiries of regional labor markets. The mechanism of interaction of these tools allows to carry out an objective assessment not only the end results of educational process, but also to trace its dynamics on the basis of continuous monitoring. In turn the received results act as the basis for correction of the educational purposes and tasks.

The organizational sphere (8) assumes the organization of rational work on interaction of subjects and objects of management of the system of professional education directed on creation of conditions which will allow to organize effective functioning and improvement of system of professional education for the all-round development of the personality which is trained, in interests of the person, society, state.

Environment (9). Any social and economic process proceeds in the environment having on it impact. In this regard improvement of the mechanism of interaction of system of professional education and environment is required (Shadoba E.M., 2014).

The offered bioadequate model of management of system of professional education considering non-uniform, interrelations and the interpenetrating elements from the moment of emergence of requirements until their satisfaction, is means of increase of methodological organization of management as allows to consider federal and regional components.

On the basis of the developed bioadequate model it is possible to allocate the main directions of modernization of a control system of professional education of Russia:

1. Openness of system of professional education management, as state and public system.
   This range means publicity and transparency of discussion, reasonable, objective, acceptance corresponding to modern realities, decisions in the field of management of system of professional education and control of their realization.
2. The modernization of management of system of professional education on the basis of mutually responsibility model in the sphere of professional education directed on strengthening of a role of all participants of educational policy and their rational interaction. Such model will allow to carry out accurate distribution and coordination of competences and powers, functions and responsibility of all subjects and objects of a control system of professional education: federal and regional administrative structures, local governments, educational institutions, public structures, employers, the pedagogical workers who are trained and their parents. So, each of participants of the administrative relations in system of professional education must have opportunity to influence its functioning and development, and also to bear a certain responsibility for creation of the conditions necessary for performance of professional education of the functions by system (Igolnikova I.V., 2013).
3. Improvement of the mechanism of interaction of system of professional education with environment. Thus, creation of system of relationship of education with labor markets is meant; organization of the non-departmental monitoring system of quality of education; participation of regional authorities in a cooperation of educational institutions, etc.

4. Conclusion

Improvement of management of system of professional education, both in regions, and in Russia in general, will allow to create necessary conditions for development and modernization of all social and economic system. In our opinion for ensuring development of innovative activity of economy of Russia it is necessary to form, strengthen and develop information infrastructure of research and developmental works, to create an extensive network of scientific and technical libraries, and also to keep development of experimental installations that will be successfully carried out at realization of new model of management of professional education on the basis of bioadequate model.(Mityuchenko L.S., 2012) Besides, it should be noted that the present stage of development of society and system of professional education as major social institute, are characterized by the increasing need for the competent experts having the developed creative thinking, ability to search of new ways and methods in science, economy, equipment, management. The solution of the problem of formation at the expert of the creative relation to the business is possible to use only through realization of idea of continuous education which is enabled through a self-education combination to granting opportunity at any time the help of highly skilled teachers and experts. In this regard the education model changes in general. Transition from the monomodel focused on training of the expert to multifunctional model where free development of the personality, formation of ability to self-development is on base. As one of the most real means of an embodiment of idea of continuous education in life "periodically resumed education" is offered.

Thus, modernization of management of professional education in Russia covers change of strategic development of all social and economic process which has functioning of economy in general, enterprise and state sectors, and also realization of interests of all Russians and the individual is. Improvement of the considered system needs to be carried out on the principles of social partnership of all participants of process taking into account the existing scientific provisions. Only in this case it is possible to achieve necessary rates of development of socially oriented economy which will allow the domestic organizations to make and maintain requirements of competitive fight on domestic and the world markets as, first of all, use of work of the educated, competent and successful worker is the base of efficiency of activity of any economic entity.

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On the Linguistic Situation of the Tatar Diaspora in the USA

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Abstract

The present article explores the linguistic situation among emigrant Tatars by the example of the Turko-Tatar diaspora in the USA. The cultural and educational work of the Turko-Tatar diaspora contributes to the preservation of the native language, national traditions outside the country as the culture, the language and the religion have played an integral part in preserving the national and cultural image, the lifestyle of the immigrant in a foreign land, in a foreign culture. The language is deemed as the cornerstone of the spiritual culture, a means of cultural cross-fertilization and self-identification. The Tatar diaspora in the USA retains a collective memory of the country of origin as well as striving for self-identification. They possess an enduring identification with the country of origin along with a sense of group unity based on it in order to preserve and develop their language and culture in a foreign environment. The study has confirmed our hypothesis that the linguistic consciousness of the Tatar in America has several features that distinguish it from the linguistic consciousness of Tatars in Tatarstan. At the same time, general views of both groups to certain values can be traced in the linguistic thinking.

Keywords: *Tatar language, Tatar diaspora, linguistic situation, American Turko-Tatar Association, foreign environment.*

1. Introduction

The contemporary Tatar language serves as a means of communication for the multimillion Tatar people. Not only is the language widely spread among the Tatar people residing in Tatarstan but also it has dramatically spilt over to a great deal of other regions of Russia as well as foreign countries. According to rough estimates the overall number of Tatars living abroad adds up to 1.100.000 people; the Tatar diaspora in the far-abroad countries amounting to a little bit over 40.000 people. This is the way it looks it a quantitative sense: 25.000 in Turkey, 5.000 in China, 1.000 in the USA, around 1.000 in Finland, 8.000 in Poland, FRG and other European countries and 1.000 in other Asian countries and Australia (Ganetdinov, http:// tatarica.narod.ru/world/diaspor/tatdiaspor_041203.htm. Date Views 4.01.2015).

The linguistic situation of the Tatar diaspora has been under the fine scrutiny of linguists (2-6) in the last few decades. The necessity for examining the manner in which the native language of the diaspora functions is accounted for by the tendencies observed the modern linguistics that are related to the globalization processes as well as the active interaction between different ethnic cultures Brubaker (2005) & Dabag & Platt (1993). Much attention has recently been paid to the language and culture if the Tatar diaspora in China to which the research conducted by A. Yusupova, G. Nabiullina, E. Denmukhametova and G. Mugtasimova has greatly contributed Nabiullina & Yusupova (2014) & Yusupova et al. (2013).

Investigating the general mechanisms of the language of the Tatars living far abroad and introducing the results into scientific use is significant both in the terms of the scientific theory and the social culture involved. The article in question that recounts the issues that go with the preservation of the native language and culture of the Tatar diaspora far abroad by the example of the United States has pragmatic applicability for the development of the Tatar cultural linguistics and social linguistics. The target of research is the verbalization of the value of the “Language” in the way of thinking of the Tatars residing in the United States. The sources are as follows: 1) data gained from the published works of different dictionaries; 2) experimental data obtained through examining the associative behavior of the informants that is Kazan Tatars and the representatives of the American Tatar diaspora. A dissertator did the word-for-word translation. Face-to-face meetings, interviews with representatives of the Tatar diaspora during the internship in Milbro, California, were part of the primary methods used to obtain the information required for the research.

2. Main Part

The Tatars lead quite a compact life far abroad having united to form various associations, societies and fraternities. The Turko-Tatar diaspora in the United States is one comprised of Turkic and Muslim peoples who moved from Russia, mainly from the Volga-Ural region and the republics of the former Soviet Union. They adopted the name "Turko-Tatars" in accordance with the resolution of the All-Russian Muslim Congress held in 1917. They have managed to preserve their own culture and the structure of the internal social life in the context of emigration (Ganetdinov, http:// tatarica.narod.ru/ world/diaspor/tatdiaspor_041203.htm. Date Views 4.01.2015).

In the United States, the Tatars who had emigrated from Europe and Asia after the end of the Second World War made up the bulk of the diaspora. The American Tatar Association in the United States was founded based on the Tatar Society of America that emerged in the 1950s in New York. The activities of the of American Tatar Association focus on the cultural direction (a lot of famous Tatar musicians, scientists, chess-players and other distinguished persons ended up there after the war and in the 1960-70s).

On the west coast of the USA, the American Turko-Tatar Association (ATTA) is located. It is also engaged in cultural and educational activities. After the First World Congress of Tatars had been held in the United States a number of young entrepreneurs from Tatarstan left for America at the invitation of the American Tatars (Ganetdinov, http:// tatarica.narod.ru/world/diaspor/tatdiaspor_041203.htm. Date Views 4.01.2015).

There are two groups of Tatars in America nowadays; one representing the old wave of immigration and one accounting for the latest wave. Each of these ethnic groups has its own history of settlement and residence in the America. The road that the first group got to walk in America was very long and rocky. Most members of the group fled from the Bolsheviks after the collapse of Tsarist Russia just to settle down in China, Korea and Japan. In 1949 to 1951, they fled from the communists to Australia, Turkey and Japan. The people who were part of the old wave include such prominent people as Dr. Sait Salah, a nuclear engineer; professor Onur Senarslan who lives in Washington, DC; Yulai Shamiloglu, a professor-turcologist Mahmutov (2012).

As mentioned above the American Turko-Tatar Association (hereinafter ATTA) in the United States was founded based on the Tatar Society of America that emerged in the 1950s in New York. The first president was elected in 1927. His name was Hairullah Yenikeeff. Over the years, the Tatar Association in New York has had many leaders that are enumerated here: Rashid Huseinoff, Esmail Akchurin, Hamid Rashid, Garip Sultan, Rifat Salah, Ildar Agish, Rustem Borluca and many others. Today Saide Haci holds the position of the chairman of the ATA. The activities of the American Tatar Association center upon the cultural direction since a lot of famous Tatar musicians, scientists, chess-players and other distinguished persons ended up there after the war and in the 1960-70s.

The American Turko-Tatar Association (ATTA) is located on the west coast in San Francisco that is also engaged in cultural and educational activities. It has changed many leaders such as Farid Sprat, Orkyya Safa and Orkyya Mansour. Currently the position is held by Cuneyt Capanoglu (The official website of the American Turco-Tatar Association / URL http://attasf.org/home/atta-history.php).

The first Tatars arrived in New York during the Russian Revolution times. The second group that went to China would start relocating to America in1925 to1935. This year, the American Tatar Association in New York celebrates its 86th anniversary. After World War II, many compatriots who had been held prisoner in Germany started arriving. In 1950 about 50-60 people out of those who had emigrated to China, Japan and Turkey arrived in New York. Today the American Tatar Association in New York is comprised of only 120-130 people.

Those who came from Japan and Turkey in 1960 formed the American Turko-Tatar Association (hereinafter ATTA). Their numbers were comprised of about 120 families, more than 300 people. In 1964, the current headquarters of the ATTA were purchased. Nowadays the ATTA membership adds up to 232 people (The official website of the American Turco-Tatar Association / URL http://attasf.org/home/atta-history.php).

Initially the main unifying thread was a single religion - Islam. Those immigrants who lived in Japan and China tried to preserve the language and culture to pass it on to their children, the future generation. What is also interesting is that the language of the Tatars who grew up in China and Japan before moving to America is different. The language spoken by the Tatars who lived in China is more like a mishar version of the Tatar language; the language of the Japan Tatars being close to the Kazan dialect. This is explained by the fact that in Japan a printing-office was founded under the guidance of Mr. Kurbangaliev in 1928, which reprinted all publications produced in the 1890-1915 in Kazan. Cuneyt Capanogluu, the chairman of the ATTA, recollects that the books published in Tokyo could be divided into the following groups:

1. Religious books - the Koran, etc.;
2. Books on literature, fiction;

3. Textbooks, historical literature, children's literature (Letter to C. Capanoglu of May 3, 2012).1. Religious books - the Koran, etc.

The Turko-Tatar diaspora in the US rallies and unites cultural and religious ties. The representatives of the Tatar diaspora use Tatar and Turkish languages, both orally and on paper, based on the Latin alphabet in communicating with each other at home and at various meetings. For disseminative purposes, all information in Cyrillic letters is changed to the Latin font. The monthly "Bulletin of the American Turko-Tatar Association" is published in two languages: English and Tatar (in Latin).

According to the data presented on the official website of the ATTA (http://www.attasf.org/) the history of the foundation of the Association is as follows: "... Upon arrival in San Francisco, the Tatars were a small group amid the multiple nationalities populating California. A few people decided to officially organize a Tatar community in order to preserve the traditions of their ancestors, namely, the language, the culture and the religion. It was on May 15, 1960 that thirty people gathered to hold the first official meeting of the community and determine plans for the future in the building of "Odd Fellows Hall" in Burlingame. On this day, it was determined that the organization could be founded as an American Turko-Tatar Association pursuing the goal of preserving the cultural, ethnic and religious interests of the local Tatar community. In addition to that, officials were elected, membership issues addressed and laws established (The official website of the American Turco-Tatar Association / URL http://attasf.org/home/atta-history.php).

Later on in 1964, the ATTA acquired a building for holding meeting with the members of the community putting great efforts into setting the stage for fruitful and successful work. The ATTA building endearingly called "Bina" (Tatar for building, house) had a large conference room, office/library, two storage rooms, a kitchen and two bathrooms. The meeting room could accommodate 80 people. Thanks to the workers knocking themselves out, all repairs and restoration work were finished in one and a half years. Ever since then, Bina has hosted countless religious and cultural events organized both for the members of the community and the public.

The ATTA mission is to operate for the benefit of society and the Turko-Tatar heritage and culture through the promotion and support of cultural, educational, religious and charitable activities; support the interests of the community in social welfare and cooperation with other organizations in the cultural, civic and social development.

The Tatars have remained true to their national cuisine; they keep in touch and correspond with their compatriots living in Turkey and Finland (Akhmetova, 2004, p.154). The young seek to start a family with the representatives of their people looking for soul mates among the Tatars living in Turkey, Finland, Australia and in Tatarstan. But many of the children of the immigrants Tatars marry Americans thereby getting assimilated into the cultural environment. It is appropriate to cite the speech of Zohra Tahir, the Chairman of the Tatar community in Finland containing the following instructions for the youth:

- Firstly, speak the native language in a beautiful way thus showing respect and love to the language; remain mindful of the customs and rituals of your ancestors and do not detach yourselves from the rich spiritual and cultural traditions of your people;
- Secondly, refrain from marriage with people of another nationality remembering that it can lead to the destruction of national unity;
- Thirdly, remain faithful to your religion (Islam) and respect the canons adopted in the Muslim world ("News mahalla 1955, №10-11, p. 20) (Ganetdinov, p. 35).

It seems that nowadays in America there are two main Turko-Tatar Associations that have come a long and difficult path whilst uniting and preserving the language and culture of their people. On the east coast, one has the AAT (Association of American Tatars) with the ATTA on the west coast. There are Tatars scattered all over America that are united by social networks and Internet communities.

The foundation of the American Turko-Tatar Association was a necessity. It continues to exist enriching its 50-year history. Over that period, much has changed in the composition of the American Turko-Tatar Association but over the years the association has evolved. Thanks to its prominent members, it succeeds in preserving and transmitting the national spirit to its descendants and cooperating with compatriots.

People speaking the same language and sharing the same culture are supposed to have common features that would distinguish them from the representatives of other cultures. It is through the language and thanks to the language that cultures form the image of the world in the eyes of the representatives of a particular ethnic group and pass this image from generation to generation. It is due to the generality of the world image that the socialization of individuals occurs and their self-identity comes to be.

It seems to us that the issue of studying and preserving the native language is one of the main problems of the Tatar diaspora. The language allows emigrated families to keep their children in touch with the Turko-Tatar culture and that of their country. Knowing your roots allows one to significantly better absorb the culture and values of a society new to one. The preservation of national traditions is the main task of every nation. The Tatar people have many national traditions so the Tatars living in America seek to preserve and pass their knowledge on their offspring, share their culture with the representatives of other nationalities.

The diversity factor is slightly different in these groups of respondents which was to be expected; the Tatars living abroad being more unanimous, answers varying in terms of the depth of meaning. The respondents in the United States give a characterization of “Tatar” not abstractedly but through the emotions and concrete ideas based on personal experience: «Tugan telem, äti-äni, äbi-babam tele, berençe äytkän süzlärem, berençe işetkän äkiyätlärem , fiker-uylarim, ömetlärem ... "; (Native language, the language of my parents, grandparents, my first words, the first tale, my thoughts, hopes); «Ey tugan tel, ey mator tel, Etkem enkemneng tele! .. Ol tel bezneng kemlegebezneng sifate, barlegebezneng isfate ham ber millat bolep bashkalar katarenda tek turewebezneng qurale. Tatar tele tamerenda Tatar kane bolganlar uchen bik qimmatle ber hazinader »; (An indicator of who we are, a very precious treasure); «Tatar tel äitkäch, mina ing berenche 'ailä' iskä töshä. Tatar tel = ailä. Yäsh bulganda kuberäk Englishchä söyli idem, ä uz ailäm bulgach, Tatar telgä kuchtem, bötönläy. Bezneng tora torgan cirdä äz Tatarlar yäshägäch, Tatar tele bezne ayirta bashkalardan. Bu minemcha bik positiv närsä. Yaratam dip Tatar tele bezne 'unique / uzenchälekle' tota. (I associate the Tatar language with family. The Tatar language equals family. In my youth, I used to speak in English most of the time but as soon as I had started my own family, I almost completely switched over to Russian. The Tatar language encloses us from the others because there are very few Tatars living in our country. I believe it is a very positive development. The Tatar language is unique and special); “The Tatar language taught me the Tatar culture, famous Tatar poets, most importantly, the Tatar history that I am proud of. I feel comfortable when I speak it. Tatar songs help me to get rid of my stress”.

It should be noted that to the representatives of the Tatar diaspora in America the Tatar language which embodies certain tenets of the ethnic culture, primarily tends to symbolize the ties with the traditions, history and the people. Tatar is the language of their ancestors and associated with family that points to the language localization in a foreign environment where the main language of communication is English.

The discrepancy in the perception of the “Tatar language” among those interviewed can be traced in the reply of one of the respondents who notes the supremacy of the English language: “Not much. I have a high school diploma because of the English language. I have a college education because of the English language. I have a job because of the English language. I own a car, a house, savings in the bank because of the English language”.

It should be emphasized that the replies of the Kazan Tatars feature a large number of the following value-motivational associations: *tugan tel* (home), *matur* (beautiful); *soulful*; *monly*; *melodic*; *bai* (rich) and at the same time *difficult*; *so Tatar; occasionally funny*. The Tatars living in Tatarstan note that the Tatar language is a state one while for the Tatars in America it primarily remains the language of the soul, the language of culture – “It enhances and plays an important role in my cultural, religious and ethnic heritage”. Although the Tatar language is not a state language in America but for the Tatars it is the language that they hear listening to and enjoying Tatar music, theater performances and television programs; listen to Juma sermons in the Tatar language on the Internet and use it as a means of sharing their achievements, mistakes, information and resources with other Tatar communities.

According to our survey, the Tatar language for the two groups primarily qualifies as a ‘native tongue and mother tongue". The Kazan Tatars are more laconic and abstract in their responses because they have no lack of language as they are free to speak Tatar in everyday life as well as having free, daily access to the Tatar culture, much different from the Tatars in America.

As we have already noted, the members of the diaspora being carriers of dual identity live in two cultures simultaneously. This being said, the diasporas miraculously retain their ethnic and cultural boundaries for various reasons. The diasporas generally try to keep the ethnic identity contrasting their kind with others. When one has lived with others in the same area for a prolonged period of time there comes the inevitable process of acculturation which affects the diaspora culturally in different ways.

By analyzing different sources, we have concluded that the Tatar diaspora in America is something united and whole despite its territorial fragmentation (the western part of America) and seeks strictly to adhere to the culture of the country of origin that is the Tatar culture. This is made possible by the Tatar language, which is the only unifying language for the Tatars in a foreign environment.

According to research materials, despite not being an official language the Tatar language is highly valued on the household level and within the diaspora community firstly, as the language of Tatar culture, and secondly, as a means of communication between the representatives of the Tatar nationality worldwide. The Tatar language is the primary factor in the determination of belonging to the Tatar nation itself among the members of the Tatar diaspora in America.

3. Conclusion

Summarizing, we can say that the Tatar language is a link that can miraculously preserve cultural exchange even through the millennia passing from generation to generation. The Tatar language holds one of the primary places in the national language picture of the world of Tatars both living outside of their historical homeland and in Tatarstan.

1. Tatar-speaking inhabitants of America can be considered a diaspora to the full extent, one that is aware of its identity, and tries to preserve and pass it on to future generations.
2. The status of the Tatar language among the older generation on the mundane level is quite high, whereas communication in English dominates among youth.
3. Language consciousness of Tatars in America can be characterized as that of a diaspora in the sense that the picture of the world of Tatars living in this country is definitely characterized by common features.

They have kept the continuity of language and culture from generation to generation for a century, despite the remoteness from their historical homeland and different countries of residence. On the one hand, the linguistic picture of the world of Tatars inhabiting America today is very similar to the picture of the world of the modern Tatars of Tatarstan. On the other hand, the territorial isolation of the Tartars, the inhabitants of America from the country of origin, nevertheless led to the preservation of cultural features characteristic of Tatar culture in whole, and sometimes of a single generation of Tatars (XIX century).

Summarizing, we can say that the diaspora consciousness of the Tatars in America is characterized by:

- The desire to preserve the Tatar culture and language while remaining open to the foreign culture;
- Stability of the basic components of the Tatar language picture of the world with the presence of elements of influence of another (American) picture of the world;
- The Tatars living abroad are unanimous; their answers being notable for depth of meaning through the emotions and concrete ideas based on personal experience.

Thus, the Tatar diaspora abroad retains a collective memory of the country of origin as well as striving for self-identification. They possess an enduring identification with the country of origin along with a sense of group unity based on it in order to preserve and develop their language and culture in a foreign environment.

The prospects of this study appear to become further research of the linguistic worldview of the diaspora in general and the Tatar diaspora in particular. It is interesting to examine the specific features of the linguistic consciousness of Tatars living in different regions and republics of the Russian Federation and both near and far abroad countries. Our study is of a more general nature therefore in the future a deeper study of certain values in the linguistic worldview of Tatars in different countries appears to be of interest.

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Intellectual Provision of the Innovative Entrepreneurship Development

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Abstract

A particular relevance of intellectualization of entrepreneurship is proved in the article. It is offered the concept of "intellectual securing for entrepreneurship". The intellectual securing provides the organization and self-organization of continuous information and knowledge torrents in the system "education-science-entrepreneurship". Intellectual entrepreneurship is considered as the result of the integration of science and entrepreneurship and the channel of transfer's knowledge between them. The authors have proved that the education system should be a key integrator of intelligent and innovative securing of economic subjects. The results of more than a decade experience of formation the professionally significant personal qualities for an entrepreneur are discussed by authors. It is compared and justified the pedagogical approaches, methods and didactic means (with an actualization of attention to the training technology –a fragment of the training is presented, directed to a creative solution of a real situation) of personal qualities' formation, allowing to enter to the business intellectual field. The main results of conducted investigation were: the creation of a complex intellectual supporting of innovative entrepreneurship's development within the educational courses at the university; development of didactic means allowing to identify necessary qualities of the entrepreneur in a business intelligence environment; creating and testing an optimal model of course allowing to prepare an intellectual entrepreneur.

Keywords: *Innovation in the entrepreneurship, providing innovative complex intelligent enterprise development, didactic means.*

1. Introduction

The result of the information revolution is increasing the number of people engaged in intellectual work. At this stage of development of social production in, its structure along with direct human abilities to work organically includes the ability to intellectual activity. There are being increased the requirements to the intellectual and creative capacities of a human being. However, along with the “information economy” the new term is widely spread, which reflects the new content of the economic development, having become a paradigm of progress - the knowledge economy (Knowledge Economy: Lessons for Russia, 2012).

At present the doubtless fact is that the intellectualization takes place in many acivity areas:

- Intellectualization of work;
- Intellectualization of education;
- Intellectualization of information activity;
- Intellectualization economy - the transition to a knowledge economy, the formation of brain capital.

The process of the work intellectualization is a process of using and forming the intellectually significant possibilities and abilities. It is due to the advent of a large number of tasks in the working activity that require non-standard & innovative approaches and solutions in the various aspects of professional activity. This highlights the intellectual costs (for the production of knowledge, information) that results in a modification of the work functional structure (Huizingh, 2011).

The essence of the intellectual work reflects a system of economic relations, the content of which is the production of new knowledge. It is expressed in the fact that in the process of intellectual work the following occurs: 1) The consumption of skilled labor and the use of abilities of employees; 2) objectification of the productive forces in certain results that have both the material (real) and not material (ideas, discoveries, etc.) forms of embodiment; 3) self-development of a human being creative powers, the implementation of its essential nature (Egorov, 2004).

The overview of the knowledge economy requirements to the society and the analysis of the current level of development of Russia and its intellectual sphere allows identifying the following problems:

- The lack of interaction between the science and education system and entrepreneurship system to implement counter technological transfer;
- Inefficient use of intellectual resources of the country: the nonconformity of the country economic structure to the qualification structure of labor resources, poor development of the intellectual entrepreneurship
- Undeveloped infrastructure of the knowledge economy, especially its information & communication sector;
- Undeveloped institutional environment of the knowledge economy - the lack of the effective protection system of intellectual property rights, economic incentives for the development of intellectual products (innovations), state support for the innovative entrepreneurship and entrepreneurial culture (Robinson and Blenker, 2014).

The overcoming of the problems identified, in our opinion, is only possible in the implementation of integrated state policy aimed at the development of conditions conducive to reproduction and effective use of intellectual resources.

It may be also emphasized that the overall gap of Russia in the field of development of the knowledge economy acquires the importance of searching effective models, mechanisms and tools for the intellectual support of the innovative development of the country and its market subjects, including entrepreneurship.

As we know, the knowledge economy is fundamentally changing all the traditional development principles, approaches and models of competitive entrepreneurship. The entrepreneurship in the knowledge economy is more and more focused on efficiency and maximizing the market value of the companies in which intangible assets are of greater importance in main share (technology, marketing, client, consumer, etc.), which are a consequence of the effective use of the company intellectual capital.

Consequently, the role of effective strategic management of intellectual resources is increased in the conditions of the knowledge economy since along with the use of the intellectual capital of the company there is formed a competitive market environment.

2. Analysis of the Main Publications

The analysis of the modern literature on entrepreneurship shows that many scientists are beginning to focus increasingly on the intellectual entrepreneurship phenomenon, typical for the knowledge economy.

The notion of intellectual entrepreneurship is a relatively new and little explored. In the most basic approximation, the intellectual entrepreneurship is an entrepreneurship carried out by the intellectuals, i.e. by the people with higher education, the activity result of which is the intellectual product. The important characteristics of the intellectual entrepreneurship are development of socially-oriented complex products, a focus on self-realization (as opposed to the deriving of the economic benefit only), the high proportion of labor costs in total production costs.

Intellectual entrepreneurship includes:

- Entrepreneurship in science;
- Entrepreneurship in the creative work;
- Entrepreneurship in consulting;
- Entrepreneurship in education and management;
- Entrepreneurship in the field of providing the information monitoring, etc.

The development of intellectual entrepreneurship can go in two directions. First, the intellectuals, on their own initiative, are engaged to the economic activity. The basis of this trend is a fundamental change in the traditional role of intellectuals influenced by social and political reforms as well as the growth of the attractiveness of the entrepreneurial career and its prospects which are aligned with other economic and social activities.

Second, the entrepreneurship area itself becomes the object of “intellectualization.” The basis here is to improve the professional training and increase general educational level followed by the expansion of the horizon up to the global views.

The ongoing systemic transformation of the economy and society and the transition to a knowledge economy increase the value of the educational system in the society and economy. The universities’ need to adapt to the changing requirements of the external socio-economic environment is realized at the level of the whole country, and at the level of individual educational institutions. Modern universities are expanding goals and enriched with functions. The universities are not limited by solving the tasks to provide highly qualified specialists for the economy; they will intensify activities in the field of research and development, develop innovative activity, and become regional centers of the entrepreneurial activity (Lebedeva, Egorov, Vakulenko, Stouhina, 2014).

One of the ways to integrate the education and science system with the entrepreneurship are the small firms organized at universities in which teachers and students are showing themselves as entrepreneurs creating and promoting their innovations to market.

The strategy of innovative development of the Russian Federation until 2020 “Innovative Russia – 2020” identifies a number of major problems that are associated with the development of the education sector:

- Change people, increase their receptivity to innovation, extend the class of innovative entrepreneurs, create an atmosphere of tolerance for risk in society;
- Increase the innovative business activity and dynamics of founding new innovative companies (Egorov, Lebedeva, Bulganina and Vasilyeva, 2015).

The “change” of young people is the historic mission of higher educational institutions. The growth of the number of innovative companies is hardly possible without an accent of universities to promote entrepreneurship and motivation in learning. The improving training performance (e.g., growth in the number of university graduates in high-tech companies) is usually achieved due to balance of the sectors of research and teaching at a university. All of the above shows the close connection between the development of the higher education system and the formation of an innovative component of the Russian economy.

According to S.M. Klimov, the intellectual products and services occupy increasingly important place on the international markets. According to expert estimates, the global market for intellectual goods and services is growing five times faster than traditional markets.

In other words, the competition becomes multilevel, penetrating as well the internal environment of the firm, and the firm should be competitive at every level of both external and internal environment. In the external environment, the role of interaction with its partners in the networks is increasing which are becoming the major economic subjects of the new economy (as opposed to corporations in the industrial economy). In the internal environment, the firm employees exert the more important influence on its competitiveness; their competitiveness directly determines the competitiveness of the organization.

The intellectualization of work is associated with *the dominance of the economic function of education*. Here the connection of universities and institutes of higher education to the economy can be seen through the market of professional manpower, research and applied sciences and through the expanding consumption of “high culture.” In other words, the traditional functions of higher education - knowledge for knowledge's sake, reproduction of the ruling and cultural elite – have been supplemented by economic function. This process is reflected in the establishment of universities which are special forms of entrepreneurship.

They function as research centers for the purpose of technological innovation on the principle of “research on assignment” and completely dependent on the customer finance and interests.

For the development of intellectual resources in the system of the entrepreneurial work it is necessary to develop clear priorities of long-term state economical policy. At this, the system of education should become the integrator of intellectual support of economic subjects.

The innovative development of the entrepreneurship involves the introduction of the innovation of all types by any business structures in their activities - technical, organizational, marketing and other in order to develop their own competitiveness. The evolutionary transition of the entrepreneurship to innovative development requires a change of the methodological approach to the study and management of this process: from the linear equilibrium approach that views an entrepreneur as a dependent on an environment to synergistic one that provides an interactive interaction of the entrepreneur and environment (Ferrary, 2011).

The transition to an innovative model of economic growth is impossible without building a new mechanism of social development based on the balance of creative freedom of the individual, entrepreneurial freedom, social justice and national competitiveness. And it is the intellectual potential of labor resources determines the level of national education, science, innovation and technological development, labor productivity growth in all countries.

Under the intellectual support of innovative development of entrepreneurship there is the continuous process of reproduction of the intellectual resources of the country, as well as generating, sharing and distribution of knowledge structured in theoretical and methodological, institutional and structural and technological and practical aspects, between the subjects of the discussed system being at its different levels (macro , meso, micro and nano) providing the basis for development knowledgeable competitiveness of business structures.

2.1 Intellectualization of innovative entrepreneurial activity

The intellectualization process is the process of use and formation of intellectually significant possibilities and abilities. It is caused by the appearance of a large number of tasks in the working activity that requires the non-standard innovative approaches and solutions in various aspects of professional activity. This highlights the intellectual expenses (for the production of knowledge, information), which results in a modification of the functional structure of the labor (Egorov, 2004).

As we know, the knowledge economy fundamentally changes all the traditional principles, approaches and models of development.

The analysis of the modern literature on entrepreneurship shows that many scientists are beginning to pay more attention to the phenomenon of intellectual entrepreneurship typical for the knowledge economy. The concept of the intellectual entrepreneurship is quite new and poorly studied. In the most basic approximation, the intellectual entrepreneurship is a entrepreneurship carrying out by intellectuals, that is, by the people with higher education, the results of whose activity is the intellectual product (Dahlander and Gann, 2010).

The intellectualization of the entrepreneurship creates the conditions for increasing the role of education as a basis for the formation and development of intellectual resources, the creation and transfer of new knowledge in the economy (Baklashova, 2014). The education system inevitably becomes closer to the entrepreneurship, integrates with it, which contributes to more effective sharing of knowledge, the introduction of more advanced scientific methods of production, the education and spiritual growth of entrepreneurship, forcing it to serve the interests of society, not just personal gain.

For effective implementation of this task the relationship between the education and entrepreneurship systems must change, which are separated and developed independently, what hampers the processes of intellectualization and entrepreneurship.

The strategy of innovative development of the Russian Federation for the period up to 2020 "Innovative Russia 2020" identifies a number of basic tasks that are associated with the development of the education sector: - to change people, increase their susceptibility to innovations, expand the class of innovative entrepreneurs, to create an atmosphere of tolerance to risk in the society; - to increase the innovative activity of the business and the dynamics of the emergence of new innovative companies (Bianchi, Cavaliere, Chiaroni, Frattini and Chiesa, 2011).

2.2 Pedagogical approaches and the development results of the personality traits in the process of intellectualization of the entrepreneurial activity

Refer to educational technologies, contributing to the development of entrepreneurial knowledge and personal traits, allowing to be successful in the process of the entrepreneurship intellectualization (Hsu, Tan, Laosirihongthong, 2014).

The developed technology of training and development of professionally important qualities is worked out and perfected over a decade in the Minin State Pedagogical University. The result of its use is a proved development of professionally important traits of an entrepreneur.

The formation technology of professionally important traits is set up on the basis of the known provisions developed by B.I.Teplov, V.D.Shadrikov. The main idea is that the professionally important traits are understood as a product of lifelong formation. The determining role in this process is training which leads the development.

The idea of the development of traits is carried out in the preparation process of participants under a refresher course "Technologies of modern entrepreneurship" (which consists of modular programs selected by participants).

The study was conducted on the basis of the Nizhny Novgorod State Kozma Minin Pedagogical University for 10 years (2004-2014). In the experiment, there were participated 498 people under a refresher course on the program "Technologies of modern entrepreneurship". The purpose of an experimental study was the validation of the developed theoretical positions as well as working out the optimal model of course allowing preparing an entrepreneur ready for the challenges of the time.

The objective of the course was the preparation of the entrepreneur-practitioner. Consequently, during the experimental study it was necessary to evaluate:

1. The digestion level of the background knowledge on the basics of entrepreneurial activity, management and marketing.
2. The level of formation of professional motivation for entrepreneurial activity.
3. The degree of readiness for practical entrepreneurial activity.
4. The development of entrepreneurial skills.

Let's see each direction in more detail.

1. *The digestion of the background knowledge for each discipline* was estimated:
   a) in the course of the knowledge digestion (during lectures);
   b) after working out the knowledge (current control via intermediate levels - level tasks);
   c) during resulting test (at the reportable events).

Table 1 shows the fulfillment results of the level tasks by the course participants at the lectures in the first stage of the experimental study.

Table 1 – The fulfillment results of the level tasks in the digestion process of the background knowledge of the module "Basics of entrepreneurial activity"

Ser. No	Module subject / Task level	The number of students coped with the task (%) I	II	III
1.	Entrepreneurship: the nature, goals, objectives	60	-	-
2.	Principles and forms of entrepreneurship	-	69	-
3.	Technology of creating an enterprise	-	-	59
4.	Internal and external environment of the firm functioning.	-	72	-
5.	Management in the activity of entrepreneur and teacher	-	82	-
6.	Labor collective. Productivity and remuneration of labor.	54	-	-
7.	Marketing in the activity of entrepreneur.	-	-	78
8.	Product development process			68
9.	Small business development		64	
10.	Financial activities of the entrepreneur. The concept of accounting. Investing in entrepreneurial activity	53	-	-
11.	Entrepreneurial activity and taxation of entrepreneurial firms. State regulation of entrepreneurial activity	71	-	-
12.	Analysis of the performance of enterprises under market economy conditions	45	-	-
13.	Fundamentals of Business Law	-	-	48
14.	Business ethics and morality	-	-	60
15.	Entrepreneurial activity at educational institutions	-	73	-
The average number of students coped with the tasks of each level		56,5	73,4	62,5

Source: study of authors of this article

As we can see from Table 1, on the first phase lectures the course participants were offered the tasks of all levels. The surprising fact was (it can clearly be seen in Table 2) that the course participants coped with the second and third level tasks better than with the tasks of the first level.

2. *The level of formation of professional motivation for entrepreneurial activity.* At the first stage of the experimental study the task of formation of professional motivation to the practical entrepreneurial activity was not set since the courses were attended by people with the need to acquire professional knowledge enhancing their competence in the business (Duval-Couetil and Gotch Yi S., 2014).
   Meanwhile, to determine the effect on the course participants the survey was conducted. The results of the survey showed an increase in the level of motivation for the entrepreneurial activity (from 54% - up to 61% - in different groups of the course participants).
3. *The degree of readiness for practical entrepreneurial activity.* The fact that the course developed by us really allows to prepare a participant to the practical entrepreneurial activity is confirmed by talks conducted with entrepreneurs (27 people) - representatives of real business.

During the talks conducted with every entrepreneur there were offered the following questions:

1. Is the successful implementation of the practical entrepreneurial activity possible without additional specialized training?
2. They say that one must be born as an entrepreneur. Then, is it necessary in the preparation of the entrepreneur-practitioner to use special forms of work (business games, trainings and other) aimed at developing entrepreneurial skills?
3. Knowledge of what main issues addressed in the course proved to be most useful for the practical organization of entrepreneurial activity?

The results of the talks with entrepreneurs-practitioners have concluded that the methods and forms of education used in the process of teaching not only promote the development of entrepreneurial skills, but also motivate future specialists to the professional activity and develop reflective abilities.

4. *The development of entrepreneurial skills.* To identify the baseline of the studied qualities - creative potential, sociability, initiative, working ability, ability to take risks there were used valid test methods. For all applied tests the nine level rating scale was used to interpret the development indicators of skills: level 1 - very low level of development of appropriate skill; level 2 - low; level 3 - below medium; level 4 - slightly below medium; level 5 - medium; level 6 - slightly above medium; level 7 - above medium; level 8 - high; level 9 - very high level of development.

It is known that an entrepreneur should possess all the skills we have dedicated at the level of their development - not below medium. This assertion is proved by the results of our testing of practicing entrepreneurs (27 people). They are given in table 2.

Table 2: Development of entrepreneurial skills among entrepreneurs-practitioners

Ser. No.	Entrepreneurial skills / Level of development	Indicator of development(in % of the total number tested)								
		1	2	3	4	5	6	7	8	9
1.	Creative potential	-	-	-	-	-	2,7	19	27	51,3
2.	Sociability	-	-	-	-	-	-	-	21,6	78,4
3.	Initiative	-	-	-	-	5,3	13,5	43,2	19	19
4.	Working ability	-	-	-	-	-	-	3	10	24
5.	Ability to take risks	-	-	-	-	-	6	16	10	5

Source: study of authors of this article

As we can see from Table 2, the vast majority of entrepreneurs-practitioners have entrepreneurial skills listed above at the levels above the medium. Especially, there are developed such skills among them as sociability and working ability.

With the help of these tests, at the beginning of the first phase of the experiment before the study of the course there was made the cut for identifying the baseline of the studied entrepreneurial skills. The test results are given in Table 3.

Table 3 – The monitoring results of entrepreneurial skills among the course participants learning the course "Technologies of modern entrepreneurship"

Ser. No.	Entrepreneurial skills / Level of development	Indicator of development (in % of the total number tested)								
		1	2	3	4	5	6	7	8	9
1	Creative potential	-	-	-	38,9	44,4	16,7	-	-	-
2	Sociability	-	7	18	22,2	30,6	16,6	5,6	-	-
3	Initiative	8,3	19,4	27,8	31,9	5,6	4,2	2,8	-	-
4	Working ability	-	15,3	26,4	34,6	7	8,3	5,6	2,8	-
5	Ability to take risks	16,6	37,5	37,5	1,4	7	-	-	-	-

Source: study of authors of this article

Table 3 shows that before learning the course the skills among the most of the course participants were developed below the medium level. The highest indicators can be seen on sociability and creative potential. Upon further investigation, we paid special attention to the least developed skills: initiative, working ability, ability to take risks.

At the end of the study of the course there was conducted a control cut using the same tests as in the beginning of the experiment. The test results showed the increase of the development level of four of the five studied traits. Table 4 presents the monitoring results of the development of the entrepreneurial skills.

Table 4 – The development of entrepreneurial skills among the course participants before and after learning the course "Technologies of modern entrepreneurship"

The personality traits to be developed	Creative potential	Sociability	Initiative	Ability to take risks	Working ability	Motivation of achievement
Number of students (%) showed levels of quality above medium	$\overline{25} \mid \overline{47}$	$\overline{45} \mid \overline{86}$	$\overline{35} \mid \overline{53}$	$\overline{49} \mid \overline{55}$	$\overline{24} \mid \overline{47}$	Increased on average by
Difference in %	22	41	18	6	23	27

Source: study of authors of this article

After statistical processing of the data presented in Table 4, it can be asserted that the course really helps to prepare the entrepreneur-practitioner.

Next we turn to the training technologies, since they are the most efficient (Zalyaeva and Solodkova, 2014). Using the training technologies in the educational process is quite effective as the initial and the final stages of training, when the professional competence of the participant-entrepreneur is intensively formed.

So in the module "Advertising technologies" each trainee is given an individual economic task that is as close to a real situation (developing promotional product). We give the example of the practical lesson on the subject "Development of a slogan". The lesson is designed for 1 hour 30 minutes. The course of the lesson can be represented as follows:

Mini-lecture "Development of a slogan" (20 minutes).

1. Exercise: "Options for the development of the slogan" (60 minutes)

The course participants are distributed into micro groups. Each group is asked to select the object to develop a slogan (by lot), then the course participants work out the proposed algorithm. At the beginning each student develops his own versions of the advertising slogans, then the exchange of the slogans takes place in the micro groups and the choice of "super slogan". Further, the results are given in the form of presentations.

2. Back feed (10 minutes)

Questions:

Which of the slogans may be effective for the "life" of the product?

Which of the presentations of the slogan is memorable?

The practice shows that the training technologies are quite effective during training of the specialists in various fields of business, because they allow not only forming the professionally important competencies, but also to develop the ability to assess the degree of ownership of these competencies and to reflect own activity (Lebedeva, 2012).

So, the motivation of the achievement after studying the course "Entrepreneurship" increases on average by 30%, creative approach – by 20%, initiative – by 20%, working ability – by 25%, sociability - by 40%.

All this contributes to increase of the share of intellectual products and services in the total amount in the production of goods. According to S.M. Klimov, the intellectual products and services take increasingly important place in the international markets.

3. Conclusion

In conducting this study, the authors became apparent that the development of innovative entrepreneurship is impossible without the use of the modern approaches to the training of entrepreneurs. Meanwhile, the training of entrepreneur-practitioner should be systematic, both from the point of practical knowledge and from a position of the readiness and development of the critical professionally significant skills of the personality. On this basis, we can formulate a number of the practical recommendations for optimizing the use of scientific and educational potential for the development of the entrepreneurship.

Firstly, the innovative development of the entrepreneurship is impossible without intellectual support. Based on this requirement, it can be asserted that all the processes of the development of the entrepreneurship should be designed on the basis of "education- entrepreneurship".

Secondly, in the era of knowledge economy, all the internal and external environment of the entrepreneurship should be formed through the knowledge management.

Third, it is clear that the entrepreneurs-practitioners are unlikely to "sit at the desk," and now the process of their preparation is realized primarily through the refresher courses. Therefore, the special attention should be paid to a complex of didactic tools contributing to the polyinformative preparation of an entrepreneur.

Thus, the intellectual support of the innovative development of entrepreneurship provides for the organization and self-organization of continuous counter-information-knowledge flows in the system of "education - science - entrepreneurship" that contributes to the development of competences and "knowledge" competitiveness of all participants of the process of the innovative development at all levels of the interaction.

As the main participants of the innovative support of the intellectual development of entrepreneurship it is possible to highlight the following subjects of the education and science system (universities, scientific institutions), the system of entrepreneurship (large, medium and small businesses), the state and its institutions. The intellectual entrepreneurship is considered as a result of the integration of the science and entrepreneurship and the knowledge transfer channel between them. Each of them has an active influence on the state and development of all elements of the innovative support of the intellectual development of entrepreneurship, and the effectiveness of their interaction determines the efficiency of the reproduction of intellectual resources, as well as the exchange and dissemination of the knowledge in society (the country), which ensures the development of the "knowledge" competitive ability of the economic parties at all levels of socio-economic system. For the development of the intellectual resources in the country it is necessary, first of all, to develop the development strategy for the education system appropriate to the state policy. The education system should be a key integrator of the intellectual and innovative support of the economic parties.

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Enhancement of Performance of Infrastructural Assets Built through a Public and Private Partnership

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Abstract

The paper covers the issues related to evaluation of efficiency of innovative development institutes that are set up through the public and private partnership. The paper offers a system of indicators applicable for quantitative and qualitative evaluation of efficiency of infrastructural assets built through a partnership between the government and businesses whilst accommodating the interests of each of the cooperating parties. The suggested methodology allows not only studying performance efficiency of these assets but carrying out a benchmarking assessment of a volume of investments to be made into infrastructural projects. On the basis of the outlined methodology, an efficiency study was carried out covering the regional innovative projects being implemented through the public and private partnership in the Republic of Tatarstan. The study findings helped reveal the problems related to taking advantages of the public and private partnership whilst identifying the ways how to eliminate such problems. The major problems include constraints on the range of possibilities of the public and private partnership, lack of a sound legal framework to regulate interaction of the involved parties, unequal status of the partners, lack of project management coupled with zero participation of the government in the decision-making process at the stage of project operation, monopolistic position of the assets built within the frame of the public and private partnership projects.

Keywords: *public and private partnership (P3), efficiency, problems.*

1. Introduction

A great variety of infrastructure-related projects are currently executed world-wide, aimed at encouragement of innovative development of relevant territories. A large part of such projects is only implemented on terms of the public and private partnership, particularly, in the form of technoparks, industrial parks, and business incubators. It means that the government only finances such projects if a private sector capital is involved in them.

However, the practical experience shows that efficiency of such projects is varying. Alongside with successful projects, some projects not going well can be found too. This necessitates investigation of the problems arising on the way towards establishment and promotion of partnership interaction between the government and businesses whilst strengthening efficiency of management over the projects that are aimed at giving impetus to creation of innovative infrastructure elements. Efficiency of P3 project execution as itself, in our opinion, can be determined by availability of a well-defined system of assessment which would make it possible to timely monitor efficiency of the interaction that, as a result, would help find the ways how to ensure attainment of such a level of efficiency that would be satisfactory to each of the parties involved in the partnership..

2. Literature Review

The issues relating to elaboration of theoretical and methodological approaches to assessment, simulation and forecasting of development of partnerships established between the government and private businesses and application of P3 projects when setting up innovative development establishments appear to be not new ideas that are met in the economic literature.

In the foreign literature the problem of P3 development was reviewed by E. Yeskomb (Yeskomb, 2007), D. Delmon (Delmon, 2009), M. Gerrard (Gerrard, 2001), A. Eustache (Eustache, 2007), B. Akintobi etc. Of great significance are the materials and publications written by the experts from the World Bank of the International Monetary Fund, consulting organizations, and authorities responsible for implementation of P3 projects both in Russia and overseas countries (International Monetary Fund, 2004; Asian Development Bank, 2008). These scholarly studies to a considerable extent reflect the legal framework of public and private partnerships, P3 generation and evolution both in Russia and abroad, diversity of P3 patterns, as well as separate factors serving as determinants of efficiency and risks for partners.

At the same time, acceleration of economic growth rates, diversification of tool packages used to handle the applied management models and strategic regional development models obviously lead to modification and sophistication of the processes under research. Accordingly, this allows the concepts relating to P3 structure and content to evolve, the methods and approaches to P3 assessment and setting up the system of indicators to get more well-defined, whilst changing the visions of capabilities and range of effective application of P3 advantages with regard to creation of innovative infrastructure elements (Melnik and Dyrdonova, 2014). These factors, in their turn, call for new generalizations and implications.

In this context, in our opinion, the highest priority areas include development of methodology of P3 project efficiency assessment with a view to determine how to improve the economic effect of the infrastructure-related projects (which nowadays are only realized by the government if private capital is involved), identification of the barriers hindering P3 projects development, as well as identification of the conditions for strengthening efficiency of the interaction within the public and private partnerships. All this must undoubtedly contribute to improvement of the innovative commitment of the enterprises acting as parties to P3 projects, as well as accelerate the innovative development in terms of a territory.

3. Research Methodology

Efficiency of the innovative infrastructure elements created on the principles of partnership, in our, opinion, is determined by availability of a well-defined system of assessment which should include three groups of indicators:

- performance efficiency indicators applicable to the innovative infrastructure elements operated on a government level;
- performance efficiency indicators applicable to partnership projects implemented on a private sector level;
- economic metrics being of equal importance both to the government and entrepreneurs.

The simplest indicators most frequently used for making a rough and quick analysis of P3 project attractiveness include capex, profit, as well as methods of analysis of break-even points and capex pay-back periods (Melnik and Dyrdonova, 2015). However, the above mentioned indicators feature some disadvantages consisting of, *inter alia*, an assumption of equal significance of income and expenses related to different time intervals.

For an investor, regardless of whether it represents a government or a private business, the income and expenses related to different time intervals are of the same value. Therefore, it would be more preferable to apply discounting methods when and if efficiency performance analysis is required to be made with respect to innovative development establishments created on the basis of P3.

Such indicators include *net present value (NPV), capex profitability index (capex PI); internal revenue rate (IRR); discounted pay-back period (DPP).* Therefore, these indicators should be used first of all when evaluating efficiency of joint projects.

It is worth noting here that when making a decision about taking part in any joint projects or supporting them it would be possible and necessary to rely on other assessments and criteria that in each particular case will be formed based on the objectives, participants, conditions of implementation, risks, as well as any other factors that may arise without having any quantitative parameters.

The main objective for the government from the point of view of its participation in joint projects is development of innovative infrastructure (Sadriev and Pratchenko, 2014), implementation of significant projects along with risk minimization and cost reduction, subject to whether it would be possible to offer high quality services to the economic entities, as well as financing of innovative R&D activities and assurance of social security for the population. That is why for the government an essential stage in the partnership project efficiency assessment process would be evaluation of the following indicators (where the calculation could be done with regard to federal, regional and local partnership projects): *private capex to budget capex ratio with respect to development of P3 projects; unemployment reduction rate; tax revenues increase factor with respect to the state budget; share of innovative products obtained in the course of P3 projects implementation; intelligence intensity.*

As far as assessment of effectiveness of private businesses participation in partnership projects is concerned, reasonability of private business participation is most often determined by relative indicators that include profitability indices. These indicators allow assessment of performance efficiency of the organization as a whole, as well as evaluate profitability of separate areas of business activities (Melnik and Lukishina, 2014; Melnik and Mustafina, 2014; Sadriev, 2014; Melnik and Dyrdonova, 2015). The system of profitability indices reflects the business performance in a better way than, for example, profit indicator because the profitability indices reflect the ratio between the achieved effect as compared to the consumed resources.

Profitability indices typically include the indicators that reflect return on investments and investment project pay-back periods; sales profitability indices, as well as the indicators reflecting return on capital as a whole and its separate components.

Specified values of the presented indicators are usually differentiated by industry sectors, operation activities, product manufacturing technology etc. In case no rate values are specified it is necessary to trace behavior of the indicators over a definite time period.

Combination of the presented indicators, which represents the first stage of assessment, is a quantitative analysis that allows selection of the most economically sound project. However, taking into account that one of the major problems related to decline in P3 efficiency lies in the improper use of public money, it would be required to carry out a qualitative analysis of P3 performance efficiency alongside with evaluation of the presented indicators.

To that end, we suggest that attention should be paid to three aspects as minimum.

Firstly, as far as we are discussing here the issues related to improvement of innovative commitments of the enterprises as well as innovative potential of a given territory by means of P3 development it is necessary to evaluate the innovative component of the project, in particular, what innovations are borne by the project. If the innovations are of technological nature would it be possible to provide a protection for them (here the intellectual property protection is meant)? Do such innovations appear to “snap at the heels” of other manufacturers, both overseas and domestic ones?

Secondly, it is necessary to determine whether the production is a promising commercial project, i.e. a sales market has to be sought for. However, care should be taken not to carry out a shallow analysis of market capacity but to make a highly reliable analysis showing who really needs such novelties and what benefits can be gained from the application of this innovation.

Thirdly, it is necessary to get personally acquainted with a potential private partner. To what extent is he ready to become a startuper (since a majority of the projects are aimed at startup type entities)? When considering these aspects it is advisable to pay attention first of all to how the person is flexible when communicating with the partner. The ability to be flexible in running business is an indispensable condition for achievement of long-term success. As far as the business environment rapidly changes nowadays, it should be kept in mind that the business yielding a profit and success today may start yielding a loss tomorrow. That is why it is essential to be flexible so that your business could be rearranged correctly and adjusted accordingly.

The qualitative analysis can be carried out using the expert survey method, or focus group method.

Finding solutions to the partnership project effectiveness problems and seeking the ways of the effectiveness improvement should not become a single time task, which is currently similar to a project preparation stage, due to a rather long lifecycle of P3 projects and strong requirements as to the quality of summary indicators (i.e. timely implementation, keeping within the planned capex, performance on a very high level, availability of access for consumers). It is fundamental at the very beginning to set up a mechanism that would allow making analytical calculations of efficiency during the whole lifecycle of the P3 project at a time pre-agreed with the project participants, or in case of emergency.

4. Findings and Discussions

Using the above outlined indicators of P3 project social and economic significance, the authors of the present paper carried out an assessment of performance efficiency of major P3 projects executed in the Republic of Tatarstan, namely, the Industrial Park “Kamskiye Polyany”, the Special Economic Zone “Alabuga”, Kamsky Industrial Park “Master”, Chistopol Industrial Park, and Technopolis “Khimgrad”. The analysis findings were as follows:

Indicator No. 1 – private capex to budget capex ratio. The data obtained during the assessment showed that combined financing pattern underlie all the reviewed projects. The assessment results allow stating that absolute parity conditions can not be found in any of the reviewed projects. The closest to a factor of 1 is the project named as the Industrial Park “Kamskiye Polyany”. The value of Indicator No. 1 is 1.03 in this project, which clearly demonstrates a budget load reduction. The most expensive is the project named as the Special Economic Zone “Alabuga”, where the volume of private capex is sizably higher than the funds spent by the federal and regional budgets. The private to budget investment ratio is 5.45 giving evidence that the project is implemented mainly through private investments. The second project in terms of the size is Chistopol Industrial Park where the overall amount of financing comes up to RUB 19.7 bn. But at the same time the amount of private investments 30.27 times exceeds the amount of state investments. This has become possible owing to the fact that four largest projects fall under the Single-industry City Development Program financed through the Vnesheconombank. An approximately equal amount was put in by private investors and the government into the Industrial Park “Kamskiye Polyany”, of which Indicator No. 1 is 1.03. This could be explained, in particular, by the fact that a favorable environment has been created for business development in this territory along with high simplification of interaction with the state authorities. Furthermore, a number of preferences are offered, owing to which a private partner obtains a long-term and stable demand for its services together with a ready infrastructural item. Moreover, the private partner may keep this infrastructural facility without buying it out. In two other projects, namely, Kamsky Industrial Park “Master” and Technopolis “Khimgrad”, a higher burden is borne by the state budget, no parity is observed, the amount of invested budget funds exceeds the amount of private investments. Maybe, it would be better for the management of these projects to conduct more vigorous activities towards raising private sector investments through offering more comfortable conditions. As far as only a higher number of private investors would produce a positive effect on the progress of the region, the government authorities in that case could obtain an opportunity to reduce the budget expenses through the private investment funds, while using the saved budget funds in other economic areas, as well as for stable development of the investment project as a whole.

After ranking the budget investments by the levels of power, it becomes evident and worth noting that regional authorities take active hand in all the investment projects, however their share is different. The lowest percentage of regional investments accounted for by Chistopol Industrial Park, while the highest – Kamsky Industrial Park “Master”.

The summary given above once again confirms the assertion that only through joint efforts of the government and private sectors any considerable results could be achieved, which would strengthen the private sector’s standing along with economic growth of the region as a whole.

Next important indicator – tax revenues with respect to all level budgets. The expected tax assignments to all level budgets under the Industrial Park “Kamskiye Polyany” project will amount to RUB 1,160 mln by 2017. The tax assignments to be made by the Special Economic Zone “Alabuga” are expected to amount to RUB 20 bn by 2020. The tax assignments to be made by Kamsky Industrial Park “Master” to all level budgets are expected to amount to RUB 4.0 bn per year. This undoubtedly suggests effectiveness of the investment projects.

The increase in the tax revenues contributed to the economic standing of the Republic of Tatarstan as a whole. Tatarstan is in the upper position in Privolzhsky Federal District by amounts of tax payments. Tax assignments by the Republic of Tatarstan amounted to 18% of the overall amount.

Thus, the sizable tax yield of the investment projects, whether planned or actual, once again could serve as a confirmation that interaction between the government and private businesses within the frame of P3 projects produces a significant positive effect for the nation state as a whole, owing to which a great variety of other programs and projects can be implemented.

Next indicator – innovative product share, or new products mastering coefficient – shows the capability of the enterprises involved in P3 projects to introduce innovative or technologically modified products. All the projects under review demonstrate a predominating share of modified products in the overall amount of shipped products. The innovative products accounted for 18.5% of the amount of shipped products within the Republic of Tatarstan, where the contribution of Technopolis “Khimgrad” to creation of innovative products in the region was 0.3%, according to the assessment.

As far as *intelligence intensity* of the projects is concerned, the assessment of this indicator should be carried out from the project residents’ perspective. Some of them could boast the achieved results. For example, the assets of residents of the Khimgrad project contain more than 100 developed patents and trademarks, and about 20 know-how.

The profitability index analysis findings show that economic efficiency of the implemented projects is not high enough suggesting that as much as possible efforts should be made to assure attainment of the target indicators whilst increasing the social and economic efficiency of the regional projects.

Thus, the performed analysis of social and economic significance of the implemented regional public and private partnership projects allows stating that P3 projects are necessary since they produce a great social and economic effect. At the same, it is worth noting that the P3 project delivery efficiency has not been very high so far.

Only by creating the necessary conditions along with a required and effective infrastructure, as well as by applying a more careful approach to the issue of evaluation of social and economic efficiency of P3 projects it would be possible to forecast that P3 projects will bring the expected social and economic results.

However, even now when the public and private partnerships are in progress in Russia it is still worth noting that only by joint efforts of the government and private sectors any significant results could be attained, which, firstly, would contribute to strengthening the private sector's standing, and, secondly, would accelerate the social and economic growth of the country as a whole.

In order to trigger the P3 establishment and achieve the effect demonstrated by the experience gained by overseas countries it would be essential to cope with the problems associated with interaction between the government and private sector, in particular, the problems that have been identified above:

1. Constraints on the range of P3 possibilities. It is essential that the positive effects of public and private partnerships operation could be used in the different areas of national economy.
2. Lack of a sound legal framework to regulate interaction of the involved parties. The public and private partnerships should call for official relations or agreements between the government and private sector participants. Such agreements must be fixed in official documents, in particular, in regulatory legal acts, i.e. create special legal institutions.
3. Unequal status of the partners. The government within the frame of P3 relationship must act as a partner to a private sector rather than a regulator or promoter of economic activity. In other words, the government should participate in P3 projects on pari passu basis with the private investor, rather than establish the relationship by exercising the state powers. The relationship that has been established between the government and private sector could be qualified as relations where the partners have unequal status.
4. Lack of project management coupled with zero participation of the government in the decision-making process at the stage of P3 project operation. P3 projects are intended, first of all, to pursue public interests. Joint objectives and interests of both partners should be coordinated on the basis of state publicly useful objectives.
5. Monopolistic position of the assets built within the frame of the public and private partnership projects. The public and private partnership should be regarded as an institution serving to arouse and stimulate competition. Unfortunately, in Russia the government actually causes formation of a monopolist player on the market, i.e. it is possible to rightfully assert that P3 projects are an institutional trap. And it is essential that system inherent errors should be found to answer a question why P3 projects in Russia are not operating as a competitive mechanism.

As it may be seen, there are a lot of problems associated with getting the right understanding and, accordingly, making the right use of P3 project advantages. However, even at this stage it becomes clear that elimination of deficiencies will be conducive to achievement of a sizable effect in all the areas of the national economy.

5. Concluding Remarks

Available institutional conditions scarcely ever allow taking advantage of public and private partnerships fully and successfully, and enhance efficiency of such cooperation, due to which it becomes necessary that, firstly, a list of high priority innovative projects should be made up to clearly show the projects calling for private sector investments; secondly, create a broad legal framework intended to regulate the public and private partnerships; thirdly, it is necessary to align the state apparatus so that it should be strong enough to readily and effectively address the objectives of both separate regions and the country as a whole on terms of partnership with businesses; fourthly, it is necessary to make full and effective use of the possibilities of existing P3 institutions; and, *inter alia*, it is essential to consider the issue of retraining and further training of state employees, entrepreneurs, arrangement of seminars, conferences dedicated to the modern trends in development of public and private partnership and making use of P3 institutions as an instrument of innovative development. It is required also to create a comprehensive system of evaluation and monitoring of partnership effectiveness as well as development of monitoring programs within the structure of public and private partnership.

Based of the comments outlined above, the proposed methodology of comprehensive evaluation of innovative infrastructural assets built through the public and private partnership is required, firstly, to get understanding of necessity of a P3 project for a particular region; secondly, to assess attractiveness of the P3 project for each of the participants; thirdly, to evaluate trends and prospects of the P3 project; fourthly, to work out enforcement actions with respect to P3 projects in all relevant areas through various means of control.

As can be seen from the above, it is essential that the concept of public and private partnership should be introduced as quickly as possible into all spheres of life and national economy sectors. In the Russian Federation, a priority should be given to the industrial businesses (innovative R&D activities, support of small and mid-size businesses), and social sphere. In order to enjoy advantages of such partnership relations it would be necessary to bring the interaction pattern to a new level, correct the system inherent errors, and achieve the right understanding of the concept of the public and private partnership which has been established by the moment, as well as considerably improve the quality of management over such projects.

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Configurations of Corporation's Capitals

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Abstract

The paper describes a new campaign to solve an actual problem concerning the formation of the capitals' corporation configuration (capitallogramms). The formation of capitallogramms, consisting of a core, fringe and capital in its internal space, is considered to be one of the areas of introduction of the corporation management capacity into the solution of the corporation's problem. The hypothesis of the study is that the configuration of the corporation's capitals may be designed by analogy with the structure of the corporation, the functioning and development of which is determined by means of interaction between its real and fictitious capital defined by the intellectual human capital, the nature of power, a content of mechanisms of the property inclusion into the reproduction process and harmonization of interests of the subjects of corporate relations. The paper gives the author's definition of a new term "capitallogramm". The feature of the proposed structure of the corporation's capitals is the formation in some configurations of capitals (capitallogramms) which are the "grids" consisting of a "core", a "fringe" of capitals or framing a "core". It also offers operations of a synthesis or a configuring of capitals' elements and on the whole over capitals, resulting in the capitallogramms' formation. The paper has considered a graphical representation of the capitals' configuration in the form of a modified enneagram. It has brought forth the problems concerning the capitallogramms' formation in the inner space of the corporation. The human capital, which has the ability to be self-expanding value, has the leading role in such combinations creation.

Keywords: *real and virtual components, harmonization of capitals, capitallogramma, complementarity, substitution of capitals.*

1. Introduction

The general idea of the authors' proposed approach is that the development of the corporation is based on the allocation of its internal space and the creation of a special capitals' configuration (natural - resource, physical (industrial), financial, human, entrepreneurial, social, consumer or client (marketing), organizational, informational). The configuration and the structure of the enterprise's capitals should be formed under the decision of certain strategic issues of a corporation which are typical for transition to the post-industrial society.

Formation of a harmonious capitallogramm consisting of real, virtual and environmental components and having different topologies creates the conditions for resolving conflicts and solving problems in the modern corporation, the harmonization of corporate relations, which ultimately will lead to improving quality of management decisions and create conditions for reducing the probability of occurrence of the crisis in corporate activities.

By a *capitallogramm* we understand the effective combination of a real component and the financial capital and a virtual component (intangible forms of capitals), as well as social - communicative relationships, institutions (norms, traditions, procedures), the organization (experience, culture, models) which are created during the active participation of the human and specially intellectual capital, lying at the base of the vertical of power and competitive advantages of a corporation (Ermolenko, 2012).

The formation of adequate characteristics of the chosen development strategy of the capitals' configuration corporation (capitallogramms) refers to the number of actual scientific problems, which is solved in the practice of strategic management by empirical methods.

The authors' research efforts are focused on the development of elements of the technology of a synthesis of capitallogramms in the internal space of the corporation.

2. Literature Review

The fundamental ideas of building the harmonious capitals' configuration were presented by J. Clark. He recognized the possibility of substitution of one factor by other, the allocation of such factor which is dominated by the formation of an effective combination of a capital. As the subject of the economic process the entrepreneur selects the most effective combination of the basic factors of production taking into account natural relationships between them (Clark).

Complementarity means that the value of two (or more) products at a joint consumption is higher than each one separately. Milgrom and Roberts merit is that they have extended the concept of "complementarity" to the company's resources also. They give the following definition: several activities are considered complementary if the increasing volume of any of them increases (or at least does not reduce) the marginal profitability of each of all other activities of the group. Milgrom and Roberts make a conclusion: the evaluation of complementary elements of the organization which has achieved success - how they interact with each other and how they fit with the strategy of the company - is one of the most challenging and promising sections of the organizational analysis (Paul Milgrom and John Roberts, 1990).

K. Zimin comes by analogy and gives the following definition of complementary assets: assets that complement each other so that the increase of one asset increases the effect of the other. Complementary assets are mutually increase the effectiveness of each other and must be developing together. Moreover, the main problem with the company interferes with is the choice of a work strategy with complementary assets. Only coordinated changes in all variables will allow the company to achieve a maximum profit. But how to define the set of assets, that has to be changed in order to maximize the profits of the enterprise? (Zimin, 2001).

V.S. Katkalo notes that scientific literature pays much attention to the methodology of solving the problems of the formation of, as a rule, the natural - resource, financial and industrial capital, and consideres the complementarity of capitals and replacement of capital's elements (Katkalo, 2008).

V.V. Ermolenko thinks that capitals of the modern corporation have the following set of the following properties:

- have a purpose of existence;
- have a structure consisting of elements, connections and relationships;
- have the ability to the joint movement with other capitals in the economic process;
- have the ability to conversion, i.e. the permanent change of ownership forms;
- are included in the cost of the process circuit, in which the money form at the same time sets a starting point and end point of the motion; they are limited, dynamic, saved, and replenish resources;
- have the ability to accumulate; they are the subject of ownership and management;
- may be involved in the economic process;
- have liquidity, i.e. the ability directly or indirectly, regardless of their objective forms, to come into the money form;
- have the cost by which is understood the quantitatively determined ability to be exchanged for other resources;
- bring extra (surplus) cost (profit) in the process of circulation, i.e. it acts as a self-expanding cost (Ermolenko, 2012).

P. Bourdieu, analyzing the forms of capital, goes far beyond the scope of the economic theory and the category of the traditional economic capital. For example, using the cultural capital he considers its three states: incorporated, objectified, institutionalized. He argues that the ability to convert various types of capital is the basis of strategies which are directed to ensure the reproduction of capital by conversion, minimizing costs and losses, which involves the conversion itself (Bourdieu, 1993).

V.V. Radaev has extended these states on all forms of the capital, and has noted that in the initial determination of the political and economic determination the capital has a number of constituent properties: the limited economic and cumulative resource which possesses certain liquidity and the ability to turn into the money form, the cost reproducing in the process of the continuous circuit in forms and bringing new, additional cost. And by the capital, he understands the cumulative economic resource that is included in the processes of reproduction and growth of the mutual cost through the conversion of its various forms. (Radaev, 2002).

V.I. Ivanus considers the nature of occurrence of the mechanisms of harmonization of capital and their use in the management of innovation development of economy, using cognitive technology (Ivanus).

V.V. Ermolenko and D.V. Lanskaya consider the problem of providing the capital configuration adequacy of the chosen strategy of the corporation development (Ermolenko. 2012, Lanskaya). New methods of the construction of the objective function of the corporation, whose arguments were the elements of the various capitals, described by some functional dependencies, are required to solve this problem. They think that procedures of the capital configuration are determined by the type of knowledge reproduction which is realized in the corporation (Ermolenko,).

Therefore, the actual problem in the strategic management of corporations is to develop mechanisms for the harmonization of interests of the subjects of corporate relations and to build a configuration of capitals corresponding to the peculiarities of the current system of the corporate's strategies.

The hypothesis is that the configuration of capitals of the corporation may be designed on analogy with the structure of the corporation, functioning and development, by which is determined by means of interaction between its real and fictitious capital defined by the intellectual human capital, the nature of power, the content of mechanisms of the property inclusion in the reproduction process and harmonization of interests of the corporate relations' subjects.

The analysis of a life cycle of American, European and Russian companies for the last century, the root causes of the collapse and ruin has revealed the following patterns:

- corporations in their development face crises;
- crises are caused by the appearing imbalances or the lack of harmony between the external and internal factors;
- the precondition of crises is a discrepancy between the corporation's strategic system and capital (tangible and intangible) formed for the implementation of strategies;
- the effectiveness of the corporation activity depends on the level of formation of the subject structure (a degree of interests' coordination of partial and integral subjects);
- the involvement of the real and fictitious capital in realization of the expanded reproduction of the generating type.

The presence of coherence, harmony in the proportions of components of the material and immaterial capital significantly enhance the quality of the adaptation of the corporation and make its successful and prosperous development, and their absence leads to inefficient use of resources, to the collapse of the business and the decline (the crisis).

V. Dahl's dictionary a harmony is defined as ... the consistency, harmony together with something ", and the Great Soviet Encyclopedia gives the following definition:" Harmony – accord, consent, consistency ... of parts in dismembered general".

There are multiple types of capital and they raise the issue of the construction of their efficient configuration.

3. Methods

The idea of harmony and consistency of parts as a whole would be useful in relation to the corporation. This fact has prompted a search of ways of constructing of optimal capitallogramms which in the tasks of management of the market systems which the principle of harmonious order and consistency of all components of systems both inside between each other and with the external factors.

O. Inshakov's ideas about the formation of the core of capitals of the organization make it possible to make a conclusion about the possibility of forming of the corporation's capitals configurations. This configuration of capitals, including the "core" and "framing", is determined by the conditi of the external and internal environment, priorities, strategic objectives, the chosen strategy of business development, as well as the limited resources available to the corporation (Inshakov,).

The peculiarity of the proposed corporation capitals' structure is to form in it some configurations of capitals (capitallogramms), which are "grids" consisting of:

- "cores" of capitals, including a material component, the financial, human and technological capital;
- "fringe" or framing of the "core" consisting of capitals of a virtual component: the market (customer), innovation, social, organizational and capital capital;
- environment capitals forming the scope of the mental, cultural, informational, intellectual and institutional capital.

One of the areas of involvement of the corporation's management capacity in the corporation's problem solution is considered to be the formation of capitallogramms, consisting of a core, fringe and capitals in its internal space.

The "core" of capitals is a transformational part, including a material component, the financial, human and technological capital and focuses on the transformation of raw material, energy, and resources involved in the production process to meet the needs of the community in knowledge, information, products and services.

Framing of the "core" is a transactional portion consisting of a part of the virtual component: the market (client), innovation, social, organizational, and structural and other capitals.

The environmental capital, forming the environmental (external) corporation's space, which is the mental, cultural, information, intellectual, institutional, and other capitals.

The use of capitallogramms in business there is the business structure with clear signs of harmony of all sets and of the internal processes of functioning and external influences. Due to the harmony the effect of creating such new feature, which did not exist before, but which provides the market distinct advantages over competitors appears. It turns out that if to connect and align these components into the unified harmonious structure that, as a result, increases the corporation's "immunity" in relation to the internal and external destructive factors.

Harmonization of relations between the subjects of the corporate relations and capital creates the qualitatively new conditions of functioning and development of corporations.

For formalized description of capitals the following formalism are used: sets, tuples, graphs, ontologies.

Communication and social - economic relations between different capitals within the corporation are treated as the capitals' system, which is characterized by:

- the common objective of the whole sets of components (capitals);
- the submission of objectives of each component of the system and common goals and understanding by each element of any capital of their tasks and understanding the common purpose;
- the implementation of each element of the capital of its functions due to the task;
- the coordination between the system components;
- the inverse relationships between the management and control subsystem in the capital of the corporation.

Over the elements of capitals and capitals as a whole the following operations of a synthesis or configuration, leading to the formation of capitalloogramms in the inner space of the corporation (a description of the operations of the corporation capital configuration is shown in the table) many be executed:

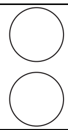
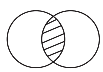
- a deep diffusion of elements to the measure transition with the acquisition of the new systemic quality and the loss of the old identity; this operation by analogy corresponds to the operation of intersection of two or more sets of tuples;
- a surface diffusion approaching the measure border, thus there is a "pollination" of the elements of one capital by elements of the other capital without acquiring the new systemic quality with preservation of elements' identity and capitals as a whole; this operation by analogy also corresponds to the operation of intersection of two or more sets without the measure transition;
- «blotches" of separate elements of the capital in the set of elements of the other type of the capital; this operation can be seen as a special case of the previous operation; this operation has a "dot" character;
- the complementary of elements of one capital by all elements of the other capital ("capitals' grinding") with a full preservation of their identity; a synergistic effect occurs in the course of harmonization of relations between the elements of two or more capitals in the course of their conjugate work;
- the integration of various elements of the different capitals with the formation (generation) of a new community (a cluster) of capitals with its acquisition of fundamentally new systemic properties and the acquisition of a new identity; this operation on its content is composite (complex). The result of the application of this complex operation is the formation of the quasicapital.

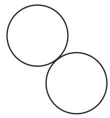
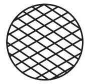
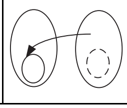
In the creation of such combinations the leading role belongs to the human capital, which has the ability to be a self-expanding value. The essence of the human capital is its ability to provide the universal upgrade of elements of self-propelled cost and their synergy.

The formation of such capitallogramms in the inner space of the corporation is associated with the decision of the following basic set of interrelated issues:

- the synthesis of a strategic objective function of the corporation's development with the definition of arguments - factors;

Table 1 – Description of operations of the corporation's capital configuration

N	Name of operation	Mathematical writing of operation	The essence of the configuration operation and capital	Graphic representation	The set-theoretic description of operation
1	Independent capitals	$A(a_1;a_2;...a_n)$, $B(b_1;b_2;...b_m)$	Complementary elements of all elements of the capital of another capital ("Capital grinding") with full preservation of their identity		Elements of the capital do not intersect A synergistic effect occurs in the course of harmonization of relations between the elements of two or more of the capital in the course of their work together conjugate
2	Crossing capital	$A(a_1;a_2;...a_n) \cap B(b_1;b_2;...b_m)$	"The inclusion of" individual elements of capital in the set of elements of different types of capital		Although one element of the two capital complementary to each other. This operation corresponds to the operation of intersection of two or more sets without transition

					arrangements
3	Addition of capital	$A(a_1;a_2;...a_n)$ A $B(b_1;b_2;...b_m)$	Surface diffusion approaching the border measures, thus there is a "pollination" of the elements of capital other capital items without acquiring a new quality system with preservation of identity elements in the capital as a whole		At least one of the two elements intersect capital. This operation can be considered as a special case of the previous operation; This operation has a "point" character
4	The imposition of capital	$A(a_1;a_2;...a_n)$ I $B(b_1;b_2;...b_m)$	Deep diffusion elements to the transition measures, the purchase of a new system of quality and the loss of old identity		All capital elements intersect. This operation is similar to the operation corresponds to the intersection
5	The diffusion of the elements of capital	$A(b_1)$ ⇦ $B(b_2;b_3;...b_m)$	The integration of various elements of the various capitals to the generation of a new cluster of capital with the acquisition of innovative system properties and a new identity.		Some complementary elements of capital is replaced (to compensate the absence of) other necessary elements of capital. The result of the application of this complex operation is the formation of quasi-capital

- the development of a method description (formalization) of various capitals of the corporation;
- the development of a method of graphic representation of the space - figurative description of capitals' elements and the joint capital of the corporation;
- the development of operations over elements and capitals;
- the development of a method of the ontological modeling of the corporation's capitallogramm;
- the development of a methodology for assessing the completeness of corporation's capitals;
- the development of methods for determining a compliance of the corporation's capitallogramm configuration strategy and its development;
- the technology of the strategic management over the formation and the corporation's capitals set configuration development.

List of operations of the corporation's capitals configuration has an open character.

The graphical representation of the capitals' configuration in the form of a modified enneagram is shown in the figure 1.

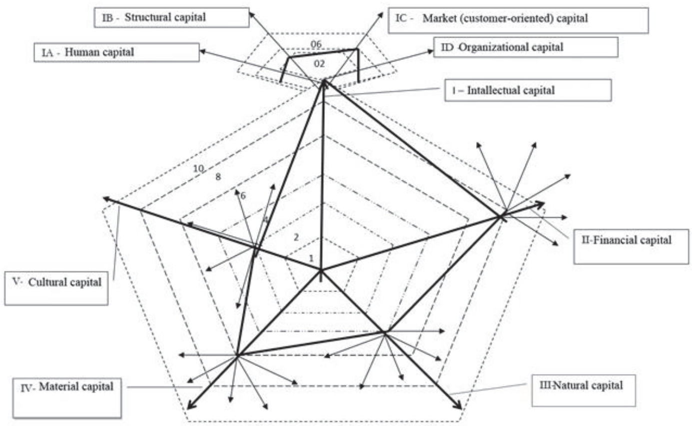


Figure 1 – The graphical representation of the capitals' configuration in the form of a modified enneagram

The graphical representation of the capitals' configuration in the form of Lissajous figures is presented in D.D. Ivanus's figure. The presence of steady signs of harmonization of the economic systems is confirmed by the presence of harmonious proportions (for example, Fibonacci), especially when the matter concerns the processes of the dynamic development.

The need of PUUR ensuring of the corporation is a need to create effective types of combinations or capitallogramms which needs:

- the public mechanism of investing in the human capital development possessing different levels:

1) the macro level is presented by the respective national projects on development of different kinds of education, health care, healthy lifestyle, etc .;
2) the mesolevel is presented by regional projects on support for gifted children and talented youth, holding competitions, summer and winter science schools;
3) the corporate level is presented by corporate investment programs related to the creation of educational - scientific centers, support for talented youth in educational institutions, investment to youth innovation - investment projects, programs for attraction the carriers of unique knowledge and competencies, etc.;
4) the level of the household is presented by family programs: the cross financing of additional education for children, the creation of the federal and regional infrastructure for the family support related to the formation of funds of generations' development with the participation of business, municipalities and state;
5) the nanolevel is presented by individual programs on individual's self-development connected with the formation of their own educational trajectory in educational institutions of various types, supported by business in the early years of the professional education.

The investment mechanism of human capital demands the following tools:

1) the budget co-investment (an irrevocable character is provided by following the terms imposed to the development quality and healthy lifestyle);
2) the credit co-investment (by means of commercial banks and corporations on the return basis with adeferred payments for an average duration);
3) the leasing (an acquisition of new competencies by the lessee reasoning from the needs of the lessor - the investor and their further redemption by him);
   - new ways to specifications of the human capital among the other assets of the corporation:
     4) investment contracts with the owners of the HC on the basis of the use of the results of the capital for the investments' return;
     5) the transfer (sale) of long-term contracts with the owner of the human capital to the other economic entities (corporations);
     6) the objective investment lending of the owner of the human capital from the corporation for the development with different conditions: with a deferred compensation, with a gradual return, with a one-time write-off of the debt on the loan and insurance in a situation of a risk - the loss of knowledge.

The need in PUUR rises in the process of the formation of a stable core of capitals under the priority role of the human capital providing the synergistic extraction of a socio - economic impact on the basis of the formation of optimal capitallogramms, adequate operating characteristics of the active corporate development strategy.

The dominant IR demand is the necessity of the investment of the human capital and its intellectual component. Methods of specifying the assets of the human capital in the corporation are long-term investment contracts with the owners of the human capital, a transfer of such contracts and the objective investment lending.

Thus, it is established that the requirements act as a manifestation of the imperatives of the development of the human and intellectual capital operating in the modern economics and in the specific environment of the corporation. They are a reflection of the interaction between the subjective and objective elements of the structure of the corporation. Therefore, the classification of needs is made on the basis of the compliance to elements of the object structure and on the basis of the relevant on the basis of the compliance to elements of the subjective structure of the corporation.

Moreover, the correlation of needs and the structure of a process of management decision-making of the corporation is determined. Costs for the intellectual support of unique management in the structure of the corporation's expenses can be referred to transformational or transactional costs. Hence the problem of cost measurement needs of ensuring the making unique management decisions in the corporation serves as actual.

4. Results and Discussions

With the transition to the market economics and the growing influence of intangible factors on the situation of the corporation in the market, the value of the other capital increases, especially in the knowledge economics.

And the essence of a new view to the formation of the corporation's capital configuration is not in their different structuring, but in the allocation and recognition of those types of the capital which were previously ignored and underestimated, and now they are involved in the synthesis of efficient capitallogramms.

The main advantage of capitallogramms becomes their ability to create a new cost. Capitallogramms make the socio - economic impact when their constituent capitals and elements of their capital complement each other and reproduce each other, i.e. are complementary to each other.

Capitallogramms are a new instrument for realization of the corporation's development strategies along with well-known (the management system, the structure, the budget development, the balanced system of signs, etc.).

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Contribution of Special Immigrants from among Chechens and Ingush in the Development of the Karaganda Coal Basin in 1944-1957

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Abstract

In the presented article, employment of Chechens and Ingush on mines of the Karaganda coal basin in the 40th of the XX century is considered. The Soviet state made successful attempts of socialization of Chechens and Ingush in places of their new accommodation. The deported Chechens and Ingush independently could earn to themselves on livelihood and housing, their standard of living gradually increased. Many families built houses, acquired cattle in private use. The author concludes that sharp needs of the regional economy for labor promoted the further accumulation of scales of utilization in the economy of the area of forced labor, special immigrants from the North Caucasus. Their work was actively used on construction of new mines, coal mining, and mining production, in industrial and civil engineering, and other branches of the economy of Kazakhstan. Work allowed them not only gradually to find a difficult financial position but also was the best option of an exit from a moral and psychological depression. Joint work pulled together the people of the North Caucasus with the local population. Compelled to remain in the foreign land, Chechens and Ingush contributed to the economic development of the Central Kazakhstan. The forced production plans were realized by the price of health and life of miners among which there were Chechens and Ingush.

Keywords: *special-immigrants, Chechens, Ingush, Karaganda coal basin, mines*

1. Introduction

The Karaganda coal basin – one of the world's largest. Its development has begun in 1930. It is one of the most important coalfields of the USSR, the third after Donbass and Kuzbass coal base of the country. In the 1940th years to the Karaganda coal basin was in great need of labor. The arrival of Chechens and Ingush, in some degree, has solved a burning issue of shortage of working hands. At the beginning, labor productivity of the special immigrants working at mines and mines was low. The local management explained it with the lack of experience at such enterprises, low labor discipline, and bad living conditions. However, quickly experience and skills of work on mines, mines, and the enterprises came. Many Chechens began to show good operational performance. For August 1944 on «Stalin-coal», trust executed norm there were 586 people and exceeded – 543 persons. (State Archives of the Karaganda region. F.18).

It is necessary to refer considerable wear of mine machines and the equipment, lag in coal mining mechanization to the number of the difficulties connected with the transition to peaceful work. It was necessary to expand and preparation of qualified personnel, to raise the level of mining works, to improve the organization of work. It was dictated by new problems of post-war development of the pool. The question of preparation and reception of graduates of schools FT (factory training) and vocational schools was particularly acute.

Technical study on the increase of qualifications among special immigrants – Chechens was carried out due to training at Stakhanov schools, technical schools, mastering of technical school and individually – brigade form of education. Among them, 220 people have passed factory training and have gone to work for production on the professions.

From the first days of the fourth five-year period, the Karaganda miners began to be equipped with new equipment. In 1946in some mines work on passing of vertical shafts have been begun that considerably simplified the operation of old mine fund and facilitated work of miners. Besides, expansion of lines of faces was planned, the quantity of lavas with 168 to 263 increased. (Archive of Karagandaugol combine. P. № 512) "For implementation of the installed program of work – it is specified in the Law on the fourth five-year plan – in every possible way to mechanize labor-intensive processes in the coal industry, in particular to provide broad work on mechanization of loading of coal and loading of breed. According to it to increase park of mechanisms in the coal industry by 3 - 4 times in comparison with pre-war level". (The law on the five-year plan for recovery and development of a national economy of the USSR on 1946-1950)

Post-war years for the Karaganda coal basin were for years not only the proliferation of coal mining but also serious high-quality changes of the technology of underground coal mining. These changes were caused by broad implementation of new machines, advanced conveyors, powerful electric locomotives, shunting winches, the beginning of application of metal fastening in clearing and development workings. The mechanized loading of coal on mines of Karaganda has begun in 1945 and made 2,4% of all underground coal mining. (Archive of Karagandaugol combine. Item 682. 29)

The Karaganda coal basin has nominated outstanding designers. In 1945, the mechanic of mine No. 31 S. S. Makarov on the basis of KPM-1 GTK-3 And cutting machines had created the multiple motor coal combine for powerful layers thanks to which implementation 18 workers were released. In 1948 S. S. Makarov has designed the bulk machine. The chief of the Winner of the State Award mine No. 31 L. V Egorov has designed and has constructed the bulk machine - a coal-bulk plow. This plow was especially effective on low-power layers of bastard coals where the combine gave small productivity. The combine made a compilation of cutting machines and carried out three operations - the sub cabin, breaking ground and loading of coal on the conveyor.

The new equipment in combination with the advanced methods of the organization of work has given the chance substantially to mechanize the most hard, laborious works in mines, to intensify productions, to increase labor productivity of miners. Miners of coal strip mines have achieved considerable progress.

2. Methods

Implementation of new powerful excavators, bulldozers, dump plows, boring machines have allowed to mechanize labor-intensive processes at open works, to release and transfer hundreds of people to other sites of production, sharply to increase labor productivity.

Fast development of the industry of Karaganda during the post-war period has become possible thanks to dedicated work of special immigrants and creative activity of broad masses, workers of the city.

In 1946 workers of Karaganda have joined in All-Union socialist competitions and have undertaken not only to execute but also to exceed the production program of the first year of a five-years period. Competition has captured 83,3% of workers of the city. (Socialist Karaganda, 1949)

In People's Commissariat, the enterprises of defense construction where entered Tagillag, Altaylag, Karugol, Kuzbassugol and the industrial defense organizations, was used work of 76060 h. Special immigrants, including – teenagers from 14 to 16 years that on an equal basis with all workers of the enterprises also took equal part in enthusiasm for work of people at large. (Archive of Committee on Legal statistics and special accounting of the Prosecutor General's Office of RK, F.16) The Karaganda group of working class from the origin formed as multinational. In its structure, there were Russians, Ukrainians, Kazakhs, Germans, Poles, Tatars, Chechens, Ingush, etc. It has left a mark, both in the process of forming of working class and on the development of consciousness. Communication of different nationalities in the course of production broke, national isolation, promoted establishment of mutual contacts between workers, rallied them to fight for the rights, laid the foundation of international solidarity and friendship of the people.

Thousands of teenagers – special immigrants worked at the industrial enterprises and mines of Kazakhstan, is frequent even children. For work, they were driven by need, difficult financial position. In March 1947 in Kazakhstan 15133 working teenagers aged from 12 till 16 years were. 858 teenagers from among Chechens and Ingush and 329 from among aged people worked at mines of the Karaganda coal basin, Special immigrants in the Karaganda region (2007).

According to the Karaganda regional management of labor reserve for August 20, 1949, among mobilized there was 475 people of undocumented, 140 teens (the teenagers who have not reached full age mean), 181 people of patients. (State Archives of the Karaganda region.F.1P.)

Hunger, household disorder, dissociation of families, death of relatives, a humiliating brand of "the enemy of the people" - all this was necessary to worry to the Chechen teenagers. Only in the fifties, the policy of the state about them changed. July 5, 1954. The Council of Ministers of the USSR adopted the Resolution "About Removal of Some Restrictions in a Legal Status of Special Immigrants". In a change of the existing order, the appearance on registration in bodies of the Ministry of Internal Affairs was established once a year. Children of special immigrants to 16-summer age were struck off the register in bodies of the Ministry of Internal Affairs. (State Archives of the Karaganda region.F.18.)

In the state archive of the Karaganda region, there is a list of the leaders of socialist competition in honor of Day of the miner presented to rewarding with diplomas of the Central Committee of All-Union Leninist Young Communist League for 1950.

Abdurakhmanov Yakhjya – the mine foreman of mine No. 17 of Kalinin of trust Leninugol. The order of the Ministry of coal industry USSR№429 - 13.

Sulumanov Hussein– stower plant mines are №6.

Kadyrov Kedar– motor specialist №18.

Tugayev Imran – the chargeman of mine No. 41.

Order Ministry of coal industry USSR Moscow No. 491 - 13 on August 14, 1950, on trust Leninugol. Badge "Excellent student sots. Competitions Min.Ug.prom. The USSR" Iskakov Ahmed – school.№49.

On trust Molotovugol.

Iskakov Salamgerey – from highway No. 64/83.

Madanov Muhammad – the getter school.№33/34

Shepiyev Abu – from school. №6

Tsitskiyeva Husaina – a traveling section No. 5 on trust Karagandauglerazrez of Art. 45 – the Certificate of appreciation of Ministry of coal industry USSR.

On trust Molotovugol:

Bekmukhamedova Bilal – the drifter school.№64/83

Shamisheva Sharipa – the mine foreman school.№20 – an encore

Sheripov Imran – the mine supervisor school.№50 - 52.

On trust Kirovugol:

Sharipova Damira - sh.№31.

The list of the best people in the enterprises of “Karagandauglerazres” trust represented to rewarding "By a certificate of appreciation Ministry of coal industry USSR ":

Sarbasov Shaykh, 1924 , the member of All-Union Communist Party (bolsheviks) – the foreman of carmen.

Adamov Ales 1930 – from school № 20 encore. – badge "Excellent student sots. Competitions".

Akmaletdinov Shamsuddin – the mine foreman 1927 school.№44/45. 107% badge "Excellent student sots. Competitions".

Madanov Muhammad – from school №33/34.131%.

Murzamanov Hozhakhmed 1901 – from school.№42/43. 254%

Shepiyev Abu – from school.№6.104%

Kankayev Muhammad 1915– from school.№6.117,9%

Tsitskiyev Husain – a traveling section No. 5 on trust “Karagandauglerazrez” of 136%

Kamiyev Murat 1929– from school.№33/34 126%. (State Archives of the Karaganda region.A.341.).

In post-war years, training of skilled workers for the industry and transport had important value. The state labor reserves were one of the forms of replenishment of working class – in this system the broad preparation of qualified personnel for the leading industries, transport and construction was carried out. Mobilization of youth in FT (factory training) schools, vocational and railway schools was conducted as well as mobilization to labor army, based on government documents. In FT (factory training) schools, the youth was called (a male at the age of 15-17 years and a female at the age of 16-18 years). (Central State Archive of the Republic of Kazakhstan, F.1109).

One of the main defining factors of development of the third coal USSR base was its continuous replenishment by the trained skilled workers and engineering and technical personnel workers. Schools and schools in six years – from 1951 to 1956 have prepared and have transferred to the enterprises of Karagandaugol combine a significant amount of machine operator’s personnel from among Chechens and Ingush. Training of skilled workers directly on mines and plants of the Karaganda coal basin it was carried out in two directions: professional development of employees and training of new personnel. Carrying out historical solutions XX of Congress, and June 1955 of the plenum of the Central Committee of CPSU the Karagandaugol combine in 1956 has achieved improvement of training of skilled workers of personnel. In essence, it was the new grade level of miners. (Party archive of the Karaganda regional committee of the F.172op.2)

Most of Chechens and Ingush have passed technical training; have left seven-year school, secondary school. 50 – The 60th years of last century the Karaganda mines are well known for the implementation of new mountain equipment, the advanced form of the organization of work and the whole hail of world records on coal mining. "You give the world!" – the hottest slogan of that time.

These years the new movement has widely extended certain workers assumed obligations for early implementation of the annual personal plans. The foundation of this movement has been laid by a youth site of mine No. 55 – 57 where Grigory Stepanov was the supervising supervisor.

This initiative has been picked up by young workers of other mines and buildings of the coal basin and became an important form of the fight of masses for the early performance of a five-year period. Getters of mine No. 42/43 Dudarov Anas and Makhayev Makhdi have achieved the daily performance standard for 130%.

In 1950 a breastplate "The excellent student of socialist competition" is awarded by the Ministry of the coal industry of the USSR the foreman of a way of the Mikhaylovsky uglerazrez No. 5 Tsitskiyev Husen Aslambekovich 1930 executed norms for 1950: January – 132%, February – 135%, March – 136%, April – 185%, May – 112%; in only 5 months – 136%. (Karaganda State Archive of the Russian Federation .F.341).

In 1949, the tunneling crew of Dudarov Anas had established an all-Union record on passing. It is the result of the growth of a technological level and creative initiative.

From 1945 to 1958 Dudarov Anas has passed a big labor way. It worked as the getter, the supervisor, the mine supervisor; the assistant to the supervising foreman, from 1955 to 1958 has worked the supervising foreman No. 2. Directing the leading site in difficult mining-and-geological conditions of comrade Dudarov Anas always exceeded the State plan. Proceeding from it the Socialist Karaganda newspaper of August 13 1955goda wrote:

The fourth site of Stalin regional council Ali Saralapov, the worker of a place of loading of coal in railway cars Avkhad Madayev and many other miners enjoys significant authority on mine No. 42/43.

Anas Dudarov even had ten years ago no idea how coal is extracted. He and now remembers how the first time has gone down in mine. Frightening it seemed underground.

– It is unlikely I will master this business – the thought tormented it.

Doubts were vain. Anas Dudarov not only has well studied all mining processes of steep dipping formation but became the commander of the production – the supervising foreman. The second site, which is directed by comrade Dudarov, is one of the front lines on mine. He has organized the development of a lower coat of above average layer, according to the schedule of recurrence. Dredging of coal from steep dipping formation – business hard. Also, comrade Dudarov directs all attention on that in a lava the set operating mode that the defects, which are found when maintaining benching system of production of fuel, were under way eliminated was observed. As a result, following the results of work for July the site has won superiority in competition. He has successfully coped with the standard of recurrence and in a month has given out on – the mountain more than 1.000 tons of coal in excess of the plan. In the first decade of August a lava, it was daily scraped. Best of all the integrated team to Bill Ayubova works at this site. On the watch in honor of the XX Congress and Day of the miner crew of comrade. Ayubova daily performs production target for 120%, gives out on – the mountain ten tons of coal in excess of the plan. In response to solutions of Plenum of CPSU, the collective of a site run by comrade Dudarov has undertaken to implement the annual plan of coal mining by Day of the Soviet Constitution. (Socialist Karaganda.13 of August 1955).

Among the staff of mine of t. Dudarov Anas enjoyed big authority, was elected the deputy in the regional council of workers. Was accepted by primary party organization in ranks of members of CPSU from members of All-Union Leninist Young Communist League. Among Chechens and Ingush Anas Mumadovich was one of the advanced propagandists on carrying out party – economic actions. As it is noted in records of the service record, for outstanding merits before the state and staff of mine of comrade Dudarov Anas has repeatedly been marked out by diplomas, monetary and ware values.

August 24, 1951. "For the reached high operational performance in socialist competition by day of the Miner" the Certificate of Honor awards comrade Dudarov.

"The committee of a labor union, the party organization and administration of mine No. 42/43 award the Certificate of honor of Comrade Dudarov Anas, as the best worker who has caused a stir in socialist competition in 1953."

August 24, 1954. "For the reached high operational performance in socialist competition by day of the Miner of comrade Dudarov Anas is awarded the Certificate of Honor.

April 27, 1956. "For achievement of high operational performance on a site in premay

Socialist competition is supervising foreman No. 2 of mine No. 42/43 companion Dudarov Anas is awarded by the certificate of honor.

On November 19, 1957 "the Central Committee of All-Union Leninist Young Communist League awards the present diploma of Dudarov Anas – the supervising foreman of mine No. 42/43, for the high operational performance reached in socialist competition in honor of the 40th anniversary of the Great October Socialist revolution".

From the protocol of the Joint meeting of Stalin RKSU and trust Stalinugol of July 10, 1955:

Provide to Karagandaugol combine and the Karaganda regional committee of a labor union on the award of red banners, as satisfied conditions on All-Union socialist competition: The first place a site No. 2 of mine No. 42/43 – the supervising foreman of t. Dudarov Anas, chairman of Professional Committee of t. Tasukhanov, who has implemented the plan of coal mining for 120.8%, the standard of recurrence for 110.4%, labor productivity for 125.5% at the average performance of norms for 130%. (PMA 2009-Field material of the author)

On January 9, 1957, the Decree of the Supreme Council of the USSR (State Archive of the Russian Federation.F.7523) and Presidium of the Supreme Council of RSFSR (Repressed people of Russia: Chechens and

Ingush, 1994) about the recovery of an autonomy of ChIASSR has been issued. Thereof, the Department of Internal Affairs of the Karaganda committee has issued the certificate to Dudarov Anas that he is the chief of the Echelon followed from the Karaganda region who is granted the right of registration, payments of railway administration of the expenses connected with sending people, also maintenance of an echelon to terminal station of assignment.

Anas Dudarov was the irreplaceable supervising foreman on “Chechenskaya” mine No. 42/43. In this regard, on October 10, 1962, the party organization of Karagandaugol combine addresses to the District Committee of Party of the Nadterechny region of ChIASSR: The party organization and mine – management of mine No. 42/43 of Stalinugol trust of Karagandaugol combine asks the District Committee of Party of the Nadterechny region of ChI Autonomous Soviet Socialist Republic to release for work of the coal industry of comrade Dudarov Anas who is earlier working as the supervising foreman. We ask not to refuse to our request. Chief of mine 42/43: Cormorants. Secretary of a Communist Party organization of mine 42/43: Starichenko (PMA-2009. Field materials of the author).

Among the deported Chechens and Ingushs, there were many leaders of the coal industry. The man of an award of Labor glory of three degrees Imran Gazimiyev worked in Kazakhuglerazvedka trust together with 124 Chechens. Then Imran was transferred to the advanced "Chechen" mine No. 42/43 which gave every year in excess of the plan thousands of tons of coal. Indicators of work of mine No. 20 encore for 1950.

Ismailov Salavda – the driller of a site No. 1 of mine No. 20 - 118% (State Archives of the Karaganda region.F.341). Advanced working crews, participants. Makhmedov Uvays - the drifter of mine No. 20 - 135.8%, (State Archives of the Karaganda region.F.341). Kadyrov A. - the brusher of mine No. 20 - 154%, (State Archives of the Karaganda region.F.341)

As, the rule, heads of mines left ranks of the same miners. Otherwise, they could never find a single language with them. Such head who does not know mine, people, it is ignored, and no attempts of administrative character would force to respect the head and this main thing in the performance of objectives. And the mine foreman Makhayev Makhadi, the supervising foreman Dudarov Anas, Murtazov Ahmed, Kokurkhoyev Ahmed, Tsurov Mahomed, Vasikhanov Lecha, Akhmadov Abdulkhalak, Satuyev Sapar, Ependiyev Rizvan, Durkayev Usman, Durkayev Shuta, Adalkhanov Alavdi, Kubayev Abubakar, Kavrayev Ismail, Sambulatov Khalid, Reshedov Shapagi, Hamzayev Oumar and many other Chechens and Ingush were such heads.

From the documentary publication: This history had happened in those days when miners extracted coal underground without any mechanics. Only two forces - horse and human were used. Mines lowered deep into horses on ropes where they dragged heavy trolleys until died. Poor animals have been doomed to live in outer darkness where instead of the sun there was the light of dim lamps and abuse of miners. They could not already be lifted upward - horses instantly grew blind from the bright light. In one of such mines in the middle of the XX century Chechen Sayd-Salakh, as the fates decree, who has appeared in Kazakhstan among foreign people and customs worked. His father was dear smith-armorer by the name of Mokhayd, and mother – the homemaker who is bringing up ten children. A family, as well as hundreds of other families, have sent under Stalin's decree from Chechnya in snow February 1944. Many their native and friends were lost. The non-transportable — old men, children and patients (their deportation was represented to the most difficult for employees of People's Commissariat for Internal Affairs) — have been driven in a big shed stable of the aul of Haybakh and alive burned. Those who tried to escape — were shot. About one thousand people have been so destroyed. The survived families in the foreign land had not to choose work. Work in mine was difficult, dangerous, man. Sayd-Salakh to support a family slaved away. The chief even spoke: "Be not you the Chechen – would give you an award Hera of Socialist Work." However, the nationality – "has brought". The photo Sayd-Salakha has received a constant registration on an honor wall where marked out the most worthy toilers, the working some changes in a row. On a wall of Honors or to a wall – the choice at it was small.

Once at the end of change there was an accident: methane explosion. The collapse began. People, saving the lives, started hiding in a niche of tunnels, special apertures where was available though some protection against a hail of stones. The scared horses neighed, rattled, rushed about. Sayd-Salakh rushed to a saving niche but was not in time – a stream of the earth, sand, and small stones immured it: miracle was on a surface only ahead. He did not feel either hands nor feet, could not even move them. Rescued that it fell between cross ties – they covered it from the blow. With the last bit of strength, Sayd-Salakh threw back the head and looked at mines up – in hope to see a light gleam, but saw a stone. The huge cobblestone with an improbable speed flied down, directly on it! "Bismillah Rahmani Rahim" – started reading hasty words of a prayer of Sayd-Salakh, assuming that this last that he will get on well with life. Pressed a chin to a breast, expecting blow. The stone fell in some millimeters from it nearby. In a day, rescuers reached Sayd-Salakha (Word and stone, http://wordyou.ru/kolonki/slovo-i-kamen)

Participating in the implementation of post-war five-year plans, Chechens and Ingush achieved not only the best operational performance but mastered new qualifications. For example, on Stalinugol trust the best Stakhanovites –

Chechens have been nominated to senior positions: Mutushev Nazhmurda, Kachuyev Vakh are transferred from drifters by foremen, Magomadov, Khasbulatov and Hamzayev are appointed from the shift foreman by supervising foremen. Mine supervisors Zhumalayev, Masayev, Dzhabarov, Makhayev, Mezhidov working as drillers became shift foremen.

Thus, work of Chechens and Ingush in the system of Karagandaugol combine – a striking example of their participation in the implementation of production plans of the Soviet five-year periods. In the beginning, labor productivity of the special immigrants working at mines and mines was low. The local management explained it with the lack of experience at such enterprises, low labor discipline, and bad living conditions. However, gradually experience and skills of work on mines, the businesses and mines came. Many of them the honest work have achieved recognition not only in the collective but also beyond its limits. Some Chechens became example samples about which infrequently but mentioned in the press. Government awards have marked some of them out. The leaders of the area noted the presence of Stakhanovites and drummers from among Chechens and Ingush at the enterprises of the Karaganda coal basin.

From the list of the leaders of socialist competition, in honor of Day of the miner provided to rewarding with diplomas of the Central Committee of All-Union Leninist Young Communist League:

Abdurakhmanov Yakhjya - the mine supervisor of coalpit №17 of Kalinin of trust Leninugol. Order of the Ministry of the coal industry of the USSR No. 429-13 Moscow, 8 August 1953.

Suleymanov Husain – the brusher of workshop of mine No. 6

Kadyrov Kedar – a motor specialist of mine No. 6

Tugayev Imran – the chargeman of mine No. 41

The order of the Ministry of the coal industry of the USSR No. 491-14-13 Moscow, on August 14, 1950 on trust Leninugol the Excellent Student of Socialist Competition of the Ministry of the Coal Industry of the USSR Badge of Iskakov Ahmed – the getter of mine No. 49,

On trust Iskakov Selim's Molotovugol - from mine No. 64/83

Madenov Muhammad - the getter of mine No. 33/34

Shatimov Abu - the getter of mine No. 6

On trust Karagandauglerazrez of Art. 45

Tsitskiyeva Husaina – a traveling section No. 5

Certificate of appreciation of the Ministry of the coal industry of the USSR of trust Molotovugol

Bekmukhamedova Belasha – the drifter of mine No. 64/83

Shamisheva Sharipa - the mine foreman of mine No. 20 – an encore

Sheripova Alikhamida - the mine foreman of mine No. 50/52

on trust Kirovugol

Sharipov Tagir - the getter of mine No. 31

The list of the best people in the enterprises of Karagandauglerazrez trust represented to rewarding with "A certificate of appreciation of the Ministry of the coal industry of the USSR"

Sarbasov Shaykh, 1924, a member of All-Union Communist Party (bolsheviks) foreman of Carmen.

The list of the workers represented to rewarding with a badge "The excellent student of socialist competition of municipal unitary enterprise" in Stalinugol trust of Karagandaugol combine

Adamov Elie, 1930 - the mine foreman of mine No. 20 - 124%

Akhmetdinov Shamsutdin, 1927 – the mine foreman ш.№44/45 - 147%

Madenov Muhammad, 1920 the non-party - the getter of mine No. 33/34 - 131%

The list of workers, ITR and the serving mines and enterprises of Kirovugol trust provided to rewarding with the Sign "Excellent Student of Socialist Competition."

Murzamanov Hozhakhmed 1901 an indicator of the executed norm of 1950 of 254% in 5 months a medal. "For valorous work in the Second World War in 1941-1945".

Shaytilov Abu 1905 the getter "For labor difference" 104%

Kankayev Muhammad 1915 getter medal "For Labour Valour", medal. "For valorous work in the Second World War in 1941-1945" 117,9%

Tsitskiyev Abdoul 1911 the getter "For labor valor" 126%

Kamiyev Murat 1929 "For valorous work in the Second World War in 1941-1945 y." 128%. (State Archives of the Karaganda region.F.633).

3. Results and Discussions

The biography of each of them is a biography of the worker of the country in which dedicated work is the highest merit of the person before the people. They the work laid the foundation of the industrial power of the Soviet state, were initiators of the all-Union movement for the early performance of tasks of the first five-years periods. Chechens and Ingush were irreplaceable workers on mines. They have mastered a set of adjacent professions. Among them were: blasters, the foreman, brushers, getters, surveyors who have brought the work not one medal and ranks of the Hero of Socialist Work to figureheads.

Certainly, occupation by work, work in spheres of production gave the chance to special immigrants to correct the situation, to come nearer at least to the minimum opportunities of satisfaction of the requirements. Participation of Chechens and Ingush in public life together with other special immigrants promoted the improvement of their situation in society, change in their relation to life, forming of national consciousness.

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Institutional Transformations and Assessment of Profitability of the Interregional Distribution Grid Companies` Activity

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Abstract

In article the factorial model of an assessment of assets profitability of the interregional distribution grid company including four factors characterizing financial, operational and investment efficiency of activity of the organization is developed and offered. The factorial analysis of assets profitability of JSC IDGC North Caucasus and JSC Chechen-Energo on the basis of the offered factorial model is carried out, conclusions and offers on activity efficiency increase of the studied organizations are made. The results of the present study may conduse to promoting the expansion of theoretical and methodological base of the financial and economic activity analysis for the energy network companies.

Keywords: *factorial analysis, efficiency, profitability, interregional distribution grid company.*

1. Introduction

Institutional transformations in power branch which main objective is increasing its competitiveness, ensuring reliability of power supply and energy security, entailed change of conditions of environment, business relationship between the power organizations and other subjects of economy. Now the given branch is characterized by the increased risks and threats of social and economic, political, ecological bases - therefore, in particular, there is a need of the solution of a number of the organizational and financial problems constraining its effective development. In this regard there is a need of development of a new approaches, strategy and methods of an assessment of performance efficiency of the inbterregional distribution grid companies (IDGC), providing delivery and transfer of the electric power.

2. Main Part

We suggest to use a technique of the determined factorial analysis in an assessment of profitability of the distribution grid company`s activity as it allows rather economic means to establish relationships of cause and effect between indicators, to estimate and quantitatively measure influence of the separate areas of the organization`s work on its overall economic efficiency.

As a key indicator it is offered to use the relation of size of net profit to the cumulative capital advanced in the organization`s activity (assets profitability on net profit, Rakt). This indicator reflects return level for each ruble (Russian currency) of investments made in the organization. The developed and offered factorial model estimates influence on an indicator of assets profitability of an interregional distributive network company of the most significant factors connecting its production, financial investment activity (table 1).

Table 1 – Interrelation of a productive indicator of profitability of the IDGC assets and factors characterizing efficiency of production, financial and investment activity

Productive indicator (У)	Activities the financial Factor $\mathbf{X_1}$	the production Factor $\mathbf{X_2}$	the investment Factor $\mathbf{X_3}$
Net profit (p. 2400 of the report on financial results [1])/ Balance result (p. 1700 balances)	Net profit/ Balance result (p. 1700 balances) The balancing coefficient a_1	Net profit (p. 2400 of the report on financial results) / Revenue (p. 2110 of the report on financial results)	Authorized capital (p. 1310 balances) / Net assets

[1] - on the basis of the reporting indicators made according to Russian accounting standards.

2Thus, the factorial model of an assessment of profitability of the interregional distribution grid company (IDGC) assets has an appearance:

$$У = X_1 \times X_2 \times X_3 \times a_1 \quad (1)$$

where У – *productive indicator (profitability of assets, certain on net profit),*

X_1– the factor characterizing efficiency of financial activity of the organization,

X_2 – the factor characterizing efficiency of production (operational) activity of the company,

X_3 – the factor characterizing efficiency of investment activity of the organization,

a_1 – the balancing indicator.

The first factor (X_1) reflects structure of the capital of the company and characterizes degree of independence of financial activity of loan sources of financing. It represents the modified coefficient of a financial autonomy (Kavt.mod), in which in numerator instead of a result according to the section "Capital and Reserves" of balance of the organization an net assets index has been used. The size of the organization`s net assets characterizes existence of the assets which aren't burdened with obligations.

The factor of X_1 defines potential opportunity to influence financial policy of the company by change of structure and volume of the capital and obligations. The increase in value of this factor is a positive tendency that testifies to optimization of the structure of own financing sources of the organization activity.

The second factor (X_2) represents the modified indicator of profitability of sales (Rprod.mod) and characterizes the size of net profit received by the organization for a certain period, in the ratio with the size of its revenue. In the conditions of the competitive energy market this indicator allows to estimate efficiency of IDGC market policy, the interrelation of its production and commercial activity is the most important indicator of its financial wellbeing. The higher the profitability of sales is in comparison to the last period (value of an indicator of the competing energy company, with the average size of an indicator in branch), the less the proceeds from sales is absorbed by expenses.

The third factor (X_3) in model characterizes the relation of authorized capital to net assets of the company and represents an indicator of a share of authorized capital in net assets (Duk). This factor allows to reflect the level of a investment development of the organization and the level of financial risk for its creditors.

The size of the organization net assets characterizes existence of the assets which aren't burdened with obligations. The procedure of payments of net assets is defined by the Order of the Ministry of Finance of the Russian Federation of 28.08.2014 № 84n "About the statement of the Order of determination of cost of net assets", № 34299 registered in the Ministry of Justice of the Russian Federation of 14.10.2014 (further the Order № 84n) (The order of the Ministry of Finance of the Russian Federation from 28.08.2014).

This order of determination of net assets size is applied by joint-stock companies, limited liability companies, the state unitary enterprises, the municipal unitary enterprises, production cooperatives, housing accumulative cooperatives, economic partnership, and organizers of gamblings. Action of the Order № 84n on the credit organizations and joint-stock investment funds doesn't extend.

The cost of net assets is defined as a difference between the size of the assets of the organization accepted to calculation and size of the obligations of the organization accepted to calculation.

The assets accepted to calculation include all assets of the organization, except for receivables of founders (participants, shareholders, owners, members) on contributions (deposits) to authorized capital (an authorized capital, share fund, the depository capital), on payment of actions.

The obligations accepted to calculation include all obligations of the organization, except for the income of future periods recognized by the organization in connection with receiving the state help, and also in connection with gratuitous receiving property.

Thus, calculation of cost of net assets for balance is made according to the following formula:

Net assets value= [(Non-current assets (p. 1100 balances) + Current assets (p. 1200 balances)] –*

- *[(Long-term obligations (p. 1400 balances) + Short-term obligations (p. 1500 balances) –*
- *The income of future periods recognized by the organization in connection with receiving the state help, and also in connection with gratuitous receiving property (interpretation of p. 1530 balances)]* (2)

*Excepting receivables of founders (participants, shareholders, owners, members) on contributions (deposits) to authorized capital (an authorized capital, share fund, the depository capital), on payment of actions.

Following the results of calculation of cost of net assets it is necessary to estimate its compliance to the norms and criteria established by the Federal law of 26.12.1995 to № 208-FZ (to an edition of 06.04.2015) "About joint-stock companies" (The federal law from 26.12.1995) and the Federal law of 08.02.1998 № 14-FZ (an edition of 06.04.2015) "About limited liability companies" (The federal law from 08.02.1998).

So, if upon termination of the second fiscal year or each next fiscal year the cost of net assets of joint-stock company appears less than its authorized capital, the board of directors (supervisory board) of society by preparation for annual general shareholder meeting is obliged to include the section on a condition of its net assets which has to contain in structure of the annual report of society:

- the indicators characterizing dynamics of change of cost of net assets and authorized capital of society in three last complete fiscal years including financial year, or if society exists less than three years, for each complete fiscal year;
- results of the analysis of the reasons and factors which, according to board of directors (supervisory board) of society, led to that the cost of net assets of society appeared less than its authorized capital;
- the list of measures for reduction of cost of net assets of society in compliance with the size of its authorized capital (Novoselov, 2012; Novoselova & Akhmadov, 2012 & Novoselova, Novoselov, 2015).

If the cost of net assets of joint-stock company remains less than its authorized capital upon termination of the fiscal year following after the second fiscal year or each next fiscal year upon termination of which the cost of net assets of society appeared less than its authorized capital society not later than in six months after the termination of the corresponding fiscal year is obliged to accept one of the following decisions:

1) about reduction of authorized capital of society up to the size which isn't exceeding the cost of its net assets;
2) about liquidation of society.

If the cost of net assets of joint-stock company appears less than its authorized capital more than for 25 percent upon termination of three, six, nine or twelve months of the fiscal year following after the second fiscal year or each next fiscal year upon termination of which the cost of net assets of society appeared less than its authorized capital society twice with frequency is obliged to place once a month in mass media in which data on the state registration of legal entities, the notice of depreciation of net assets of society are published.

The creditor of society if its rights of the requirement arose before publication of the notice of net assets depreciation, no later than 30 days from the date of the last publication of such notice has the right to demand from society of early execution of the corresponding obligation, and at impossibility of its early execution – the terminations of the obligation and compensation of the losses connected with it. The term of limitation period for an appeal to the court with this requirement makes six months from the date of the last publication of the notice of of net assets depreciation.

- The court has the right to refuse satisfaction of requirements of creditors in case society proves that:
- as a result of depreciation of its net assets the rights of creditors aren't violated;
- the providing provided for appropriate execution of the corresponding obligation is sufficient (The federal law from 26.12.1995).

If upon termination of the second fiscal year or each next fiscal year the cost of net assets appears less than a size of the minimum authorized capital, the firm not later than in six months after the termination of fiscal year is obliged to make the decision on the elimination.

Thus, the management has to control observance of the following inequality:

Net assets value≥ Size of authorized capital (3)

Proceeding from this ratio, X_3 factor entered into factorial model has to be less or is equal 1.

Also the balancing coefficient a1, representing the revenue relation to the size of authorized capital of the interregional distribution grid company was entered into model:

(a_1 = *Income / charter capital)* (4)

This coefficient characterize financial IDGC\`s activity and represents an turnover indicator of authorized capital (Ouk). It compensate the second and third factors to model, allowing to receive a final indicator of stability financial state of the company.

Thus, the factorial model allows to estimate extent of influence of the approaches to accumulation of the market potential chosen by the interregional distribution grid company from a production, financial and investment activity and has the following appearance:

$$P_{акт} = K_{авт.мод} \times P_{прод.мод} \times Д_{ук} \times O_{ук} \qquad (5)$$

where $P_{акт}$ – *assets profitability on net profit,*
$K_{авт.мод}$– *the modified autonomy coefficient,*
$P_{прод.мод}$ – *the modified indicator of profitability of sales,*
$Д_{ук}$ – *indicator of a share of authorized capital in net assets of the organization,*
$O_{ук}$ – *coefficient of turnover of authorized capital.*

The company can maintain value of a resultant indicator of assets profitability in reasonable sizes by improving the production, rational price policy, attraction economically the justified long-term sources of financing the activity, increase in own capital due to additional issue of shares, the weighed dividend and investment policy.

The advantage of the offered factorial model is inclusion in it of indicators which calculation is made according to the published financial statements made under the Russian accounting standards (RAS).

If the reporting is made according to the International Financial Reporting Standards (IFRS), the modified model of factorial dependence (table 2) is used.

Table 2 – The modified factorial model of profitability of IDGC`s assets

Productive indicator (У)	Activities the financial Factor **X**$_1$	the production Factor **X**$_2$	the investment Factor **X**$_3$
EBITDA (report on cumulative profit) / All assets (report on a financial position)	Total capital (report on a financial position) / All assets (report on a financial position) $a_1 =$ Revenue (report on cumulative profit) / Total capital (report on a financial position)	EBITDA (report on cumulative profit) / Revenue (report on cumulative profit)	Share capital (report on a financial position) / Total capital (report on a financial position)

Indicator EBITDA (Earnings before Interest, Taxation, Depreciation and Amortization) characterizes the size of operating profit to a deduction of percent, taxes and depreciation.

On the basis of the reporting made according to RAS calculation of an indicator is possible EBITDA without specifications (6):

EBITDA = EBIT + Depreciation charges on material and intangible assets - asset revaluation =
= Profit (loss) to the taxation (p. 2300) – Percent to payment (p. 2320) + (6)
+ Depreciation charges on material and intangible assets - Revaluation of assets

and with specifications (7):

EBITDA = Profit (loss) to the taxation (p. 2300) + Percent to payment (p. 2330) - Interest receivable (p. 2320) + the Paid commissions on credit agreements and guarantees + Atypical expenses and single payments from p. 2350 the Other expenses - the Atypical income (from single transactions) from p. 2340 the Other income
+ Depreciation charges - Revaluation of assets (7)

The modified model of factorial dependence has an appearance:

$$ROA = ER \times PM \times ES \times ET \qquad (8)$$

where ROA – assets profitability on profit to a deduction of percent, taxes and depreciation,
ER – the modified autonomy coefficient,
PM – the modified indicator of profitability of sales on profit to a deduction of percent, taxes and depreciation,
ES – indicator of a share of the share capital in own capital of the organization,
ET – coefficient of turnover of the share capital.

The assessment of influence of factors in the offered models (5) and (9) can be carried out by means of receptions of the determined factorial analysis (methods of chain substitutions, absolute differences, relative differences, an integrated method, etc.). The way of chain substitutions on the basis of which the following models of analytical tables are offered is universal.

Changes of an integrated indicator and factors (on IDGC in general, and also on the societies operated by it) it is possible to investigate in the following form (tab. 3).

Table 3. The model for carrying out the factorial analysis of assets profitability of IDGC

organization	$К_{\text{авт.мод}}$		$Р_{\text{прод.мод}}$		$Д_{\text{ук}}$		$О_{\text{ук}}$		Integrated indicator ($Р_{\text{акт}}$)			
	basic level	reporting level	basic level	reporting level	basic level	reporting level	basic level	reporting level	basic level	reporting level	change (+,-)	%
society 1												
society 2												
…												
…												
IDGC in general												

The model presented in tab. 6 gives the chance of carrying out the qualitative comparative analysis of the assets profitability and factors defining it how in general on IDGC, and in a section of separate business units that allows to reveal critical places (regions, the power enterprises) and time of their emergence. It is similarly possible to reveal concrete points of sharp change of indicators. After that the specific program of actions for alignment and improvement of a financial situation can be planned.

The following model of the analytical table (table 4) is developed for quantitative measurement of influence of the factors included in the offered factorial model of an assessment of assets profitability of IDGC with method of chain substitutions.

Table 4. Analysis of factorial model of assets profitability of IDGC with method of chain substitutions

Type of factorial dependence: $Р_{\text{акт}} = К_{\text{авт.мод}}*Р_{\text{прод.мод}}*Д_{\text{ук}}*О_{\text{ук}}$				
№	Indicators	Calculation	result	Influence size (Δ)
1	$Р_{\text{акт}}$(basic level)	$К_{\text{авт.мод(баз)}}*Р_{\text{прод.мод(баз)}}*Д_{\text{ук(баз)}}*О_{\text{ук(баз)}}$		-
2	$Р_{\text{акт}}$ (1 Referece level)	$К_{\text{авт.мод(факт)}}*Р_{\text{прод.мод(баз)}}*Д_{\text{ук(баз)}}*О_{\text{ук(баз)}}$		$Р_{\text{акт}}$ (1 Referece level) - $Р_{\text{акт}}$(basic level)
3	$Р_{\text{акт}}$(2 Referece level)	$К_{\text{авт.мод(факт)}}*Р_{\text{прод.мод(факт)}}*Д_{\text{ук(баз)}}*О_{\text{ук(баз)}}$		$Р_{\text{акт}}$(2 Referece level) - $Р_{\text{акт}}$ (1 Referece level)
4	$Р_{\text{акт}}$ (3 Referece level)	$К_{\text{авт.мод(факт)}}*Р_{\text{прод.мод(факт)}}*Д_{\text{ук(факт)}}*О_{\text{ук(баз)}}$		$Р_{\text{акт}}$ (3 Referece level) - $Р_{\text{акт}}$(2 Referece level)
5	$Р_{\text{акт}}$ (reporting level)	$К_{\text{авт.мод(факт)}}*Р_{\text{прод..мод(факт)}}*Д_{\text{ук(факт)}}*О_{\text{ук(факт)}}$		$Р_{\text{акт}}$ (reporting level) - $Р_{\text{акт}}$ (3 Referece level)
6	total	X	X	$Р_{\text{акт}}$ (reporting level) - $Р_{\text{акт}}$(basic level)

We will carry out the factorial analysis of assets profitability of "Interregional Distribution Grid Company of the North Caucasus" open joint stock company (JSC IDGC of the North Caucasus, IDGC of Northern Caucasus, JSC) and Chechen-Energo open joint stock company (the operated society). According to the 3-rd model offered in the tab., we will carry out the analysis of assets profitability of the studied organizations to table 5.

Table 5. Analysis of assets profitability of JSC IDGC of the North Caucasus and JSC Chechen-Energo

organization	$К_{\text{авт.мод}}$		$Р_{\text{прод.мод}}$		$Д_{\text{ук}}$		$О_{\text{ук}}$		Integrated indicator ($Р_{\text{акт}}$)			
	2013 г.	2014 г.	2013 г.	2014 г.	2013 г.	2014 г.	2013 г.	2014 г.	2013 г.	2014 г.	change (+,-)	change %
JSC Chechen-energo	0,029	0,800	-0,56	-0,13	0,0005	1,012	4019,61	0,356	-0,03	-0,03	-0,005	1151
JSC IDGC North Caucasus	0,614	0,542	0,041	-0,12	0,008	0,008	84,6	87,310	0,017	-0,04	-0,06	-270

In table 6 dynamics the assets of profitability and factorial indicators of JSC Chechen-Energo calculated in tab. 5 are shown.

Table 6 – Dynamics of the indicators included in factorial model on JSC Chechen-Energo (2013-2014)

Year	Modified coefficient of autonomy	Rentability of sales	The share of charter capital in the net assets	Capital turnover	Rentability of the assets on the net profit
2013	-0.680	0.021	-2.570	5.110	0.187
2014	-0.410	0.005	-2.800	6.370	0.037

In table 7 dynamics of the indicators included in factorial model on JSC IDGC North Caucasus are shown.

Table 7 – Dynamics of the indicators included in factorial model on JSC IDGC North Caucasus

Year	Modified coefficient of autonomy	Rentability of sales	The share of charter capital in the net assets	Capital turnover	Rentability of the assets on the net profit
2013	0.017	0.017	0.017	84.600	0.017
2014	-0.046	-0.046	-0.046	87.310	-0.046

Thus, the indicator of the assets profitability calculated on the basis of net profit in 2013 at JSC Chechen-Energo was significantly lower, than at parent organization. Unprofitability of activity at the level of 3,3% whereas profitability of activity of JSC IDGC North Caucasus was equal 1,7% was observed.

In 2014 negative dynamics of change of assets profitability of JSC Chechen-Energo remained, unprofitability of activity made 3,8%. Efficiency of activity of JSC IDGC North Caucasus also significantly fell, the loss made 4,6% of the size of total assets of the organization.

We will estimate dynamics of the factors included in model. The first factor characterizing financial activity of branch (the relation of net assets to total assets) was positive and increased for the analyzed time period (0,029 in 2013 and 0,8 in 2014), and at parent organization this indicator corresponded to standard value (0,614 in 2013 and 0,542 in 2014).

Since the X_1 factor defines potential opportunity to influence financial policy of the company by changing structure and volume of own capital and assets, growth of value of this factor is a positive tendency (Novoselova & Batchayev, 2013).

JSC Chechen-Energo had a negative the second factor characterizing operating activities (the modified coefficient of profitability of sales) and made in 2014-13,3%. Unprofitability of sales of the organization in 2013 was at the level of 56,9%.

Value of an indicator of profitability of sales of controlled society was significantly lower, than at parent organization. Profitability of sales of JSC IDGC North Caucasus for 31.12.2013 made 4,1%, and for 31.12.2014 it is equal-12,1% (net loss is received).

The third factor characterizing investment activity of the organization (the relation of authorized capital to net assets) at JSC Chechen-Energo made in 2013 is 0,005, and in 2014 the indicator significantly increased – to 1,012 (for the account of both positive dynamics both authorized capital, and net assets). At parent organization this indicator for the analyzed period didn't change and remained at 0,008.

The balancing coefficient characterizing a ratio of revenue and authorized capital at JSC Chechen-Energo had the most ambiguous tendency of change. At the expense of very low indicator of size of authorized capital (100 thousand rubles), the coefficient of turnover of authorized capital was equal in 2013 4019,61 turns. In 2014 there was a growth of authorized capital to the level of 5884192 thousand rubles that stabilized value of coefficient of turnover (0,356 turns). Turnover of authorized capital of JSC IDGC of the North Caucasus in 2013 was at the level of 84,6 turns, in 2014 the indicator increased to 87,3 turns.

We will carry out the factorial analysis of the offered model by method of chain substitutions according to JSC Chechen-Energo to table 8.

Table 8 – Analysis of factorial model of assets profitability of JSC Chechen-Energo with method of chain substitutions

Type of factorial dependence: $Р_{акт} = К_{авт.мод} * Р_{прод.мод} * Д_{ук} * О_{ук}$				
№	Indicators	Calculation	Result	Influence size (Δ)
1	$Р_{акт}$(2013)	$К_{авт.мод(2013)} * Р_{прод.мод(2013)} * Д_{ук(2013)} * О_{ук(2013)}$	-0,033	-
2	$Р_{акт}$ (1 Referece level)	$К_{авт.мод(2014)} * Р_{прод.мод(2013)} * Д_{ук(2013)} * О_{ук(2013)}$	-0,915	-0,882
3	$Р_{акт}$(2 Referece level)	$К_{авт.мод(2014)} * Р_{прод.мод(2014)} * Д_{ук(2013)} * О_{ук(2013)}$	-0,214	0,701
4	$Р_{акт}$ (3 Referece level)	$К_{авт.мод(2014)} * Р_{прод.мод(2014)} * Д_{ук(2014)} * О_{ук(2013)}$	-432,819	-432,605
5	$Р_{акт}$ (2014)	$К_{авт.мод(2014)} * Р_{прод.мод(2014)} * Д_{ук(2014)} * О_{ук(2014)}$	-0,038	432,780
6	total	X	X	-0,005

Thus, decrease in assets profitability of JSC Chechen-Energo by 0,5% was caused by influence of the following indicators:

- at the expense of the modified autonomy coefficient assets profitability decreased by 88,2%;

- due to growth of profitability of sales, assets profitability increased by 70,1%;
- due to growth of a share of authorized capital in net assets, assets profitability decreased by 43260,5%;
- due to change of turnover of authorized capital, assets profitability decreased by 43278%.

We will carry out the factorial analysis of assets profitability of JSC IDGC North Caucasus with method of chain substitutions to table 9.

Table 9 – Analysis of factorial model of assets profitability of JSC IDGC North Caucasus with method of chain substitutions

Type of factorial dependence: $\text{Р}_{\text{акт}} = \text{К}_{\text{авт.мод}} * \text{Р}_{\text{прод.мод}} * \text{Д}_{\text{ук}} * \text{О}_{\text{ук}}$				
№	Indicators	Calculation	result	Influence size (Δ)
1	$\text{Р}_{\text{акт}}$(2013)	$\text{К}_{\text{авт.мод(2013)}} * \text{Р}_{\text{прод.мод(2013)}} * \text{Д}_{\text{ук(2013)}} * \text{О}_{\text{ук(2013)}}$	0,017	-
2	$\text{Р}_{\text{акт}}$ (1 Referece level)	$\text{К}_{\text{авт.мод(2014)}} * \text{Р}_{\text{прод.мод(2013)}} * \text{Д}_{\text{ук(2013)}} * \text{О}_{\text{ук(2013)}}$	0,015	-0,002
3	$\text{Р}_{\text{акт}}$(2 Referece level)	$\text{К}_{\text{авт.мод(2014)}} * \text{Р}_{\text{прод.мод(2014)}} * \text{Д}_{\text{ук(2013)}} * \text{О}_{\text{ук(2013)}}$	-0,044	-0,059
4	$\text{Р}_{\text{акт}}$ (3 Referece level)	$\text{К}_{\text{авт.мод(2014)}} * \text{Р}_{\text{прод.мод(2014)}} * \text{Д}_{\text{ук(2014)}} * \text{О}_{\text{ук(2013)}}$	-0,044	0
5	$\text{Р}_{\text{акт}}$ (2014)	$\text{К}_{\text{авт.мод(2014)}} * \text{Р}_{\text{прод.мод(2014)}} * \text{Д}_{\text{ук(2014)}} * \text{О}_{\text{ук(2014)}}$	-0,046	-0,002
6	total	X	X	-0,063

Thus, decrease in assets profitability of JSC IDGC North Caucasus by 6,3% was caused by influence of the following indicators:

- due to decrease in the modified autonomy coefficient by 7,2%, assets profitability I decreased by 0,2%;
- due to decrease in profitability of sales by 16,2%, assets profitability I fell to 5,9%;
- the share of authorized capital in net assets of parent organization for the analyzed period didn't change thereof this factor had no impact on change of assets profitability;
- due to turnover of authorized capital assets profitability decreased by 0,2%.

3. Concluding Remarks

Results of the carried-out factorial analysis revealed existence of problems in financial and economic activity as at JSC Chechen-Energo, and "IDGC the North Caucasus" in general. The main problems of controlled society were concentrated in the financial sphere (irrational structure of the capital of the organization), and also in the production sphere (low profitability of sales). At parent organization of a problem are concentrated in the production sphere (decrease in profitability of sales, negative size of net profit).

Thus, the practical importance of results of research consists in possibility of application of the offered factorial model in activity of the interregional distribution grid companies for increase of validity of adoption of administrative decisions.

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Institutional and Financial Aspects of Implementation of the Concept of State-Private Partnership at the Federal and Regional Levels

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Abstract

In article the stages of modernization of the state support of small and average business concept representing a vector of its development are developed and offered. One of the most significant factors of a small business development is the system of the taxation. The main directions of improvement and further development of the special tax modes are considered: 1) fixing of concept «subjects of MSP in the Russian Tax Code; 2) reduction of application conditions of the special tax modes and conditions of reference of the enterprises to small and to average to the uniform standard; 3) introduction of an ascending scale of a unified tax – from 5% to 15% for the simplified tax system; 4) establishment of opportunity to accept to a deduction the entrance VAT at the subsequent realization of goods «uproshchenets» to the VAT organizations payers; 5) introduction of the concept «conscientious taxpayer» and a ban of carrying out exit checks of such taxpayers – micro and small enterprises. Results of research can promote expansion of theoretical, methodological and practical base of the state support of development of small and medium business.

Keywords: *financial mechanism, small and average business, state support, conscientious taxpayer, entrance VAT.*

1. Introduction

Process of system`s modernization of the state support of small and average business (further – MSP) assumes its evolutionary updating on essentially new theoretical basis, namely – on the basis of the system approach applied within the institutional theory (Alikayeva, 2006). It means development of the new concept of the state support of MSP. The new concept consists in development of sector of small and average business through improvement of institutes of its state support. Institutes are understood as set, both infrastructures of state support of MSP, and institutional (formal and informal) the rules providing its functioning (Vilensky, 2006, p. 45). Use of different instruments of support for different groups of subjects of MSP is important for implementation of the new concept: average, small and micro (Alikayeva, 2014, p. 67).

The support infrastructure of MSP in the legislation of the Russian Federation is understood as system of the organizations (commercial and noncommercial) created and which are carrying out the activity or attracted as suppliers, performers or contractors at placement of state orders at implementation of federal and regional programs of development of MSP. The infrastructure of support of MSP includes:

- agencies and the centers of development of MT;
- funds of assistance to crediting and supports of small enterprises;
- investment funds (joint-stock and closed);
- scientific and technical parks;
- the innovative centers and supports of a subcontract;
- business incubators;
- the marketing centers;

– educational business centers;
– agencies on support of export of goods;
– the leasing companies;
– advice centers and other organizations (The act of the Russian Federation of 24.07.2007 № 209-FZ).

2. Main Part

The following institutes (The law KBR of 24.04.2007 № 29-RZ) present the infrastructure of support of small and average business of the region now:

– Parliament of KBR (regulatory authority of the territorial subject of the Russian Federation);
– Council for business at the President of KBR (coordination council);
– The ministry of economic development of KBR, the Government of KBR, the Ministry of information communications, work with public associations and to affairs of youth of KBR, the Ministry of Finance of KBR (executive authorities of territorial subjects of the Russian Federation);
– 13 municipal funds of support of small business of KBR (on areas and city districts of the republic);
– Guarantee Fund KBR non-profit organization;
– GU «Kabardino-Balkarian Business Incubator», HEY «Business-incubator of the Baksan municipal area», «The Business Incubator Administration».
– Consumer cooperatives (27 organizations).

The main normative legitimate acts, composing the institutional basis of q small business activity in Russian Federation are: The federal law № 209 «About state support of MSP», the Tax code of the Russian Federation (part 1 and 2), regional laws on state support adopted on the basis of SL-209, the antitrust law and some other (The tax Code of the Russian Federation (part second) of 05.08.2000 № 177-FZ; The act of the Russian Federation of 24.07.2007 № 209-FZ; The act of the Russian Federation of 26.07.2006 № 135-FZ & The law KBR of 24.04.2007 № 29-RZ).

Measures for existing system of state support improvement are formulated on the bases of SWOT analysis of state support system of MT on macro - and meso-levels, estimates of its advantages and weaknesses (table 1).

Table 1 – SWOT-analys of system of state support of MSP

Strengths	Weaknesses
Macro-level: 1. Existence of the Law on state support of MT (Federal Law № 209) 2. Introduction of the special tax modes, decrease in tax burden of subjects of MT 3. A wide range of measures for support of MT provided by SL-209 4. Growth of number of subjects of MT	Macro-level: 1. Lack of economic definition of sector in SL-209 2. Inaccessibility of the special modes to the small and average organizations, discrepancy of criteria in the Tax Code and SL-209 3. Limitation of instruments of support in practice 4. Decrease in the main indicators of development counting on 1 enterprise (number of workers, commodity turnover, etc.), absolute domination of the microenterprises 5. Growth of payments on social insurance for individual entrepreneurs
Meso-level: 1. Existence of the special regional Law on support of MT 2. Wide range of measures for support of MT in the regional Law on support of MSP 3. Active participation the MAYOR of KBR in support 4. Competitions business of ideas, grants 5. Existence of various programs of training 6. Opening of a network of business incubators in the region 7. Edition of brochures, distribution of information on state support measures to mass media	Meso-level: 1. Lack of economic definition of sector in the regional Law 2. Lack of the mechanism of the concrete mechanism of rendering state support of MSP 3. Not development of concrete procedures of rendering advisory support 4. Subjectivity of decision-making, opacity of carrying out competitions, imperfection of selection criteria of projects, lack of possibility of online control of carrying out competitions, poor quality of business projects, lack of high-quality market researches 5. Low economic efficiency of programs, lack of innovations and introduction of the gained knowledge and skills at the small enterprises 6. Granting production and office rooms for only the first 3 years of activity of the organizations, nonflexible lease term, impossibility of their use for the organizations undergoing temporary financial difficulties 7. Untimely informing, inefficient submission of information, limitation of direct contacts of representatives of state agencies with the population on rendering state support
Opportunities	Threats Bankruptcy of the most part of the created enterprises Degradation of the existing enterprises Reduction of number of individual entrepreneurs Partial transition of MSP activity into the semi-legal state (further – «Shadowing») Deterioration of structure of sector of MSP

Source: Author's development

So according to the table 1, advantages of state support system of MSP are now:

1) macro-level – creation of the new law on state support, involvement in system of state support of a wide range of the enterprises, development of a wide tool kit of its rendering in the Law on state support, the special tax modes for subjects of MSP, growth of number of MSP subjects;
2) meso-level – creation of the regional law on state support of MSP, active speed up the MAR of KBR in support, carrying out competitions, training programs, granting grants, opening of business incubators.

Despite the available advantages, the system of state support of MSP is not without serious shortcomings.

1. At macro-level:
   - imperfection of definition of sector of MSP and criteria of classification of the enterprises in the law on state support;
   - inaccessibility of the special tax modes to medium-sized and small enterprises;
   - high tax burden, growth of payments on obligatory social insurance;
   - a tendency to crushing of the enterprises and a «Shadowing» of their activity;
   - decrease in the main indicators of their development;
   - absence of incentives for businessmen to business expansion;
   - vulnerability of the public expenditures on support of small business.
2. At micro-level:
   - lack of the mechanism of rendering financial support;
   - lack of an operating control behind realization and achievement of goals and problems of state support of MT;
   - weak level of knowledge of small businessmen of opportunities of receiving the state help;
   - lack of high-quality monitoring of activity of small enterprises;
   - lack of feedback; in some cases duplication of functions and emergence of «white spots» in system of state support of small enterprises;
   - complication of the accounting and reporting for small enterprises, opacity of decision-making in the sphere of rendering financial state support of MSP.

The new concept consists in development of sector of small business through modernization of system of the state support of this sector and represents the purposeful program including rigid sequence of interdependent and interdependent stages (figure 1).

Figure 1 – Concept of development of system of state support of MT.

The purpose of this system in a general view consists in ensuring sustainable dynamic development of small business in regions of the Russian Federation.

According to the model given above the first stage of improvement of the concept of the state support of small business is elaboration of the definition of the small business. Formation of effective system of the state support of small sector demands revision of approaches to definition of essence of the term «small business» taking into account its economic and institutional components. It will allow preventing abuses and unfair competition of the enterprises having a dominant position in the local regional markets, and replacement from them small firms (Vilensky, 2006).

The following stage of the concept`s implementation – improvement of the enterprises definition criteria as “micro” and “small”. It will allow to achieve bigger qualitative uniformity of structure of these groups and to provide them equal access in the competition for receiving the state support. Dimension of the subject of the enterprise environment causes types and forms of his state support (Alikayeva, 2006).

Basis for construction and justification of quantitative limit values of reference of the enterprises to micro, small or to average is the analysis of qualitative differences of these groups and the existing system of criteria that allows formulating measures for their improvement.

Criteria of small business, in turn, cause measures of the state support of small business. Therefore, revision of criteria of small business inevitably conducts to need of improvement of tools of its state support.

One of the most significant factors of development of small business is the system of the taxation. Now there is a number special taxation models for the subjects of small business. In 2012, the new patent system of the taxation was accepted. This system partly replaces a unified tax on imputed income (ENVD), but unlike the latter, it is being applied on a voluntary basis. Terms of statements for transition to the special tax modes are increased, and the declarative system of transition to the special modes is changed on notifying (The tax Code of the Russian Federation (part second) of 05.08.2000 № 177-FZ).

In many respects, these changes have progressive positive effect, but problems of the taxation of small business are not fully solved yet. Stimulation of business activity requires improvement and further development of the special tax modes.

The fourth stage of modernization of the state support system concept – is optimizing the process of its rendering. Now state regulation of small business activity in the sphere of rendering state support is not optimum that many state agencies duplicate the same functions, and separate aspects remain out of maintaining these structures. In this regard, it is necessary to carry out more accurate differentiation of functions and problems of the existing infrastructure of state support of small business. Increase of responsibility of employees of state agencies, control of achievement of objectives will provide increase in system effectiveness of the state support in general.

The final stage of implementation of the new concept – improvement of the mechanism of financial and credit support. The operating mechanism of rendering financial and credit support of small business has a number of essential shortcomings, which reduce efficiency of all system of state support of MT and can be eliminated by improvement of this mechanism (Alikayeva, 2014).

The offered stages of the concept modernization represent a vector of its development. In expanded form, basic provisions of the new concept of system of state support of this sector will take form of the program following below:

2.1 Providing Favorable Conditions of Development of Business Activity

2.1.1 Decrease in administrative barriers, realization of the principle of «one window» when rendering state support.

Decrease in administrative barriers – is one of the most important problems of the state support system of MSP keeping relevance despite the measures for its elimination taken by the authorities. Activity of the authorities rendering state support to small business is opaque to businesspersons in view of their variety and lack of accurate distribution of functions and tasks between them. In our opinion, realization of this task leads to the need of introduction of «one window» principle for rendering state support. Indirect confirmation of the specified measure efficiency is the positive experience of registration of subjects in tax authorities organized by the similar principle. First of all it will reduce a waiting time for the response of state agencies to the address of businessmen about rendering state support (in the conditions of the parallel appeal to different instances it is impossible to reach), and secondly, will simplify an order of its receiving.

In order to avoid complication of tax authorities` work and creation of additional difficulties businesspersons can provide possibility of obtaining the status of small, micro or medium-sized enterprise in the same statement for transition to special tax regime. It will allow involving the enterprises in system of rendering state support at a stage of start of economic activity, more precisely to carry out monitoring of activity of the enterprises. However, complexity in the offered procedure represents discrepancy of the criteria allowing applying the special tax modes and, criteria of reference of the enterprises to small and average business. The tax authority has to direct applications to Federal Antimonopoly Service and after obtaining the conclusion of FAS – to make the decision on assignment of the status of the subject of MSP and possibility of application of special tax regime if that was chosen as the applicant. If the addressed person (physical or legal entity) in the past (to the current of 3 calendar years preceding year of the address) illegally received state support as the subject of MSP or violated requirements of the legislation on use of the means received from the state as support of MSP, assignment of the status of the subject of MSP and possibility of application of special tax regime to it, has to be refused. At this FAS has to be taken into account, whether were available before violation by the founder of legal entity or his head.

Furthermore, the principle of «one window» assumes rendering consulting and information support. Often businesspersons are badly informed on opportunities of receiving free consultation from state agencies, which has to appear employees of state agencies, including also tax inspectors. In practice, receiving such consultation is almost impossible for a number of reasons. Working load of tax inspectors, as a rule, does not allow finding for each taxpayer time sufficient for an explanation of all-important aspects of their activity. Inspectors are more focused on work with tax disputes and the conflicts, thus working load of them rather high.

Realization of attraction opportunity for rendering free consultations of lawyers, specialists of state agencies demands a long time and sometimes is inaccessible at all. This question is highly topical for small subjects, in particular for micro-subjects of MT as costs of receiving advisory support for them are very considerable. In our opinion, the essential gap in this question consists in absence of development rendering free consultations procedure. The businessperson wishing to begin the business does not address in the MAR first, where the special admission is required, has no information that specialists of the specified ministry will help him. He addresses the one of the tax inspections in the area where the said activity will be carried out. In the presence of the local inspectors and consultants the businessman could receive exhaustive information on a choice organizational right-howl forms, tax regime, special programs of support of the beginning businessmen, existence in this municipality of the rooms represented on favorable terms, etc. By the operating organizations and businesspersons such help, in particular in disputes with IFNS and other situations, will also be in a high demand. Departments of IFNS of work with taxpayers are practically always overloaded and as practice showed, neither opportunities, nor motivation to work with taxpayers, concerning optimization of tax payments, to protection and realization of their rights at them is not present.

Thus, it is necessary to organize workplaces in the territory of the tax inspections for the consultants involved on a competitive basis at the expense of budgetary funds, which would work with the subjects of MT, both new, and already existing. One of alternative versions of solving this problem is involvement of students of older years from higher education institutions of economics and law departments (on a grant basis) under the leadership of representatives the MAR and IFNS. It will allow helping to a wide range of businesspersons without increase in expenses of the budget, and to students – to receive skills and experience, necessary for further work, and perhaps even to find a job.

2.1.2 Optimization of branch structure of small business

Support of the start of new subjects of small business and venture small business also first of all consists in weakening the administrative barriers that stimulates creation of bigger number of new small enterprises. Lack of a gain of number of small enterprises at simultaneous increase in their «mortality» also is one of the reasons of stagnation of this sector.

Optimizaing the structure of small business is realized by means of maintenance at the regional level of projects on opening of industrial small enterprises, introduction of innovations; changes of a branch priority (agriculture, etc.) 1996 - 1997 determined by programs of state support. In view of their discrepancy with priorities of businessmen they didn't bring a notable positive effect and now lost the relevance.

Besides, it is necessary to render state support to those enterprises which financial results of activity, have positive dynamics since investments into unprofitable firms promote only degradation of business and a «Shadowing» of business. Support of start of new subjects of sector of MSP follows from realization of the previous measure of state support.

The consulting help and involvement of subjects of MSP in system of state support already at the initial stage of implementation of activity will allow to provide survival and real functioning of the registered business structures. Other measure motivating creation of new individual entrepreneurs is active promotion in mass media about measures of state support of sector of MSP.

2.1.3 Investment of the viable enterprises

Now the structure which was developed in the mid-nineties of the XX-th century, that is a prevalence of branch of trade and the address in the sphere of small enterprises remains. Especially the question for the micro-enterprises is particularly acute. Partially selective support of the enterprises of branches which are priority for the concrete region, carries out this task. So, in KBR the enterprises conducting an innovative, production activity, which are engaged in processing of agricultural production are supported. Practice shows that it isn't enough of it as serious positive shifts in structure of MT of the region don't happen.

In our opinion, providing state support to separate branches breaks equality of subjects of MT. The state shouldn't impose to businessmen kinds of activity which aren't of interest for them, and the businessmen who are engaged in different types of business have to be on an equal footing.

Besides, in parallel with branch accessory turning point at selection of projects is their social importance. So, for example, for the state the projects having bigger budgetary (will bring more taxes) and social (it will be more created workplaces) effects, but are more interesting to the businessmen introducing innovations, these indicators can't be defining. And small projects will be inferior a priori to larger in view of scale.

So when providing state support of a measure of its rendering have to be differentiated for different groups of subjects of MSP. For microsubjects indicators of the budgetary efficiency and number of workplaces can't be effective selection criteria.

In our opinion, for the microenterprises the target expenditure of means and viability of the subject have to be the defining criteria. Viability of the subject will be defined by implementation and maintenance of activity of the enterprise.

With increase in dimension of subjects also selection criteria have to become tougher. For group of small enterprises the social effect along with a condition of target use of means and preservations of activity has to be the defining. For medium-sized enterprises the circle of criteria extends, it joins along with above-stated the budgetary effect, economic efficiency, innovation, environmental friendliness (Novoselova & Novoselov, 2015 & Novoselova, 2013).

Such selection will allow to improve structure of MSP in favor of really functioning, viable subjects. Improvement of branch structure will be realized through creation of new workplaces, that is branches with higher labor input (production, agriculture) will get advantage at preservation of a principle of equality of all subjects of MSP in rendering state support.

2.2 Control of Compliance with the Law

2.2.1 Antimonopoly regulation

FAS is insufficiently involved in system of rendering state support of MT now. Possibility of abuses and violations of the competition in the separate local regional markets where quite often a number of the medium-sized or large enterprises put pressure upon the market is a consequence of it, forcing out the small rival enterprises or creating barriers to free occurrence on the market.

The antimonopoly service has to be highly integrated into system of rendering state support of MSP. So, at registration and obtaining the status of the subject of MSP and the right for application of the special tax regime of FAS has to pass the motivated decision on consent or refusal on the statement. Thus assignment of such status has to mean unambiguous possibility of the right of the person for receiving state support as subject of MSP if it has such status. Additional procedures for coordination only promote emergence of corruption of new administrative barriers in development of MSP.

- In order to avoid abuses of subjects of MSP when receiving state support of FAS has to carry out monitoring of activity of MSP in close cooperation with other supervisory authorities. Can be the bases for deprivation of the status of the subject of MSP:
- discrepancy to criteria of reference to MSP sector;
- violation of conditions of rendering state support (inappropriate use of means, non-performance of the accepted obligations);
- fraud.

Procedure of deprivation of the status of MSP and according to a right of use of the state help can happen only in a judicial proceeding.

2.2.2 Anti-corruption regulation

Important aspect of rendering state support of MT is anti-corruption regulation. The solution of this task possibly through:

- ensuring transparency of activity of the state agencies which are carrying out support of small business, and the decisions made by them;
- control strengthening, establishment and reduction of deadlines of consideration of addresses of businessmen;
- «joint» making decision on providing investments and guarantees by the state agencies rendering state support of MT;
- the publication in mass media of the concrete directions of an expenditure of budgetary funds for the investment purposes;
- reduction of number of documents at the request for the help of the state and number of allowing procedures.

It will allow to warn quantity of abuses of authority from officials and will increase trust of the population to system of state support. Have to be introduced system of on-line control of a condition of the demand for receiving state support.

The list of demands and their initiators has to be open and available, number of the demanded documents – limited.

2.3 Distribution of Responsibility of State Agencies in System of Support of MT

2.3.1 Optimization of process of state regulation of MT

Now state regulation of activity of MT in the sphere of rendering state support isn't optimum that many state agencies duplicate the same functions, and separate aspects remain out of maintaining these structures. In this regard it is necessary to differentiate more accurately both functions, and a task of institutes of the state support of small business. Increase of responsibility of employees of state agencies, control of achievement of objectives will provide increase in system effectiveness of state support in general.

2.3.2 Decrease in tax pressure on MT, simplification of the account and reporting

In support of small business also the system of the taxation has to play an important role. Creation of the special modes of the taxation, simplification tax and accounting and the reporting was the most important step in rendering the state support to small business through tax regulation. Despite all shortcomings of these measures (incomplete coverage of taxable base, absence of real data on the amount of production and commodity turnover etc.), their application rendered a considerable positive effect on development of small business.

It should be noted that for the last year many important positive changes in the special tax modes are accepted. So, the Federal law of June 25, 2012 № 94 «About modification of parts the first and second the Tax Code of the Russian Federation and separate acts of the Russian Federation» entered patent system of the taxation. This system partly replaces a unified taxon imputed income (ENVD), but unlike it is applied on a voluntary basis. Terms of statements for transition to the special tax modes (The act of the Russian Federation of 24.07.2007 № 209-FZ) are increased. In many respects these changes have progressive positive character, but problems of the taxation of small business are solved not fully. Now improvement and further development of the special tax modes are necessary, namely:

1) Fixing of concept «subjects of MSP in the Tax Code;
2) Reduction of conditions of application of the special tax modes and conditions of reference of the enterprises to small and to average to the uniform standard, thus advantage has to be behind the formulations fixed in SL-209.
3) Entering an ascending scale of a unified tax – from 5% to 15% for the simplified tax system. In our opinion, it is necessary to range a rate at the simplified tax system depending on the size of the enterprise. For the microenterprises, the tax rate at object «the income minus expenses» has to make 5%. It is also necessary to keep opportunity for this group of companies of a choice of alternative object of the taxation – «income». However, it is recommended to count a tax on gross revenue (but not from a turn) and to keep a former tax rate – 6%.

   For small enterprises, the tax rate has to make from 5% to 10%, for medium-sized enterprises – from 10% to 15% inclusive, but thus they will have no opportunity to choose other object of the taxation («income»). Thus, introduction of obligation of conducting accounting and the reporting (balance and the profit and loss report) is necessary for these two groups of companies. It will allow increasing transparency of activity of small and medium-sized enterprises. Thus expenses on conducting accounting will not increase expenses of businesspersons as more than 15 practically always have the enterprises with number of workers in the staff of one or several accounting workers (The official site of the Ministry of Economic Development of KBR – http://economykbr.ru).

   The microenterprises have to keep release from conducting accounting and delivery of accounting reports. It will allow keeping expenses of the microenterprises at the former level as the enterprises, which do not have the accounting worker in the staff will be able to continue to keep account according to the simplified scheme that does not demand existence of special knowledge and qualification. Opacity of activity of the microenterprises does not represent serious problems in view of the small scale of the organization;
4) Establishing possibility of acceptance to a deduction of the entrance VAT at the subsequent realization of goods «simplifications» to the VAT organizations payers. That is the organization applying the simplified tax system cannot compensate the tax from the budget paid at acquisition of goods, works, services, as itself is not the payer of a tax independently. At resale of goods, «simplifications» (there are invoices and payment confirmation of the VAT) the buyer payer of the VAT needs to create opportunity to receive compensation from

the tax sum which is earlier paid on these goods (in the presence of the invoice, exposed by «simplifications», and data of the invoice received at acquisition of these goods by it, and also confirmations of its payment). Such approach will allow to:
- exclude possibility of frauds;
- increase efficiency of interaction of «simplifications» with the enterprises of medium and large business;
- avoid double taxation of the VAT of the same goods.

5) Entering opportunity to hand over the «zero» declaration at application of ENVD.
6) Imposing the concept «conscientious taxpayer» and a ban of carrying out exit checks of such taxpayers – micro and small enterprises. In the domestic legislation the concept of «unfair taxpayers» is entered, the criteria allowing to select taxpayers for carrying out exit tax audits are established.

In our opinion, introduction of concept of «conscientious taxpayers», that is the enterprises observing tax discipline, indicators of the income and, respectively, tax assignments, at which above averages, is necessary. It will allow getting certain advantages to «conscientious taxpayers» – subjects of MT: cancellation of carrying out exit checks during the periods when the tax discipline wasn't broken, tax payments and indicators of profitability were higher than the industry average.

3. Legislative Fixing of the Volumes of Investment into MT from the Budget

Expenses on the investment purposes often suffer because of redistribution of budgetary funds for other purposes that creates a vicious circle – absence of investments leads to degradation of MT, decrease in their number, and it, in turn, conducts to the unemployment growth, strengthening of social tension in regions.

4. Information Support

Training of the population in finance and bases of business is the most priority in stimulation of an enterprise initiative of a general population. Active support by regional and local authorities of educational programs for training in bases of business will allow to create bigger number of economically active people who at creating favorable conditions for development of business will open the new enterprises, to master innovations. Attraction for training of the population of employees of tax administrations, successful businessmen, representatives the MAR and some other civil services will allow to achieve high efficiency of process of training, will increase interest of the population in a business education.

5. Concluding Remarks

Absence in mass media of information on the main measures and programs of support of small business in regions, opacity of activity of regional civil services are the main shortcomings of the existing system of state support, and don't allow to judge lack of feedback with subjects of small business efficiency of the taken measures adequately. Often in regions the population is a little informed on the existing privileges and preferences for small business as regional state agencies aren't interested in it. It also generates opportunities for abuses and corruption, reduces trust of the population to the state and system of state regulation of MT in this connection we recommend legislative fixing of these private purposes in the legislation both on regional, and at the federal level. Thus, implementation of the new concept of small business and its purposes will allow to provide a stable sustainable development of small business on macro- and meso-levels.

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Communicative Competence of the Personality as Socio-Historical Phenomenon: System Analysis

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Abstract

The system analysis of communicative competence of the personality as the phenomena in socio-historical prospect within concepts "the industrial – post-industrial society" is presented in the article. This approach allows to define the reasons of the relevance of communicative competence of the personality of modern society and to prove aspects of its sociological studying. Communicative jurisdiction of the personality is considered as the element of internal interrelations of social system participating in the creation of these interrelations. Communicative competence of the personality of the article is understood as the ability of the personality to the preservation of a sociality using possession of communicative knowledge, norms and values. In the article, it is shown that communicative competence of the personality of different types of society's functions based on the system properties defining the type of the corporation and provides reproduction of the corporation of this type. For industrial society system property is a division of labor, for post-industrial - uncertainty, autonomy and reflexivity of both separate elements, and social system in general. The conclusion that to investigate the communicative competence of the personality is drawn it is represented significant taking into account her these characteristics.

Keywords: *system analysis, communicative competence, personality, social interaction, social communication.*

1. Introduction

Initial assumption: the communicative competence of the personality has to be considered the phenomena of social interaction, social communication within concepts "industrial society - information society".

The socio-historical prospect in the analysis of communicative competence of the personality allows to consider this phenomenon in dynamics of different stages of social development. Such approach creates an opportunity to define, what changes in types of development of society lead to a change of social communication as these changes are reflected in understanding of communication in various sociological theories. This understanding, in turn, creates the prerequisite for judgment as during social evolution the role and a place of communicative competence of the personality of public reproduction changes. Thus, the current state of communicative competence of the personality will be defined as the result of its socio-historical development throughout the transition period, significant for understanding, from an industrial society to the post-industrial.

It is represented that detection and the analysis of the specified interrelations opens a perspective of communicative competence of the personality of modern society and creates an opportunity for essentially other understanding of communicative competence of today's realities.

In the process of evolution of human society, also forms of interrelations, or communications, in it become complicated. For this reason, communicative competence of the personality becomes the phenomenon in many respects defining dynamics of formation of society of new type - on the one hand, and, with another, – adequacy of the personality to the corporation in the conditions of public transformations. Therefore, communicative competence as the social phenomenon cannot be understood as a single consequence. Joining in universal world communication, it makes direct or indirect impact on some processes, causing sometimes unexpected consequences, which account has huge value for practical activities of people. Proceeding from the principle of "universal interaction" (F. Engels), it is possible to understand a causal relationship, the moment of the world interdependence. Thus, it is, of course, possible to investigate a phenomenon of communicative competence of the personality in the conditions of formation of a new type of society at the theory-methodological level.

If to emphasize that communicative competence is connected with patrimonial need of the person to live in the group way, the phenomenon of communicative competence accompanied the person all history of his existence, being shown differently in different social conditions and becoming complicated - in process of complication of society. As soon as the person enters social interaction, at the same moment there is a problem of the efficiency of this interaction.

2. Materials and Methods of Research

The performance of a research problem is obviously possible using application of the system analysis. Such method allows defining not casually logic of formation and development of intrasystem communications in industrial society, a condition of social communication as the component participating in the formation of these communications. That is especially valuable – opening for the internal reasons of change of social communications in society upon transition to the post-industrial type of development those results in the relevance of communicative competence of the personality.

The review of materials of the researches reflecting the putting problem, organized in system logic is given below.

Communicative competence of the personality of this article will be understood as the ability of the personality providing it a sociality using possession of knowledge, norms, and values of communication (Chankova, 2015).

In industrial society, a division of labor is the cornerstone of reproduction of the social system. In the conditions of a capitalist stage, social interactions are regulated by the position of the person in a system of production of goods that found the reflection in the concept "social status". So, at E. Durkheim in work "About organic solidarity" (Durkheim, 2011) the reasoning of new type of solidarity which is formed on essentially by another in comparison with traditional society to a basis – status is given. O. Comte specifies (Comte, 2011) that division of labor is the fact not the economic, but social, i.e. defining way of communication both on micro and at the macro level. The status basics of communication are covered in the most issued look in the XX century of T. Parsons in "The theory of social action" (Parsons, 1982) where social institutes carry out function of social regulation, bringing society into an equilibrium state. That is, at social institutes immanently there are status and role sets providing a way of interaction in the social space of a certain institute – in connection with satisfaction people of similar requirements.

In the process of development and complication of industrial society when industrial production gains new lines, there is a change of properties of the social system and its modification in general. So, at O. Toffler in "The third wave" (Toffler, 2012) is specified that in all industrialized countries to the middle of the 50th years that it is possible to call unification, uniformity since the duplicated product cost cheaper was appreciated. According to Toffler, such aspiration to unification generated a countertendency. There was a request for the new technology conducting to a variety of types of equipment, samples of goods, and types of services, crushing in work specialization to continuous updating of the social relations. It is represented that the social system, which is accurately structured by social institutes, did not begin to cope with a variety of new social forms of life anymore - there is a social request for a subject position of the personality, it's creative beginning as a resource that can master and integrate "countertendency" into social system.

In sense of reflection of new social tendencies in science the theory of an interactionism (J. Mida, G. Blumer, is very expressive H. Sacks) theory of the identity of J. Mid and theory of the personality Ch. Sacks. So, in the Ministry of Foreign Affairs, society and the social individual (social "I") are constituted in total processes of inter-individual interactions. The origin "I", thus, entirely socially, and its main characteristic — ability to become an object for itself, and external socials transformed to self-checking. The Ministry of Foreign Affairs distinguishes two aspects of formation of egoism: I (I) — it that I think of others and myself, am my inner world; To me (Me) — it that, in my opinion, others think of me, is my external social cover as I imagine it. (Ministry of Foreign Affairs, 2009).

Further, the need of social system for the creative personal beginning about which Toffler speaks, is accurately reflected, according to authors, in E. Giddens's works (1970 - 80-of the XX century), in particular, in "A sketch of the theory of a structuration" (Giddens, 2005). The scientist sees the social structure as dual. The idea of the duality of structure – the main theorem of the theory of a structuration allowing the proving approach, which offers a different view on the production of social reality. Unlike E. Durkheim believing that the structure is the external forcing factor for the individual, E. Giddens believes that the structure not only forces but also gives opportunities for the creative activity of the individual. The dynamic nature of social processes in modern society is reflected at E. Giddens in the concept "reflexivity" – as the capability of the corporation and the personality to change in uncertainty conditions (Giddens, 2005). A social order at E. Giddens is supported by routine - the social practicians based on the settled, typical examples of social behavior, on "thoughtless" nature of daily interaction (Giddens, 2005) (unlike Parson social system, where behavior of the individual - a product of the values acquired by it).

The line of development of the concept "reflexivity" is also shown in P. Berger's works, T. Lukman (60-e-the 70th years), R. Emerson, D. Koulmen (the 70th years), P. Bourdieu (the 90th years) when such new properties of social system as dynamism and uncertainty, generate alternative in a choice of forms of behavior actors. These phenomena in society, certainly, increase the importance of a choice the identity of a certain method of behavior that is reflected in the efficiency of interaction both at the micro level and at the macro level. It is possible to record a tendency of a demassification, personalization (O. Toffler) - unlike involving the masses in processes of communication and its importance from the point of view of reproduction of society, which means increase of a role of the personality in social system.

The idea of concentration in public as to a basis of a sociality gaineddevelopment in. Research of Abramov R. N., Devyatko I.F. and Kononova A.A., considering ordinary knowledge of distributive justice in cognitive science of context model: ideas of "any passers-by" of the correct and equitable distribution of the benefits are considered not only on micro but also meso - and macro levels that allow "… to catch historical and evolutionary rootedness of concepts of justice in the institutional contexts corresponding to different levels of the social organization". (Nine, 2011).

In the theories of social communication, which appeared in the late forties of the XX century generation, on the one hand, of mass production, and, on the contrary, need to comprehend the becoming complicated communication processes - along with the term "interaction" there is "communication" which conceptual volume is certainly wider. (Theories of communication of K. Shannon – U. Uivera, L. Lassuela, T. Nyyukomba, etc.). Besides, the concept "communication" marks, certainly, fixing of new social processes and their reflection in sociological science.

The process of communication is considered as having the subject field, the concepts now. Participants of communication are designated, the communication subject - the message, legitimized concept of the communication channel is allocated, i.e. the sociological science sensitively reacted to dynamics of social development.

It should be noted that in theories of communication two ideologically different directions – the technocratic approach considering communication from a position of transfer of the message (K. Shannon, U. Weaver, L. Lassuel) and - interactionist approach that considers communication as the social interaction directed at understanding of each other by participants of communication (T. Nyyukomb, U. Schramm) were allocated.

The created scientific views on specifics of this new concept in sociology - communications, in the middle of the XX century are most significantly integrated with Yu. Habermas's creativity (Habermas, 1992), in particular, in it "Theories of communicative action" (1984) where M. Weber's ideas organically connected, a symbolic interactionism of J. Mid, and idea of a structural functionalism of T. Parsons gained the development. Yu. Habermas offers the treatment of social interaction based on the humanistic cooperation of people in all spheres of life on the general understanding. As it is possible to see further – Yu. Habermas proclaims communication values, characteristic for an informational society. The most important concept of its theory of communication – "communicative competence", however the semantics of this concept is connected with a level of development of collective consciousness. Besides, Yu. Habermas enters the major for judgment of modern communication concept – "the concept of the vital world" that allows to study the mechanism of forming of valuable and motivational structure of behavior of the person in the conditions of alternative and a choice, i.e. in the conditions of personalization of society.

In the second half of the XX century use of the term "informational society" which by the beginning of the 90th years purchases the categorical status begins and is widely used in works of social scientists (Yu. Hayashi, M. Porat, Y. Masoud, T. Stoner, etc.). Information-oriented terminology enters turnover: "a national global information infrastructure"; "the information highway", etc.

The analysis of works of M. Kastel (Kastels, 2001) is submitted to author's resource for understanding of the intrinsic signs of communicative competence of the personality demanded in a post-industrial society. This society of M. Kastel refers to as " the informational" and indicates the new system of communications based on network integration of all types of communication characterizes its inclusion in culture in general.

The specification of characteristics of an informational society is connected further with a sharp increase of a network method of the social relations, development of their forms demanding theoretical judgment.

It should be noted, the idea of consideration of society as difficult interlacing arose in sociology in connection with the creativity of G. Zimmel who saw a peculiar labyrinth in social interactions. Further, in the 40th – the 70th years of the XX century interest, as in humanitarian, and natural sciences to the network phenomenon considered as a difficult network of the real-life social relations (A. Radcliff-Brown) and as unstable and independent groups (J. Barnes) was observed. H. Whyte, M. Granovetter, B. Ullman, J. Homans, L. Freeman's researches, J. Boyda, D. Whyte was led to the emergence of a method of the network analysis used in modern sociology. In general, this method developed on a joint of social psychology, anthropology, political science, mathematics, the theory of communication.

The high degree of uncertainty of signs of a social network (that confirm N. Luman's works, and also theorists of a postmodern) generates different approaches to its theoretical judgment. The understanding of a significant number of

Internet users from understanding of Internet community in which contact is kept using a network is shared. So, R. Putnam defines a social capital as the integrated value of all social networks taking into account possibility of these networks to give support and help. F. Fukuyama defines a social capital as the confirmed informal regulations that promote cooperation between two or large number of individuals.

The concept of a social capital gained development in M. Granovetter's researches (Granovetter, 2009) considering that on-line social networks offer the person, "managed to organize good relations", an information access, to skills, energy and attention of other persons. The author specifies that weak communications play a fundamental role in network communication, in forming of social capital as they provide a long social distance and inclusion of a large number of people.

B. Willman marks out the features the Internet influencing the personal relations and being perspective for development of social communications: independence of a place and time, speed, limited representations of participants about each other, text nature of the majority of messages, lack of visible and sound contact. As social effects of these technology features are specified the possibility of interaction between people with the different temporary rhythms separated by a space; decrease in a role of the social status, gender distinctions, age, ethnic origin.

In domestic sociology in the second half of the XX century of the concept "network", "network community", "network interaction" represent a particular scientific discourse to communications by the description of a specific method of interaction on the Internet. The network is provided for carrying out function of social environment in which there is an interaction of individuals and groups of users; social systems, networks, communities will be organized; the interaction in the course of communication is performed; there are processes of an institutionalization of social interactions, group dynamics, valuable and normative regulation and role behavior of the personality (Sokolova, etc., 2009).

As the most often found determination of a social network, it is possible to consider the following: "… it is the social structure consisting of a group of nodes that social subjects (people or the organizations), communications between them, i.e. the social relations are" (the Encyclopedia, 2009). Thus, the concept of a network includes a circle of contacts where participants of interaction (people, groups) take positions of nodes, i.e. the social network consists of final set of social actors and a set of communications between them.

In modern literature common features of interaction in Internet communities, in the classified type D. A. Ivanchenko and M. V. Plakhty provided, for example, are allocated (Sokolova, etc., 2009):

- the organization of own social structure and stratification of users for the formal and informal statuses to which the functions inherent in them reflecting their provision in the community are assigned that creates group expectations;
- availability of organization culture that is shown in the creation of the value system, rules, regulations, the installations of behavior reflecting the nature of their external and internal interaction, and also divided and recognized as the majority;
- the access level to knowledge is the defining factor of social differentiation (information stratification), the role of traditional criteria of determination of social position is lowered, that is there is a smoothing of cross-cultural, social and personal, ethnic distinctions, and also equalizing according to the material, educational and social statuses;
- instant response of Internet community to social problems by emergence of new images of culture, regulations, values and innovations that can be fixed in both the natural, and artificial way that testifies to partial controllability of organizational development of Internet community, etc.

The authors mentioned above developed also classification of social and psychological features of network interaction in Internet space, the criteria allowing to find a positive, and also adverse impact are provided: anonymity, physical lack of representation, verbal interaction, limitlessness of contacts, features of group dynamics and stratification, asynchrony of communication, limitlessness of geographical space of interaction, personal features of users and their influence on nature of communication. Thus, receives a further specification reflection of properties of network communication in social theories.

Similar characteristics specify Voyskunsky A.E. (2002), P. Scapini and M.A. Casatella (2014), Y Zhang, L. Leung (2014), E.Rice (2015), HJ Oh, E.Ozkaya, R LaRose (2014), Pogorsky E.K. (2012), Shapiro K.V. (2005), Kutyugin D. I. (2009), etc.

Scientists analyze problems of the architecture of social networks as new community type, their structural stability. According to Kapustin V. S., in the network device the problem of achievement of uniform representations is not essential, the presence of the general, which is significant and important. The network integrates not confederate, but the miscellaneous associate who are in alarm. G. V. Gradoselskaya considers that modern society is penetrated by networks of the social relations – steady systems of communications and contacts between individuals who it is impossible to enter into a dichotomy framework the Market - Hierarchy. S.V. Bondarenko understands as network community "the fundamental unit of the social organization of users of telecommunication networks having the stratification system, the settled social norms, roles and participants statuses including in the structure not less than three actors dividing the general values and performing on a regular basis social interactions by means of use of the corresponding equipment rooms and program artifacts" (Bondarenko, 2008).

Questions about specifics of the virtual, network personality are in parallel considered. Points to key signs of the network personality, for example, A.N. Galkin – most creation and most designing. Besides, as the author considers, the compulsory provision of the existence of the network personality is the presence of other network personality that is optional to the virtual personality. Except most presentation, i.e. designing of the image, "the personality in a network has the opportunity to design space in which she assumes, and Galkina wants to be" (2010).

Thus, research on communicative competence of the personality sets a certain context in understanding and judgment of modern social processes, allows seeing the perspectives defining integrity and viability of society as a social system.

3. Results

In spite of the fact that the personality in the classical sociological traditions describing society of industrial type (at E. Durkheim, and at T. Parsons), is capable of an independent choice of forms of behavior (on what specifies accounting of dispositions in structure of the personality in their theories), nevertheless, the social system and its interests prevails over the personality: so, Durkheim points to collective consciousness as on a decisive factor of a choice by the identity of behavior, T. Parsons allocates "culture" as a social subsystem where the social practicians created at the mass level accumulate and legitimized. Thus, processes of industrialization lead to “involving the masses “of forms of behavior, communication, and the personality is considered as a function of the social system necessary for its survival and reproduction. And the social system strictly (despite accounting of dispositions in structure of the personality) assigns to the personality as an element of system the status and role set which is a direct reference point for identification of the last in an interaction situation. It is possible to allocate the following determinants of interaction between people in industrial society: interests of social system – the social statuses - mass behavior – the corresponding social practicians that received reflection in works E. Durkheim, O. Comte, T. Parsons.

Thus, the problem of communicative competence of the personality defining efficiency of interaction in industrial society is solved not at the personal level, and – on the system.

In the first half of the XX century, there is a set of theories of the personality, theories of communication; there is a formation of the humanistic direction in social sciences allowing comprehending new social processes.

So, in theories of a social interactionism epicenter of social interaction moves from a zone of social institutes to structure "I" where the relations start being governed by subjective representations of participants of interaction about each other, becomes each other who was socially demanded understanding, the foundation to which laid in the middle of the XIX M. Weber in "The theory of social action". In this work change of the factors defining a basis of communicative competence of the personality, a sharp decrease in a role of social institutes in interaction regulation is fixed.

If in interactionist theories, we find shift of the bases of communicative competence of the personality towards subjectivity of the personality at the level of the theory of the personality, in the theory of E. Giddens - already at the level of all social system.

Analysis of theoretical approaches to research of Abramov R. N., Devyatko I.F., Kononova A.A. also allows to draw a conclusion on change of a role of the personality at the system level which is shown in various social practicians - in particular, in ordinary knowledge of distributive justice.

Allocation of the different directions in theories of communication the 40th years of the XX century speaks, according to authors, the following social processes:

- On the one hand, the begun informatization of society, the intensive development of information and communication technologies that caused a new round of development of mass communication. New forms of communications were considered as a direct consequence of technical progress and, therefore, its properties bearing in themselves. This ideological position in an explanation of communicative processes began to be called linear.
- On the other hand, change of structure of social system, the basis for creation of methods of interaction in socially significant activity of people, reconsideration of a role of the personality in reproduction of social system in the context of informatization of society. This position develops a paradigm of Weber's understanding sociology where a problem of communication is the achievement of understanding by

participants of communication. This ideological line in an explanation of communicative processes received the name of the nonlinear.

The transition to an informational society, which was outlined in the second half of the XX century, assumes not so much changes in managing forms, how many transformation in the nature of human activity, which involves restructuring a valuable basis, social quality of the personality, i.e. its de typology (Foreigners, 2009).

The main sign of the forming culture of an informational society is the growth of the importance of a contribution of the person as an active subject in the development of society. This circumstance is in detail analyzed in works of M. Maklyuen, E. Toffler, F. Fukuyama, E. Giddens, Zh. Delez, F. Guattari and other scientists who note that fundamental difference of an informational society from other its types consists in a cardinal change of a place of the person in society.

According to authors of article, difference of information society from industrial at the system level is described in N. Luman's work "Society as social system" (Luman, 2004) – through the concept of autopoiesis when intrasystem uncertainty – the ordered chaos is generated. N. Luman gives to communication the central place in the autopoyetichesky reproduction of society. And the same location in communication belongs to the subject – autonomous from system, reflexing, self-organized, organically provided in a metaphor "Death of the Author" (M. Foucault, R. Bart, Zh. Bodriyyar). It is the third version of functioning of social system (the first is described by T. Parsons, the second – E. Giddensom) where already the system depends on the subject – its initiative, creativity, self-creation and a reflection that takes place in the developed informational society. Thus, it is possible to see the new image of communicative competence of the personality reflected in theories – autonomous from the social system, self-organized, possessing subjectivity in social interaction.

Researches (Z. Bauman, J. Alexander, M. Archer & A. Touraine, etc., 2009) are integrated into the activity and activist approach consisting in concentration on studying not of social structures, but the people changing these structures by V.A. Yadav that, certainly, means a new role of communicative competence of the personality of social system and need of its reflection for the sociological theory.

According to M. Kastel, communication on an electronic basis is also communication owing to diversification, a multimodality, and instability, as the factors defining integration of all forms of culture. Thus all cultural forms submit, adapt for the system. That is, the multimodal, horizontal network of communications defines the character of cultural forms and has important effects on social processes. M. Kastel specifies that inclusion of the majority of cultural expressions in communication system weaken the symbolical power of traditional senders of the messages, which are not included in system if they do not code themselves in this system again (Kastels, 2001). If to extrapolate these characteristics on understanding communicative competence of the personality, it is represented that such competence purchases system character due to subordination to logical, language features of new methods of coding of messages and gets into all cultural forms, thereby realizing the mechanism of transition from all cultural forms to new system. Further, communicative competence is widespread in conditions of a radical transformation of space and time, and "the space of flows and timeless time" make the material base of new culture, "informational society". It is possible to see that M. Kastles's concept has a fundamental character for understanding of an essence of the processes, which are developed in the world community in the conditions of transition to its post-industrial type.

In ideas and views of the nature of network communications it is possible to allocate two directions conditionally: the first – proceeds from technology of a social production as the prime causes of social communications and the relations, the second – from the cultural basis of understanding of social processes. If works D. Bella, O. Toffler, etc. about types of social development methodologically prove the first approach, the second – M. Maklyuen, M. Kastel, A.V. Sokolov's works, etc. in which communication is considered as a form of existence of culture. Nevertheless, both approaches consider information as "the starting mechanism" for the creation of the network relations on the Internet.

In general the characteristics specified by authors represent researches of changes in network interaction in system of spatiotemporal coordinates which involve changes in methods of most presentation and identification, acceleration of dynamic group processes, the high level of self-determination of participants of communication.

The analysis of the characteristics of network communication provided in different researches allow to allocate as the generalizing sign of creation of new type of social communications is essentially a different way of regulation of interactions, other valuable bases of these rules generated by other spatiotemporal format of social system. That is it is stated changes of system character.

Communicative competence of level of the personality - with its mobile regulations and values of interaction becomes a key factor of the viability of social network system, - that is a fundamental new growth of post-industrial society.

Thus, in industrial society, the idea of labor division, which results in the organic solidarity based on understanding of a place and the status of the person in the professional function, which is carried out by it (E. Durkheim), is the cornerstone of creation of communications. Also, communicative competence as the factor forming efficiency of communication – is defined by a place and the status of the person in an industrial system of labor division.

In the post-industrial system, according to the above authors, social interactions get out of the control of the production of goods and start being defined by specifics of a situation. That is, communicative competence as the factor influencing the success of communication is defined by an interaction situation of time at present. Unlike industrial society where professional labor division sets algorithm of communication, in post-industrial society this algorithm is succeeded by the specifics of a situation defining the communicative behavior of its participants.

Generalizing the basic social mechanisms defining the dominating interaction method in society, it is possible to claim that system properties of society define a method of communication and communicative competence of the personality. The method of joint activity is that system property that defines the communicative jurisdiction of the personality necessary for a certain type of society.

Respectively, such interaction, which leads to preserving and reproduction of social communications, characteristic for this type of society, providing the dominating method of implementation of activity and, thanks to it, preserving of society in general will be communicative and competent.

4. Discussion

The existing approaches to the research of social communications are rather accurately entered in these or those paradigmatic traditions, and it is unambiguously possible to carry out their compliance to the type of social development. Therefore, the sociocultural (structurally functional) approach is oriented to consideration of communication within social structures, social institutes. Within this approach, T. Parsons fixes a constructive role of communication formation and development of social systems. Semiotics approach (Dridze T.M., U. Eko, etc.) considers communication as the process of formation of signs and values. Within this approach relevance purchases, so-called, "open content", characteristic of communication on the Internet. Phenomenological approach developed under the influence of ideas of a hermeneutics, existentialism, which is in the conditions of increase of attention to the personality that is characteristic of the becoming informational society (A. Shuts) though we do not find the direct instruction on this condition of the corporation at representatives of phenomenological tradition. The research potential of the phenomenological approach is most expressively implemented in such aspects as "the electronic government", "electronic democracy". Critical approach (Yu.Khabermas) develops from traditions of a conflictological paradigm, but thus there is an instruction on need of "a discursive reflection" which occurs by joint discussion and, therefore, can promote recovery of social justice. The reflection always – by determination - is considered as capability of society and the personality to changes in conditions of uncertainty (E. Giddens), which is rather certain accessory to type of society, is looked through.

As we see, the existing scientific traditions have rather an accurate contour of the described reality that gives them scientific unambiguity and the academic severity. In such scientific realities, research of communicative competence of the personality in the conditions of transition of a society to a new type of social order represents a certain complexity.

The paradigmatic transition happening now from a society that is described by tools of traditional sociology, to society of new type demands its studying essentially other means in which personal parameters will have other representation. It is necessary to understand that the remaining social institutes are oriented to instruments of permission of social contradictions, the already inefficient today.

Thus, the efficiency of approach to research consists, on the one hand, in the severity of determination of its bases, on the contrary - the absence of classical severity is set itself by the studied reality.

5. Conclusion

This article continues a sociological vector of the researches devoted to social communications in the modern world community. In a variety of modern publications it is conditionally possible to allocate some directions: - forming of communicative competence of educational process; - in management as a condition of a successful management activity (Kreutzer R.T. & Land K.H., 2015) – forming of communicative skills in the professional environment (Dauletova V) – researches in the field of cross-cultural problems of communication (Hancock A.B., 2014; Karepova S.G., Karabulatova I.S., 2015) – Researches of communicative competence as the making information culture in the conditions of formation of an informational society (Blanco A.V., Martin F.B & Nuere, 2014; Sokolova I.V., 2009 & Light J. & McNaughton D., 2014).

Statement of a question in this article calls the scientific community, which is engaged in human communication for clarification of the reasons for relevance of communicative competence of the personality as a social phenomenon in modern society. Exactly for this purpose in article communicative competence of the personality is analyzed as the socio-historical phenomenon using systems analysis. Authors claim that relevance arises in connection with the transition from the world community to the new type of the development when essentially social communications and the relations otherwise start being based. In industrial society communicative competence of the personality, forms based on labor division when the personality is built in social structure and submits to it. In postindustrial because of the uncertainty of a situation of communication, there is a new system of communications based on network integration of all types of communication, and the personality becomes the epicenter of the new system.

This article planned and characterized object of research and invited interested to dialog and further judgment of a problem.

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Philatelic Diplomacy in the System of the Global Economic Cooperation and Its Role in Realization of the Geopolitical Goals

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Abstract

This article describes a concept of philatelic diplomacy as one of the categories of geopolitics. It considers the origin and genesis of philatelic diplomacy as a form of «people's diplomacy», as well as its correlation with the stamp market as one of the directions for the development of the global economic cooperation. With particular focus on enhancement of the role of philatelic diplomacy at the present stage of the geopolitical infighting. The issues covered in the present article appear not only relevant and valid from politico-social point of view, but are also undoubtedly innovative in two aspects: the global character of presentation of a problem and the specificity of the attained results.

Keywords: *geopolitics, geo-finances, global economic cooperation, stamp market, philatelic geography.*

1. Introduction

The First International Conference devoted to development challenges of so-called "non-traditional business" was held in late 1991 in the Moscow Academy of Management. This definition combined such areas of business activities as business in education, business in entertainment, business in hobbies and interest spheres, which were really non-traditional during that period of time (Strygin A.V., 1991, 64 p.). This launched the studying of this area of business activities in its complex relationship with social and political development of the society, which was before left out of consideration in the USSR.

Generally, social, acting outside professional, activity of the people, makes itself evident in two directions: public activity and so-called hobbies, in other words, interests, giving a chance of self-actualization, or in the form of one or another amateur creative work. As it is widely recognized, the most popular and available direction in this sphere is collecting, which originated deep in ancient times and has now several dozens of popular forms of collecting worldwide, the most widespread and available of which, according to the data of the United Nations Organization, is philately – collecting of indicia.

2. Materials and Methods

In the function of the main materials the publication (Brodel F., 1949-1966 & Brzezinski Z., 1994) are used and their comparative study constituted the subject matter of the present article.

Total infatuation with philately was followed by development of the commercial infrastructure, which provides services to collectors. Trading network with lots of selling spots appeared, where complimentary to primary services at post offices you could purchase some stamps required and other goods related or following-up your collections; then auction houses and stamp exhibition and trade fair activities developed.

In addition, increase in sales and turnover by issuers of the postage stamps, which, in accordance with the standards of the Universal Postal Union (UPU) and The World Association for the Development of Philately (WADP), may be only the government postal authorities, the higher commercial sales of collectors' items and materials (secondary trading, through a dealer network and auction bidding), and also increase in philatelist-oriented editorial production – all of them resulted in creating of the international structure, which consists of professionally connected, by their aims and objectives, world associations, such as, for example: ASCAT (Association internationale des éditeurs de catalogues de timbres-poste, d'albums et de publications philatéliques), IFSDA (International Federation of Stamp Dealer Associations). There are also some international unions of collectors which are in close cooperation with the above-mentioned organizations, in particular: FIP (Fédération internationale de philatélie) and its regional analogues in Europe (FEPA), Asia (FIAP) and America, AIJP (Association Internationale des Journalistes Philateliques) and Association Internationale des Experts Philateliques, members of which provide expert opinions on the authenticity of rare and valuable collectors material.

Eventually, since the end of the Second World War the meaningful structure of the international stamp market has been formed, however, for several reasons the collectors from the USSR were artificially isolated from it. When in the early 1990s they started to engage to and act actively in the stamp market, the above-mentioned definition of “non-traditional business” appeared. And the first attempt of its methodological learning and understanding was the International Conference “Business and Philately in the Modern World” which was held in Moscow.

3. Results

The attained results are based on the consideration of a wide range of views on the research which was carried out.

In the Soviet Union philately was considered as a form of ideological propaganda. While looking back, we can say that, when in 1923 Vladimir.Lenin ordered to establish the foreign trade association “Mezhdunarodnaya Kniga”, its responsibilities included those of selling or otherwise trading of the Soviet philatelic material in the foreign market. At the same time, the structure of the state philately was founded in the USSR with its supervisor – the People's Commissar F.Chuchin, who suggested (on the initiative of F.Nansen, concerned about a severe famine in Povolzhye and some other regions of the Soviet Russia) not only to arrange all necessary things for stamps collecting and their onward sale abroad in order to forward the money received to the fund to help the starving ones, but also to organize a so-called “foreign stamp exchange” for the Soviet collectors and their partners abroad. There was the ideological foundation of this proposal – a total, yet absolutely legal, control over the entire private correspondence to and from abroad, containing philately items (The world of stamps and coins, 2014, 96 p). Incidentally, sometime later the similar practice, although more veiled, was organized in the post war GDR, where some important correspondence on the ground of its preservation was forced to be sent by the system of the central courier service. It had special spots for “repackaging” and additional franking with special courier stamps, where the package content could be also checked, without being detected Kobersy I., Karyagina A., Karyagina O., & Shkurkin D. (2015).

Along with this, propagandistic and ideological functions of philately in the USSR and the other countries which were its political allies were actualized in the subject of the postal emission activities, when Soviet postal stamps depicted political slogans, resolutions of the Communist Party Congresses and Conferences, in order to irrigate public opinion with the communist principles. For the justice’s sake, it should be noted that in the Western countries stamps were also used as a good means of political propaganda, showing the level of the Western research and technology, as well as the Western democracy, and their emission activities during the second part of the 20th century serves as evidence of that.

4. Discussion

Politico-social aspect of the debated subject is reflected in comparison of the positions of different researches of this global problem.

It is to be noted that although the conceptual and logical structure has been formed recently according and is relatively young by time standards, it is in demand in the modern world of science, especially in geo-economics (Kochetov E.G., 2010, 528 p), including not only geographical imperative, which expresses the connection between the economy and the area of its functioning, and specifically the regional localization, but also the synthesis of the economic and political spheres in the fields of international, and mostly, monetary and financial (geo-finances) relations, which is fully compatible with its traditional subject matter, as well as the politics and strategy of public sector competitiveness in the context of globalization of the world economy. In other words, the realization of the geopolitical goals is achieved through a mechanism of geo-economics based on the conscious selection of geo-strategy. This idea was once already regarded by F.Brodel, who gave a detailed description of its realization in his remarkable study of the Mediterranean Sea and Mediterranean World in a distant time (Brodel F., 2003, 426 p). He indicated the influence of the spatiography over the geography of the economy management, economic geography in the “Annales” magazine which he edited. This magazine had rather clear subheadings “Economies, sociétés, civilisations", placing the author into historians and naming him the founder of the geo-history. And consequently, in the world science F.Brodel was placed both in history and sociology fields (as we know, sociology was emerged at the crossroads of history and philosophy). But in the same way we can place F.Brodel (Brodel F., 1945) and Edward Luttwak (Luttwak E., 2012, 392 p) into sociologists or demographists, since they both conducted rather in-deep researches on human relations and human behaviours in different economic systems, ranging them on the grounds of demographic factors, including behavioural characteristics, which can be realized by “positive dependency” through the mechanism of hobbies. The most popular among those is collecting, and first of all – philately Kobersy, I., Karyagina A., Karyagina O., & Shkurkin D. (2015).

A concrete demonstration of philatelic geopolitics in the context of mediated perception of the world are the following facts.

Firstly, each new independent state (their number after the Second World War and national-liberation movement that followed was getting increased), together with declaration of the flag, state emblem and hymn inalterably sets up the emission of its own postage stamps, ranking them in one row with traditional attributes of national identity. Furthermore, independently of each other in the post war Europe two leaders of the countries which were on opposite sides of the geopolitical confrontation: G.Dimitrov in Bulgaria and Ranier III, Prince of Monaco, they gave identic definitions for postage stamps as “brand identity of the country” (Strygin A.V., 1990., 37 p), therefore, postage stamps were practically declared as the fourth symbol of the nationhood.

Secondly, different countries announce their involvement in various global geopolitical communities through postage stamps. They do it either declaring openly their union with another country by placing on the stamps next to their flags and state emblems the same attributes of the nationhood of a superpower of the second part of the last century; or using the practice of a joint stamp issuing, when two or more countries, emphasizing their political union, simultaneously issue postage stamps with the same subject Kobersy I., Karyagina A., Karyagina O., & Shkurkin D. (2015).

Here we must emphasis the importance of the international movement “Rossika” and its efforts for the promotion of the Russian regional philately worldwide, and also the popularization abroad of indicia collecting of the periods: the Russian Empire – the USSR – the Russian Federation. The importance of their activities is amply demonstrated by the official congratulations of S.Lavrov, the Minister of Foreign Affairs of the Russian Federation. It was received by the organizers of the International Philatelic Exhibition “Rossika-2014”. In his address the Minister highlighted the role and importance of philately as one of the directions of people’s diplomacy, which is emerging nowadays, its role in the process of “getting the general public better informed on an important part of cultural and historical heritage of our country, in the development of international humanitarian cooperation” (The world of stamps and coins, 2015, 80 p).

5. Conclusion

And the more often such conferences take place the more appreciable is the cumulative impact on the subconscious level of the general public, who are using stamps for practical purposes alone, i.e., for franking postal consignments, and during this process associations and connections between the subjects of the stamps and the real country of Russia the improvement of its image creates.

By that, philately, officially and at the diplomatic level, is conducting the cultural and educational functions and activating and forming abroad the Russian-oriented geo-cultural and geo-philatelic areas. Philatelic diplomacy reflects the processes of globalization, and characterizes the change of attitudes in the modern picture of the world of individuals, their search for the ideal in modern society (Karabulatova, 2013, 793 p.; Khachmafova, Karabulatova, Luchinskaya & Osipov, 2015 & Ostrovskaya, Karabulatova, Khachmafova, Lyaucheva & Osipov 2015). The visual image of the brand is strengthening effect clip-thinking (Karabulatova, 2013, 794 p).

Development of the international communications in XXI century clearly demonstrates not only the increasing role of geopolitics in the circumstances of political and economic cooperation and competition of three centers of the world economy, which determine the main trends in activating of the international economic relations, but also cumulative indirect impact of humanitarian factors on shaping and correcting people’s aware attitudes in different countries to the policy taken by their state authorities, which in some cases can even encourage them to change it.

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Traditional Values and the Problem of Death Sentence in American Mass Media

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Abstract

In the present article we examined the genesis of public opinion in the USA about the death sentence basing on public reaction to the information given on the subject in written and electronic mass media. We placed our close attention on the changes of public opinion in evaluating facts due to ratings of the sources and the influence of certain US mass media. The issues covered in the present article appear not only relevant and valid from politico-social point of view, but are also undoubtedly innovative in two aspects: the global character of presentation of a problem and the specificity of the attained results.

Keywords: *death sentence, public opinion, mass media, constitutional legislation.*

1. Introduction

The problem of death sentence was traditionally in the center of public interest. The 1787 Constitution of the United States of America and especially its amendment – The Bill of Rights, connected, ideologically and contextually, the most important American democratic freedoms with their coverage in mass media (Christopher S., 2007). Up to the present day the majority of US population relies on mass media's competence in picking, arranging and presenting information (Frank E. Dardis, Frank R. Baumgartner, Amber E. Boydstun, Suzanna De Boef & Fuyuan Shen, 2006). Large media corporations of last decades (Walt Disney Company, News Corporation, Time Warner, CBS Corporation, Viacom, NBC Universal и Sony Corporation of America) that control 95% of traditional mass media are in fact forming the system of values and opinions of Americans on certain social issues (Edward S. Herman & Noam Chomsky, 1988).

2. Materials and Methods

In the function of the main materials the media publication are used, and their comparative study constituted the subject matter of the present article.

According to cable news channels Nielsen ratings Fox News programs (News corporation) O'Reilly factor and Special report with Bret Baier (creator – Sean Hannity) continue in the top ten of the rating. The anchor men of these programs are representatives of the Republican Party who manifest conservative ideas and values of the American society which reflects on their approach to the presentation of news. In particular, we should note a quite tendentious coverage of the death. Republican mass media have always demonstrated more abruptness, intolerance and bias when presenting and commenting on this issue which of course has influenced the viewers. Nevertheless, each one of them has different approach to the interpretation of facts. Thus, Bret Baier has a moderate approach; Sean Hannity, on the opposite, has recently surprised his audience by saying that execution by shooting is a humane alternative to a lethal injection because it excludes improper performance; O'Reilly considers himself more of a traditionalist rather than a conservator and does not share Republicans' view on death penalty, suggesting that it should be replaced with compulsory labour in correctional facilities "such as Gulag" in remote areas (Gabdrafikov, Karabulatova, Khusnutdinova & Vildanov 2015; Ryazantsev, Karabulatova, Sivoplyasova, Pismennaya & Manshin 2015; Ryazantsev, Karabulatova, Ter-Akopov, Pismennaya & Bozhenko, 2015 & Ryazantsev, Karabulatova, Mashin, Pismennaya & Sivoplyasova, 2015), for instance, in Alaska, It is an analogue of the harsh Siberia in the public consciousness (Karabulatova & Zinchenko, 2014 & Karabulatova, Fedorova & Sayfulina, 2014). These remote places away from civilization perceived as a place of power, a place for testing of the spirit (Karabulatova & Sayfulina 2015; Karabulatova, Ermakova & Chiganova, 2014 & Karabulatova& Akhmetova, 2015).

3. Results

The attained results are based on the consideration of a wide range of views on the research which was carried out.

We should also mention the so-called "reverse effect" of the most popular programs and anchor men (Jeremy Harris Lipshultz, 2002). Here is an example. In 2005 when there was a massive scandal in America related to George Tiller who practiced abortions during late pregnancies, following the spirit and letter of traditional Republican values, Bill O'Reilly carried out a large and long-lasting accusatory campaign against him. He even used an old journalist technique and made up a nickname for Tiller calling him Tiller the Baby Killer. When in May 31, 2009 Tiller was killed during a sabbatical in a Lutheran church in Kansas many people thought that it was a direct consequence of O'Rilley's speeches that have gone too far in demonizing Tiller. At that, many people think that the anchor men intentionally "distort facts in favor of their ideology" and make a murderer new hero for conservators by popularizing his ideas among millions of TV-viewers (Justin Baragona, 2014).

Another Fox News presenter Greta van Susteren has repeatedly brought up the issue of death sentence during her live programs. She has legal education and a vast experience in jurisprudence which gave her the opportunity to use this sensitive topic as a vehicle to make some broader comments on US justice in general. Some of her statements are worth mentioning, not least because she considers herself as an intelligent and honest citizen who does not belong to any party. "I do not think the death penalty can be taken lightly or prescribed as carelessly as it is in America today. The death penalty should be a deterrent, and if it is commonplace, if we can't even remember the name of the last person executed in this country, we will forget just how serious it is" (Greta Van Susteren & Elaine Lafferty, 2003). Justice does not come easily but at the end of the day this is exactly why, in her opinion, Americans stand out among other nations. That is why we should not be looking for easy ways in democracy and then justice will be our reward. Susteren, of course, has her own opinion about criminals, for instance, those who commit deliberate and cruel acts, and about the punishment they should get for these crimes but, nevertheless, she separates her human emotions and personal opinions from impartial state policy and punishment system, rightfully believing that in some cases the state could've sunk to the level of those criminals.

4. Discussion

Politico-social aspect of the debated subject is reflected in comparison of the positions of different researches of this global problem.

By giving these examples we inevitably face the question: should we consider commercial success of Republican channels a reason or a consequence of the fact that death sentence still exists in American society, has legal reasoning and jurisdiction despite of all the declarations of the triumph of democracy in the country (Joseph Farah, 2007)? And, moreover, is journalism still a "watchdog of democracy" and political processes or are its main sources targeted at maintaining conservative values and reactionary views?

Answering this question we also inevitably address political aspects of the discussion about death sentence in American mass media because, as the authors of the article Rightwing triumph is called off accurately pointed out, "what can be more pleasant for an editor than giving a momentum to a political discussion? Relevance is the gold standard of mass media" (Malenie Amann, Isabel Husen, Ann-Katrin Mueller & others, 2014). So we should not be surprised that the institute of death sentence is being paid so much attention in public policy of the United States: no electoral campaign can pass around this issue, and criticism towards the ruling party always includes criticism towards the approach of this party and some of its members towards the question of death sentence (Scott McCabe & Emily Babay, 2011).

We would like to add that the terrorist attack of September 11, 2001 has caused a massive flow of accusatory information towards public institutes and certain public actors due to the lack of security measures aimed to protect the citizens of America. That persuaded people that existent laws and legal frameworks should be strengthened in order to react more effectively to any acts of violation of public order that result in death of people (Justin Baragona, 2014).

In this situation we can see how the mechanisms, that powerful philosopher, political analytic and public leader Noam Chomsky characterized as mass media manipulation based on the emotions, are working (Noam Chomsky, 1994).

These mechanisms do structured behavior modern person (Karabulatova 2013, p. 795). The modern society participants impose on additional installation of rewards and punishments under the influence of various media. On the one hand, the search for the ideal partner, searching for the ideal person (Karabulatova, 2013, p. 793; Khachmafova, Karabulatova, Luchinskaya & Osipov 2015; Ostrovskaya, Karabulatova, Khachmafova, Lyaucheva & Osipov, 2015 & Karabulatova, Khachmafova, Bricheva, Nescheretova & Bersirova, 2015). On the other hand, is self-blame and punishment in violation of accepted norms (Ostrovskaya, Karabulatova, Khachmafova, Lyaucheva & Osipov, 2015;

Khairullina N.G. & Karabulatova, 2014 & Karepova, Karabulatova, Novikov, Klemovitsky, Stratan & Perova, 2015).

Following his logic we can suggest that American society as a system can deliberately "let the spiral of violence spin in the cities or organize bloody terrorist acts for the citizens to demand adopting the laws that strengthen security measures and carrying out policy that restricts civil freedoms" (http://noam-chomsky.tumblr.com). And manipulating people's emotions is a classic technique aimed at blocking the ability of people to analyze facts rationally and critically. Besides, the use of the emotional factor helps open the doors to the subconscious and plant thoughts, wishes, fears, coercions and behavior models (Edward S. Herman & Noam Chomsky, 1988).

Noam Chomsky himself believes that "the existence of death sentence can only be tolerated by blatant reactionaries who feel persistent need of a regime so strong that it has the right to kill people" (http://www.goodreads.com). Chomsky consistently points out that the state cannot have the right to take away people's lives and that death penalty is a crime. He fully supports the opinion of Amnesty International and, as he believes, the majority of population of the Earth. Although the story of the murder of Osama bin Laden has proven this theory wrong.

5. Conclusion

The perception of death sentence keeps changing along with the principles of discussion on this subject. The book of famous political analysts Frank R. Baumgartner, Suzanna L. De Boef and Amber E. Boydstun (The Decline of the Death Penalty and the Discovery of Innocence, 2008) shows the results of observations that prove that close attention of mass media to the cases, when death sentences have been reconsidered or proven iniquitous, and also when erroneous sentences have been given beginning from the middle of last century, has moved the focus of public opinion from considering only constitutional and financial aspects of capital punishment towards moral aspects.

Negative facts about the practice of death penalty that constantly appear in mass media have played the key role in decreasing the number of capital punishment supporters. This tendency, of course, does not exclude the fact that a large number of Americans still think that death sentence can be considered "morally acceptable" (http://www.gallup.com/poll/1606/death-penalty.aspx). Nevertheless when considering the aspect of innocence it keeps losing its supporters.

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Current trends in the Strategy of Innovative Development of Industries in Russia

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Abstract

Currently, Russian engineering industry is not competitive on the international market, which is largely due to its technological backwardness of the industrialized countries. One of the main reasons for this situation were shortcomings Existing-available methods of control in the engineering sector of the country, for the modernization which is necessary to accelerate the development and introduction of complex of measures approved international practice during the tse-quire monitoring of industrial policy, innovation policy. Accounting for me-zhdunarodnogo experience will clarify the evaluation indicators of innovational activities and determine the measures necessary for the functioning of the Russian-innovation system. Currently, the industrialized countries see innovation as an essential foundation for competitiveness in the global economy. Every year in these countries increased spending on research and development in various industries. In Russia, however, is still a very low level of expenditure on the development of new products, the development and introduction of new techniques and technologies, which leads to a low-competitiveness of the domestic manufacturing industry. Innovation policy is spreading as rapid strengthening of the role of foreign-valued ficking and foreign direct investment is based on the concept of din-Michna competitive advantages, the need for defining the active formation of the country's institutions, including the government, "image" boo-duschey economy and ways to practical implementation-oriented bathrooms on the formation of competitiveness of industrial enterprise-prises.

Keywords: *innovative development, production, mechanical engineering.*

1. Introduction

The intense competition in economic, financial, technological and military spheres at the present stage of development of the world economy gives a special relevance to the questions dealing with innovative development of Russian economy leading branches. The development of industries in Russia in the previous years was characterized by lack of accurate state impact on structurization of production systems and insufficient attention of the country leaders to the formation of the industrial policy. Subsequently it affected the development of the main branches of industry of Russia, first of all, mechanical engineering where the degradation has been most obvious. As a result by the beginning of the 2000's the considerable part of production capabilities was lost and has not been restored so far.

In modern conditions the majority of branches of machine-building in Russia can be characterized by technological backwardness, high level of depreciation of the basic means of production, low labor productivity and insufficient science intensity.

The increasing growth of import of the machine equipment during the post-reform period has resulted in the fact that at present the modernization of the domestic industrial complex is carried out mainly on the imported technological base. In this situation there is a threat for Russia to become technologically dependent on the countries supplying the machine equipment necessary for the domestic industrial complex. Technological modernization of the industrial enterprises is impossible without a modern machine-building branch. The competitiveness of the national economy depends on how much the machine-building branch is capable to generate and acquire innovations. In this regard it is very important to realize the obstacles slowing down the development of innovative processes in domestic engineering industry. Knowing their specifics, it is possible to develop a package of measures facilitating the creation and introduction of innovations in domestic engineering industry, and to create favorable conditions for a sustainable development of the national industrial complex. Nowadays the machine-building branch of Russia is not competitive in the international market that is substantially caused by its technological lag from industrialized countries. One of the main reasons for such a situation are the shortcomings of the existing methods of regulation of the machine-building sector of the country for modernization of which it is necessary to accelerate the development and deployment of a set of actions approved by the world practice when carrying out a purposeful industrial and innovative policies. Taking into account the international experience allows to specify the criteria of assessment of the development of innovative activity, to define the measures necessary for functioning of Russian innovative system.

2. Methods

By the beginning of the XXI century. has developed a global specialization in the pro-duction of machinery and equipment. The world's most sophisticated Machine Designtional structure allocated US, Japan and Germany. It is in these countries has been concentrated about 50% of the engineering world, about 60% of the automotive industry, more than 88% of the production of computers and office equipment, 63% of precision instruments. More than 65% product to of the electrical industry and 76% of communication is available in Japan and the US.

In the United States, Western Europe, Japan and other developed and newly industrialized countries dominated the fifth and sixth developed technological cal way of creating a "new economy" on completely different principles of science and technology, changing its structure is mainly due to a fully modernized manufacturing industries first of all, of engineering. In the US, for example, the proportion of the productive forces of the fifth technological order of 60%, fourth - 20%, about 5% in the emerging-hodilos sixth technological order E. Kablov (2010); Industry of Russia (2010) & Industry of Russia (2012).

In 2010, the structure of the manufacturing industry of the world machine-building took an average of about 40%. The level of this indicator-pondiroval Corresponding with the level of development in a country the fifth technological the order. As you know, the key factor of the fifth technological order are microelectronics and software. Accordingly, the core of the fifth technological order up production of electron-inflammatory calculation techniques, radio and telecommunication equipment, electronic components and devices, laser technology. Priority development in the way of receiving the extraction and processing of natural gas-elektrostaleplavle of technology and continuous casting technology for Prince Pial new structural materials, flexible automation of production, space and military technologies based on new areas under Applications, electronics, as well as the production of personal computers and a variety of consumer electronic devices. There are new kinds of economic activity-telnosti based on information and communication technologies, s. Against this background, there are new opportunities for the development of both traditional and new forms of transport, energy sources, expanding communications technology through inter-country and inter-continental interactions and others.

Nearly two-thirds of global production of conventional net-wave nostroitelnoy products are manufactured in three developed countries - the US, Germany and Japan, the share of machinery in their industrial produc ve fluctuated in the range of 30-50%.

According to expert estimates, the share of the fifth order technology in the Russian economy to the beginning of the second decade of this century was about 10%, and is preferably of the defense industry sector. More than 50% of technologies applied to the fourth order, about a third - the third. The peculiarity of Russian machine-building was that composed mostly during the second third of the last century Multiproduct and multi-functional engineering was based on the technology of the third and fourth technological order underdeveloped and lagging in scientific and technological development for at least three to four decades. Created a technological basis for engineering products (especially of science-capacious) was clearly not competitive on the world markets, but is used internally-valas maintaining and expanding fleet of vehicles and equipment obsolete types of equipment.

State Engineering Russia in the last five years preceding-ing the second decade of the new century, it was slightly better than in the mid 90s. the last century.

In terms of volume of shipped goods of own production share of machine-building activities in the industry as compared to the end of the NIJ-80s. the last century has fallen 1.8 times until 2011 oscillations-las in the range of 12-14%, while the same activity in the manufacturing sector in 2005 amounted to 20-21% and also remains virtually unchanged-las. Very little change in the structure of activity vnut-ri of engineering. It may be noted as a trend some increase in the share of the production of electrical and optical equipment and the decline in the production of machinery and equipmenttion.

The share of machine-building plants in Russia on a par with the industry in developing countries and the structure of the technological-ing orders in its economy.

In the 1980s. engineering was the proportion of industrial production at 18-20%, and it was not enough to be considered a country with a developed economy (remember, the share of mechanical engineering in industrial lazinessdeveloped countries is not less than 35-40%).

Production indexes reflect the instability of opportunistic pro-processes in the Russian economy, the effects of the 2008-2009 crisis. and lack the intensity of revival after the (increased rate of growth in 2010 obyas-nyayutsya decline in production engineering products for all kinds of activities during the previous crisis years). During the period of 2005-2011 years. GRAIN Pipeline production increased by 31%, production of machinery and equipment, of - 18, manufacture of electrical and optical equipment 38 -on production of vehicles and equipment - 26%. Slightly ahead of the pace of production of electrical equipment, electronic and optical equipment arose due to the small output growth of traditional electrical products (motors, cables, including fiber optic, wires, etc..), As well as production of the fifth technological order, the assembly of which they -portnyh parts made in Russia branches of trans-national corporations. At the same time, however, the total increase in production of machine-building complex in 2010 to 59% has been carried out through the production of transport equipment (including the contribution of pro-duction motor vehicles, trailers and semi-trailers - 43%, the production of ships, aircraft and spacecraft and other vehicles - 16%), 17% - due to the production of machinery and equipment, 24% - at the expense of pro-production of electrical and optical equipment. Share in the total growth of products relating to new technology-fifth Cesky structure, was 13%, but in most of the cost of production were present imported components, S.A. Konshakova & O.G. Kuralenko (2012).

Despite the positive changes point to a separate machine-building enterprises (modernization of production, the transition to new and innovative products, and others.), Generally for 11 years of the new century are indicators of the dynamics and structure of production of machine-building activities has not been much change, that should be associated with ne-transition to innovative development.

Engineering production is, as is well known, thus economic activity, which should provide the restored-tion and the growth of the country's fleet of equipment based on new technology. It began with the 1990s. drop in the share of mechanical engineering as the foundation of PF-creating economic activity and industry of the Russian Federation, and in the manufacturing sector continued during the first ten years of the XXI century. Mechanical engineering before 1990. there has been relatively pro-sive fleet and equipment in the structure of which the group at WHO-under-5 years occupied 23%, the group of more than 5 and up to 10 years - 28%, over 10 to 20 years - 30%, equipment over 20 years old It had a share of 19%. By the end of the last century due to the severe economic crisis in the Russian fleet and equipment in the mechanical production has undergone very significant changes. The share of the youngest group of equipment (up to 5 years) decreased in the structure of the park up to 4-6%, the share of the group aged up to 10 years - up to 7%, the share of the group from 10 to 20 years rose to 43%, and the group older than 20 years - up to 27%, V.N. Borisov & O.V. Pochukaeva (2009); Ivanchenko, O.G. (2011) & Research and development: essential foundation for U.S. competitiveness in a global economy (2008).

In general, the qualitative composition of the fleet and equipment in the machine-building production was in worse condition than the industrial-ness and manufacturing industries.

Throughout this period, the proportion of the three types of RP-nostroitelnoy wave activity in the manufacturing sector is constantly decreasing. The deteriorating state of PF say figures falling retirement rate PF and their degree of wear, which, in spite of the contraction-schenie remains high. In particular, according to the Russian Engineering Union, park machining equipment consisting preimuschest-tively from domestic machines for the past 15 years, almost do not update-lyalsya. More than 70% of the machine fleet operated over 15-20 years and was on the verge of complete physical wear and tear, and the proportion of young progressive-sive equipment under the age of 10 years was only 3%.

Investing processing activities more than 20 years, it came about mainly due to enterprises' own funds. In particular, of investment in machinery and equipment production in 2011 by 80% formed at the expense of own funds of enterprises and only 1.3% from the budget; in the manufacture of electrical and optical equipment - respectively 73 and 10% in the production of trans-tailors and equipment - 54 and 6.5%. Moreover, if the first two kinds of engineering activities for the 2005-2011 years. the share of own funds increased, and the budget fell in the third form of Dey-telnosti share of equity fell and budget grew that sobst-tively, and led to this rise in the share of investment in the production of vehicles and equipment in the total investments in industrial production (Gonchar, 2009; Sorokin, 2010 & Laktyushina & Lysenko, 2013)).

Analysis of indicators of the state of engineering in Russia shows his little prominent role in the implementation of both the innovative development of industries, and the economy as a whole. By the end of the first decade of this century, the production apparatus of the Russian economy is maintained and updated mainly due to imports of machinery and equipment. But the composition of imports and Rui equipment and transport had a "Russian" specificity.

The modern history has proved that innovative activity is the basis for the competitiveness of the country in the world economy. The interrelation between competitiveness and innovative activity can be clearly seen from the definitions of the concepts. Competitiveness can be referred to as "…ability of a country or an enterprise to produce goods and services which are competitive in the world market". In its turn, innovation is referred to as "introduction of a new or significantly improved idea, goods, service, process or practice aiming at the receiving a useful result. Thus, innovative activity can be considered as a means of competitive recovery .

Nowadays industrialized countries consider innovations to be the necessary foundation for competitiveness in the world economy. Every year these countries increase the research and development costs. In Russia the expenses on creation of new goods, development and introduction of new equipment and technologies are still at a very low level which causes low competitiveness of domestic manufacturing industry. The innovative policy extending along with a rapidly growing significance of a foreign trade and direct foreign investments is based on the concept of dynamic competitive advantages. The concept presupposes the state institutes including government to actively create the "image" of a future national economy and the ways of its practical realization focused on formation of competitiveness of the industrial enterprises. These include quality of human resources; level of scientific researches in the field of equipment and technology; communication among industrial firms, higher educational institutions and research institutes; ability to master foreign technologies; rate of introduction of technological innovations in the industries of the country; capacity of domestic market and level of requirements of domestic consumers to the quality of industrial products; availability of technologically connected and geographically close groups of enterprises capable to produce goods being in demand in foreign markets. As a result, the countries which achieved the most impressive success in the last decades are characterized by the advanced educational system and permanent rise of its level, on the one hand, and high level of support of research and developmental works (further R&D) and innovations, on the other hand. In the field of research and development (R&D) the innovative policy is defined by state financial support of fundamental science and scientific researches; creation of the innovative structures providing communication between science and production and commercialization of scientific development; implementation of the research and development programs with participation of enterprises and scientific organizations; creation of favorable conditions for activity of innovation-oriented enterprises.

Problems of formation of fundamentally different needs equipment complying with the new innovative stage of development of the Russian economy, existed at the end of the first decade of almost all domestic markets of engineering products. The bulk of the demand came from investment products related mainly to the fourth technological order, which in Russia in terms of at least one-third did not reach the maximum point, developed countries passed more than 20 years ago.

Therefore, it is possible that delayed for more than 20 years, the pace of modernization and renewal of production facilities in the Russian economy are good, because otherwise the intensive replacement of outdated technologies such as several improved version (psevdoinnovatsii), it was possible to get the lag in technological development for several more decades.

The above leads to the conclusion about the existence of significant difficulties and in some cases impossible to transition of the Russian machine-building in particular and the economy in general, the innovative way of development. Hailed as an innovative paradigm of the state it was not supported by the specific underlying policy documents, which have been identified not only the direction of scientific and technological progress in the long term, and measures to implement them with the appropriate sources of financing. Perhaps it should be a strategic long-term scientific and technical program (similar to the Soviet Union developed every five years, long-term comprehensive program of scientific and technical progress for the period of 20-25 years). It should have the force of law, which provides scientific and technical and innovation development in all spheres of economic activity in the country through reconstruction and modernization of production, and not only its infrastructure components, but also human capital. For Russia, the development of such a program is particularly important in the next phase of scientific and technological development, which should be the basis for the transition to the sixth technological order.

In this regard, we consider one of the latest government medium-term forecasting documents defining prospects of development of traditional engineering activities.

Order of the Government of the Russian Federation in January 2013 was approved in the new edition of the State program "The development of industry and increase its competitiveness."

As indicated in the text, state program aimed at "creating in Russia a competitive, sustainable, structurally balanced industry (in the structure of industries related to the subject of the program)

The state program was an important feature - the "state support of industry should be formed based on the understanding of the fact that the state is not fixed and permanent source of financing of the current and capital expenses of the enterprises." The state program was based on the previously developed strategies and targeted programs of a number of industrial facilities and include activities to implement international obligations.

3. Results and Discussions

Engineering in the state program received significant place - 7 out of 15 industrial sub-programs belonged to the engineering production. As in previous policy and program documents, the state program has been given privychnyyperechen systemic problems the industry as a whole, and completely related to mechanical engineering (structural imbalances, high degree of depreciation of fixed assets, low susceptibility to innovation, technological gap in some industries, low productivity labor, high material and energy intensity of production, the lack of modern equipment for the production of innovative high-tech competitive products; insufficient proportion of products with high added value; insufficient staffing, inadequate financial and economic opportunities for innovative development). To address these systemic problems, as stated in the State Program, the government had to work out the state industrial policy, defining national goals and priorities in the field of industry, form a strategy for development of industries and tools to implement them.

It is obvious that in order to overcome the crisis in the Russian mechanical engineering it is necessary to cope with the influence of the following negative factors:

- technological lag of Russia from the advanced countries, first of all in machine-tool construction;
- insufficient structure of a number of branches within the machine-building complex;
- low competitiveness of the Russian machine-building production in both domestic and foreign markets and low investment appeal of mechanical engineering (as a result of the factors stated above);
- absence of quality standards complying with the international requirements for the products.

The prime measures for overcoming the crisis in the Russian industries are modernization of innovation control system and development of effective administrative decisions aimed at competitive recovery as it is improvement of innovation control system and its elements that allows machine-building enterprises to increase their level of innovative activities.

Besides, the relevance of problems of innovative development of machine-building branch is caused by the following factors:

- The mechanical engineering is a branch of manufacturing activity which determines the level of development of other branches, providing them with machines, devices, equipment, vehicles and consumer goods.
- The machine-building branch occupies a rather big share in the structure of manufacturing activities. Now this indicator averages about 20% (Figure 1).

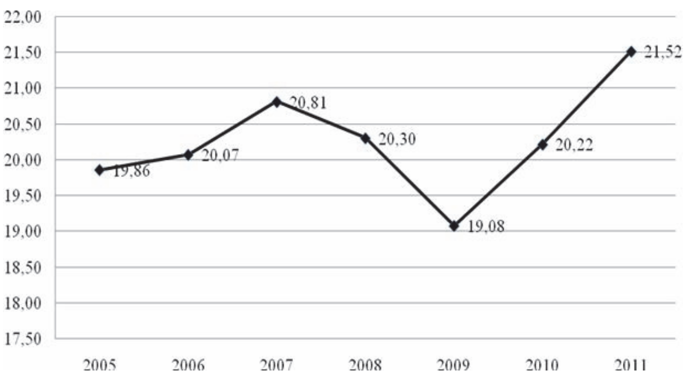

Figure 1 – Share of machine-building in the structure of manufacturing activities in 2005–2011, %

The development of mechanical engineering in Russia is impeded by the necessity to solve three main problems simultaneously with implementation of the strategic objectives of the country's entering into the post-industrial society within a short period of time:

- intensive modernization and technical re-equipment of mechanical engineering and, first of all, of its priority branches; thus it is important in the long term to get rid of technological dependency of the Russian mechanical engineering (particularly defense industrial sector) on foreign suppliers of technologies and equipment;
- training and retraining of regular personal and formation of the new technical and administrative generation of

professional community capable to provide innovative development of mechanical engineering;

- creation of conditions for increase of investment appeal of machine-building enterprises and ensuring inflow of private investments into mechanical engineering.

Import substitution of the equipment should become one of the key elements of innovation policy implementation as this element has been successfully tested in other developing countries as well as in some branches of domestic economy. Besides stimulation of innovative development import substitution produces considerable positive outer effects.

Summarizing the above stated facts, we should note that the countries who are leaders in machine-building constantly carry out research and developments. The manufacturers of engineering products closely cooperate with universities, scientific research institutes and laboratories when developing new technologies. Every year the governments and private enterprises spend more and more money to develop fundamental science. Scientific research is financed by enterprises themselves, by government and at the expense of investments. National governments work out special programs to attract investors, provide preferential taxation for enterprises that carry our R&D either governmental or their own. Also the countries pay great attention to an educational system that provides training of qualified specialists. The technological backwardness of Russia is caused by a number of problems, such as considerable depreciation of plants, narrow specialization of manufacture, aging of staff that possess technologies, limited access to financial resources, backwardness of distribution system, i.e. production is not oriented to the world market. In total these problems lead to the technological lag of the Russian mechanical engineering and thereof – to non-competitiveness of its production in the world markets.

As appears from the international experience, the following measures stimulating research and development are required in order to make the innovative system of Russia work properly (Golichenko O., 2010):

- formation of the attractive environment for carrying out research and development, in particular increasing the prestige of scientific activity and bringing the income of the productive scientist up to the level higher than an average in the industry;
- formation of the modern engineering basis for carrying out research and development including both the community of highly-qualified specialists and the appropriate equipment;
- formation of the general engineering complex including state research organizations, universities, hi-tech small enterprises;
- formation of the attractive working environment in Russia for foreign experts in the field of research and development;
- introduction of preferential taxation and credit privileges for the enterprises engaged in research and development;
- creation of concepts and normative legal instruments required for definition and formulation of the perspective directions of growth of the beginning technological firms.

4. Conclusions

The vital issue is reorientation of domestic engineering industry to the intensive, advancing way of development that assumes the solution of a complex of interconnected and interdependent problems that have been accumulated in legislative, standard and legal, financial and economic, educational, personnel and other spheres. And a time factor here comes to the front position taking into account that the developed countries re-equip their industries each 7-10 years.

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Evaluation of Investment Attractiveness and Prediction of Investment Volumes to the Region

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Abstract

In the given research there has been suggested the approach to the evaluation of the investment attractiveness of the regions of Privolzhsky Federal District, and outlined the key factors of its fluctuation in particular regions. There has been developed the model of investments volumes reliance on investment attractiveness of the region, specified tendencies/trends of the change of investment flow to the regions of Privolzhsky Federal District until 2020. The analysis shows that the use of standard forecasting procedures allows to obtain results of high quality. Thus there is a need to improve the algorithm for determining and predicting the perturbations of the investment process which will improve the accuracy of calculations, and identifying criteria for optimal growth of the investments to ensure the effective functioning of the economic system.

Keywords: *investment processes, investment attractiveness, assessment of investment attractiveness, forecasting investments inflow, regional development.*

1. Introduction

The present stage of the development of international economics (world economy) is characterized by the development of new forms of integration of business entities and the formation of corporate structures, focused on technical re-equipment and production growth. Intensification of innovative processes in all sectors of the economy determines the need for investment support emerging between countries and regions with stable economic ties.

Attracting investments is one of the conditions for steady development of the economy of the region. That is why serious attention is being paid to the formation of favorable investment climate both in Privolzhsky Federal District and in its separate regions. Investment attractiveness is considered as an integrated indicator of favored nation basis for an investor.

Taking into consideration that the management of any process should be based on unbiased assessments of the state of its flow, the need to assess the investment attractiveness of regions becomes apparent.

Since the issue of managerial decision-making requires not just affirmation of some actions taken but, above all, achieving goals, the issue of evaluation of investment attractiveness goes into the quantitative measurement of this index and identification of the areas to be improved.

One of the undoubted reserves of economic growth is the improvement of the investment process and an increase of investment volume in the real sector of the economy. Despite some positive developments in the investment sphere, there hasn't been seen the expected growth of the investment activity.

In the conditions of innovative economy and active integration development it is particularly important to develop the effective management of investment processes, including the set of activities aiming them at the achievement of maximum growth of socio-economic system, and consisting of the following set of actions:

1) the analysis of the current state of the investment process including: investment attractiveness analysis, investment activity; the analysis of meeting the needs of the socio-economic system in the;
2) calculation of the required volume of investments and evaluation of the investment attractiveness, corresponding to this volume;
3) development, selection and implementation of measures allowing to reach the required state of investment attractiveness of the socio-economic system;

4) the change of the investments inflow in the socio-economic system, caused by the improvement of investment attractiveness;
5) changing the parameters of socio-economic development of countries and regions financed from investments, lying in the pace of economic growth.

Constant implementation of the cycle determines the continuous improvement of the system of the investment process management and improving the efficiency of innovative development of socio-economic systems.

Under such conditions the issues of the investment process management become more and more important. The approach based on the prediction of capital forming investments inflow into economic and social systems becomes of particular importance.

2. Recent Research and Publications Analysis

The works of many academic economists are devoted to the study of effective tools of management of investment processes at the regional level, based on the formation of investment attractiveness of the area: V.V. Livinova, S.Filin, A.N. Goncharov, D.I. Ryakhovskiy, V.N. Myakshin and others. In this connection investment ratings and ratings of investment attractiveness of regions obtained a wide circulation; these are assigned by such rating agencies as “Expert RA”, “National Rating Agency”, “Agency of Strategic Initiatives on New Projects Promotion Agency” etc.

International organizations when considering loan applications rely on the ratings of investment attractiveness and creditability provided by the agencies as Standard & Poor's, «Moody's», Fitch IBCA и Thompson Bankwatch.

The analysis of the currently available models used in the investment management, allows to draw the following conclusions (L.S. Valinurova, O.B. Kazakova, 2005, L.P. Goncharenko,S.A. Filin, A.G. Yakushev, V.F. Akulinin, 2013, A.N. Goncharov, 2012, V.A. Kardash, 1998, V.V. Litvinova, 2013, V.N. Myakshin,2014, D.I. Ryakhovskiy, N.G. Akulova, A.V. Balabanov, 2014):

1) most of them are focused on individual projects and enterprises; and consider the investment process only on the part of an investor;
2) certain factors used in the models are difficult to assess or it’s impossible to obtain their quantitative characteristics;
3) in many models there are used projected values of factor indicators, while the method of their evaluation is not described.

3. The Research Objectives

Taking into account the best practices in the field of management of investment processes and the requirements in modern economy, the main objective of this research is to develop a model of investment processes management corresponding to the following requirements:

- application of the investment attractiveness index, the change of the latter allows to control the invest capital;
- compliance with the principles of consistency, reliability, ease of use;
- having the property of transformation (easy to adapt);
- consideration of environment factors and the behavior of the region in the future;
- the possibility of applying the scenario method of when using the model.

Key research findings.

3.1 Methodological approach to the evaluation of investment attractiveness of regions

Considering the features of the investment process and the results of the analysis of the investment situation in Russia there has been worked out the system of factors influencing the investment attractiveness of regions. The selection of factors was based on the principles of sufficient diversity, minimum significant sufficiency and target orientation. On this basis, the following factors have been identified: political, resource-based, industrial, consumer-oriented, infrastructural, investment, environmental (ecological), macroeconomic, financial, personnel, social and innovative.

Finding and studying the effects of absolutely all factors is really hard and not always rational. The challenge is in determination of the most significant factors determinative of economy behavior. Numerical characteristic of particular aspects of the analyzed phenomenon and process is expressed through the system of indicators. Changes in meanings of the factors are defined by impacts of one or several indicators. That’s why the influences of some or other indicators on the investment attractiveness of economic and social systems are measured through the study of particular indicator group reflecting the effects of the given factors.

Based on the results of the analysis of different approaches to the assessment of investment attractiveness, there has been worked out and suggested the approach, based on the definition of economic and risk-related components of the regional investment attractiveness:

1) Economic – covers the level of return of invest funds;
2) Risk-related – characterizes the overall risk connected with the considered economic and social system.

According to the system of national accounts at the macro level as an indicator of income (economic component of investment attractiveness) the gross domestic product can be used (hereinafter GDP), obtained from the use of investments because this is the sum of the added values created in the sectors of economy throughout the year in monetary form (for a region - gross regional product as a set of added values of the branches of economy and net taxes on products).

Economy gross profit represents the part of added value which is kept by producers after subtraction of expenditures connected with compensation of employees and taxes on production and import. When calculating the economic component of the regional investment attractiveness, Gross Regional Product (GRP) has to be reduced by the amounts of budgetary deficit, compensation of employees and taxes on production and imports.

Risk component is needed to determine the overall risk characterizing the given economic and social system. Risk component of the investment attractiveness is cumulative in nature because it formed from joint impact of different specific factors and can be given as follows:

$$k_2 = \frac{\sum_{i=1}^{n} P_i * j_i}{\sum_{i=1}^{n} j_i} \qquad (1)$$

where: k_2 – risk component of investment attractiveness of the region;
n – number of factors;
P_i – characteristics of a factor;
j_i – weighting coefficient of a factor.

The risk component helps to define what part of income will be lost as a result of its appearance. That's why the composite indicator of the investment attractiveness of a region can be presented as follows:

$$k = k_1 * (1 - k_2) \qquad (2)$$

where k – an economic and social system investment attractiveness factor, in unit fraction;
k_1 – an economic component of investment attractiveness, in unit fraction;
k_2 – a risk component of investment attractiveness, in unit fraction.

Investment attractiveness factor reflects economic effectiveness of investments and it is therefore necessary to be aware that, in accordance with international standards, depending on profitability, economic and social systems can be divided into 5 groups:

A - is characterized by high profitability, exceeding the average number fourfold and more;
B - with profitability above average, exceeding it twofold and more;
C - with average profitability 10-12 %;
D - with profitability twice as little below average;
E - with very low profitability, more than twofold less below average.

Depending on the meaning of the factor of the investment attractiveness, the regions can be classified in the following order (table 1).

Table 1 – Classification of regions according to the investment attractiveness

Characteristics of regions	Indicator value (K)
1. Regions with high investment attractiveness. Economics is resistant to crisis, diversified structure of production, well-developed infrastructure, sound legislation, and qualified workforce capacity. Relatively friendly ecological and criminogenic environment.	>0.4
Regions with investment attractiveness above average – high level of production, allowable variations are determined by socio political factors.	0.2-0.4
Regions with average investment attractiveness. These are raw materials regions, well-being of which depend on export and are greatly influenced by world market conjuncture.	0.1-0.2
Regions with investment attractiveness below average. These are regions with formerly high production level but at present their well-being depends on state support.	0.05-0.1
Regions with low investment attractiveness (rather unfavorable investment climate). Even state support can't guarantee healthy economic activity in such regions.	<0.05

3.2 Methodological approach to the prediction of the volume of investments at the regional level

Management of the investment process is based on the development of activities aimed at achieving the required volume of investments in the region. For the development of activities aimed at accomplishing this goal, it is necessary initially to determine the sphere and volumes of influence, and therefore the need to establish the difference between the required and expected volumes of investments.

In order to determine the expected amount of investments it is advisable to use the standard procedure of forecasting, since they allow to obtain the most accurate result with a fairly simple mathematical apparatus. It has to be taken into account that the forecast is performed in advance (ahead of schedule), therefore, the data needs to be adjusted after each prediction phase. In the proposed model an annual anticipatory interval is accepted, so the maximum accuracy of forecasts requires annual adjustment of the model parameters.

Taking into account the response time of socio-economic systems by values of the autocorrelation and cross correlation functions there have been defined the periods of delay of the investment attractiveness indicator impact on investment volumes. When modeling the type of relation between the volume of investment and investment attractiveness, there have been used the following parameters:

- Indicator of investment attractiveness of the region in the period t-1 (K_{t-1});
- Volume of investments in the region in the period t-1 (I_{t-1});
- Factor of disturbances (λ), allowing to take into account possible disturbances of the economic process (estimated/calculated on the basis of Theil-Wage model).

The employment of forecasting approaches allowed to find that in general terms the model will look as follows:

$$I_t = f(I_{t-1}, k_{t-1}, \lambda) \quad (3)$$

For the selection of the type of dependency there was used the technique of least squares, in particular, its modified form – method of characteristics of growths (V.A. Kardash, 1998).

Statistical characteristics of the models to predict the investment volumes show that it is efficient to apply dependence, which has the form:

$$I_t = \frac{[a_1 \times K_{t-1} + \ln(a_2 \times I_{t-1})]^{3,5}}{a_3 \times \lambda} \quad (4)$$

where a_1, a_2, a_3 – coefficients.

Based upon the analysis of the Privolzhsky Federal District (Russian Statistical Yearbook, 2013) and its 14 regions carried out for the period of 37 years (from 1975 to 2012) there have been evaluated (calculated) the values of the coefficients, each group of regions with their own values.

Based on the suggested approaches there has been developed a computer program " Evaluation of investment attractiveness and prediction of investment volumes to the region, 2014" (L.S. Valinurova, O.B. Kazakova, 2014).

3.3 Evaluation of investment attractiveness of the regions of the Privolzhskiy Federal district.

The approbation of the suggested approach to the assessment of investment attractiveness was carried out on the information arrays of 14 regions of the Privolzhsky Federal district (Russian Statistical Yearbook, 2013) using the author's software (Evaluation of investment attractiveness and prediction of investment volumes to the region, 2014) (tables 2, 3, 4).

Table 2 – Value of economic component of investment attractiveness of the Privolzhsky Federal District regions *

	2000	2005	2006	2007	2008	2009	2010	2011	2012
The Republic of Bashkortostan	0.2283	0.3138	0.3218	0.1732	0.2100	0.1676	0,2221	0.2379	0.2754
The Republic of Marij El	0.0636	0.2865	0.2938	0.2347	0.1368	0.1638	0,1984	0.2220	0.2265
	2000	2005	2006	2007	2008	2009	2010	2011	2012
The Republic of Mordovia	0.0699	0.1944	0.1994	0.2141	0.1365	0.1215	0,1348	0.1691	0.2035
The Republic of Tatarstan	0.2275	0.1896	0.1944	0.2075	0.1729	0.1501	0,2069	0.3035	0.3264
The Udmurtian Republic	0.1079	0.1984	0.2034	0.2616	0.1851	0.1213	0,2072	0.1988	0.2016
The Chuvashi Republic	0.0921	0.2623	0.2690	0.2576	0.1825	0.1300	0,1128	0.2051	0.2056
The Perm Territory	0.2082	0.2134	0.2188	0.2739	0.2327	0.1432	0,2200	0.2200	0.2351
The Kirov Region	0.0913	0.2165	0.2220	0.1920	0.1940	0.1244	0,2023	0.1945	0.1857
The Nizhni Novgorod Region	0.2651	0.2540	0.2605	0.2394	0.1908	0.1724	0,1578	0.2153	0.2631

The Orenburg Region	0.2357	0.4810	0.4933	0.2828	0.1619	0.1527	0,1458	0.2902	0.2897
The Penza Region	0.0923	0.1975	0.2025	0.2618	0.1437	0.1126	0,0992	0.1719	0.1785
The Samara Region	0.3068	0.2742	0.2812	0.2416	0.1834	0.1777	0,2449	0.2370	0.2977
The Saratov Region	0.1562	0.1770	0.1815	0.2274	0.2672	0.1556	0,2043	0.2049	0.2151
The Ulyanovsk Region	0.0978	0.1046	0.1743	0.2285	0.1636	0.0935	0,1325	0.1515	0.1632

*Author's calculations

Table 3 – Risk component value of the investment attractiveness of the Privolzhsky Federal District regions*

	2000	2005	2006	2007	2008	2009	2010	2011	2012
The Republic of Bashkortostan	0.2328	0.2318	0.2296	0.2567	0.2894	0.2781	0.2618	0.2615	0.2597
The Republic of Marij El	0.2494	0.2478	0.2478	0.2362	0.2214	0.2367	0.2365	0.2363	0.2465
The Republic of Mordovia	0.2185	0.2091	0.2165	0.2144	0.2613	0.2512	0.2417	0.2212	0.2371
The Republic of Tatarstan	0.1858	0.1808	0.1732	0.1721	0.1664	0.1893	0.1891	0.1805	0.1902
The Udmurtian Republic	0.2483	0.2365	0.2364	0.2374	0.2491	0.2496	0.2312	0.2311	0.2301
The Chuvashi Republic	0.2277	0.2312	0.2291	0.2291	0.2295	0.2316	0.2395	0.2281	0.228
The Perm Territory	0.2192	0.2185	0.2184	0.2113	0.2108	0.2164	0.2161	0.2134	0.193
The Kirov Region	0.2478	0.2471	0.2476	0.2482	0.2486	0.2501	0.2501	0.2487	0.201
	2000	2005	2006	2007	2008	2009	2010	2011	2012
The Nizhni Novgorod Region	0.2141	0.2415	0.2315	0.2201	0.2317	0.2323	0.2228	0.2157	0.232
The Orenburg Region	0.2842	0.2912	0.2912	0.2901	0.2874	0.2877	0.2871	0.2817	0.917
The Penza Region	0.2658	0.2516	0.2312	0.2365	0.2091	0.1864	0.1739	0.1731	0.1732
The Samara Region	0.2142	0.2216	0.2365	0.2287	0.2612	0.2454	0.2311	0.2301	0.2295
The Saratov Region	0.2191	0.2202	0.2205	0.2211	0.2231	0.2236	0.2205	0.2204	0.2196
The Ulyanovsk Region	0,2316	0.2311	0.2306	0.2485	0.2488	0.2512	0.2453	0.2427	0.2216

* Author's calculations

Table 4 – Results of the assessment of the investment attractiveness of the Privolzhsky Federal District regions *

	2000	2005	2006	2007	2008	2009	2010	2011	2012
The Republic of Bashkortostan	0.1752	0.2411	0.2479	0.1288	0.1492	0.1210	0.1639	0.1757	0.2039
The Republic of Marij El	0.0477	0.2155	0.2210	0.1792	0.1065	0.1250	0.1515	0.1695	0.1707
The Republic of Mordovia	0.0546	0.1538	0.1562	0.1682	0.1008	0.0910	0.1022	0.1317	0.1553
The Republic of Tatarstan	0.1852	0.1553	0.1607	0.1718	0.1442	0.1217	0.1677	0.2487	0.2643
The Udmurtian Republic	0.0811	0.1515	0.1554	0.1995	0.1390	0.0910	0.1593	0.1529	0.1552
The Chuvashi Republic	0.0711	0.2017	0.2074	0.1986	0.1406	0.0999	0.0858	0.1583	0.1587
The Perm Territory	0.1626	0.1668	0.1710	0.2160	0.1837	0.1122	0.1724	0.1730	0.1835
The Kirov Region	0.0687	0.1630	0.1671	0.1444	0.1457	0.0933	0.1517	0.1461	0.1448
The Nizhni Novgorod Region	0.2083	0.1926	0.2002	0.1867	0.1466	0.1323	0.1226	0.1689	0.2044
The Orenburg Region	0.1687	0.3409	0.3496	0.2008	0.1154	0.1088	0.1040	0.2084	0.2052
The Penza Region	0.0678	0.1478	0.1557	0.1999	0.1136	0.0916	0.0819	0.1421	0.1476
The Samara Region	0.2411	0.2134	0.2147	0.1863	0.1355	0.1341	0.1883	0.1825	0.2294
The Saratov Region	0.1220	0.1380	0.1415	0.1771	0.2076	0.1208	0.1592	0.1598	0.1679
The Ulyanovsk Region	0.0751	0.0804	0.1341	0.1717	0.1229	0.0700	0.1000	0.1148	0.1270

* Author's calculations

The analysis of obtained results allows to conclude that, despite the fluctuating changes in values of investment attractiveness, there has been an overall steady increase of investment attractiveness of regions. Moreover, the Republic of Tatarstan managed to keep the leading position in this group, the Samara region investment attractiveness has improved by more than 25 %, Nizhny Novgorod region (the change of investment attractiveness is 21 % compared to the previous year) and the Republic of Bashkortostan (change of investment attractiveness is more than 16 %) managed to move into the group with the investment attractiveness above average. With a slight decrease of investment attractiveness the Orenburg region remained part in the group of leaders, took the second place to the Samara region. And although none one of the regions of the Privolzhsky Federal district got into the group with high investment attractiveness, the fruitful work of regions on the formation of favorable investment conditions is worth noting.

The Republic of Mordovia and Ulyanovsk region have been characterized by the most significant changes in the group of regions with the average investment attractiveness. These regions could not be moved from the group with an average investment attractiveness to the group with the investment attractiveness above average, however, they showed a progressive advance towards the improvement of investment attractiveness, the change in the index of investment attractiveness in these regions amounted to 17.92% and 10.63 %, respectively.

Such regions as the Saratov region, the Penza region, the Perm region managed to improve their investment attractiveness. Having kept their position in the group with average investment attractiveness, modification of investment terms have not been sufficient to improve their position among the regions of the Privolzhsky Federal district (the index of investment attractiveness rose by 3.9 to 6.2 %). The investment attractiveness of the Republic of Udmurtia, the Republic of Mari El and Chuvashia has remained practically the same.

Along with the Orenburg region, the Kirov region suffered the decrease of the investment attractiveness, however, the changes were minor, mainly associated with the regional market fluctuations.

There has been a slight decrease of investment attractiveness in the Orenburg and Kirov regions, which, however, managed to stay in the group of regions with the average investment attractiveness.

In general, it is worth mentioning that the regions of the Privolzhsky Federal district are characterized by average and above average investment attractiveness, demonstrating the opportunities of improving the climate for investments in the future. The comparative analysis of the results of investment attractiveness assessment, obtained during the study, along with the leading expert ratings agencies (Moody's, the Agency "Expert RA"), shows the consistency of the results obtained (Investment Climate in Constituents of Russian Federation in the Borders of the Privolzhsky Federal District**:** Issues and Ways of Resolving: report // pfo.ru).

3.4 Projected volume of capital forming investments in the regions of PFD

Based on the received dependence between the investment volumes and investment attractiveness and previous investment volumes using (Evaluation of investment attractiveness and prediction of investment volumes to the region, 2014) there have been predicted the volumes of investments in the regions of PFD in 2012-2020 (table. 5). Taking into consideration the economic trends made it possible to reflect investment attractiveness factors in the model and to assess their values in the future.

The difference of the projected values from the actual ones in the period of 2012-2013 is connected with the vigorous activity of the regional socio-economic systems on improving the investment environment and attracting not only foreign capital, but also the reorientating of domestic investment on regional markets.

According to the calculations made for the period of 2012-2020 (table 5) the investment volumes in the regions of Privolzhsky Federal District for this period will be characterized by an average annual growth rate of 4.1 %. The Republic of Tatarstan will still remain the obvious leader in terms of investment, despite a slight slowdown in the growth of investments in the region.

High amounts of investment are characteristic of the Nizhny Novgorod region, the Republic of Bashkortostan and Samara region, where the fluctuating dynamics of investment volumes does not affect the attraction of a significant volume of investment resources. This is due to the increased interest in the investment potential of the regions and the opportunity to successfully implement investment projects and programs. The improvement of the legislative acts, increase in social stability and reducing unemployment will work towards that as well. Moreover, a well-developed infrastructure of the investment market plays a special role, which in combination with ongoing activities for the development of the innovative market will promote active circulation of investments and, consequently, increase the investment attractiveness and investment volumes in these entities. Holding the summits of the SCO and BRICS in 2015 in the Republic of Bashkortostan has significantly enhanced its investment activities in the region and worked towards some redirection of domestic investments from other regions of the Privolzhsky Federal district.

High growth rates of investments are expected in the Republic of Bashkortostan (about 70 %), the Republic of Mari El (over 60 %), Samara region (50 %), Penza region (41.4 %), Kirov region (39.1 %), Nizhny Novgorod region (36.6%) and the Ulyanovsk region (34.2 %), Orenburg region (33.7 %).

The emphasis on the competitive advantages of these regions will allow them to generate attractive investment areas at the expense of their own natural resources. For example, in the Orenburg region, this is the tourist-recreational area (sector). For instance, the development of the territory of Sol-Iletsk area, its climate and natural mud makes it possible to build up the resort of a global scale, comparable in characteristics with the salts and mud of the Dead sea.

It is expected that by 2020 the Republic of Mordovia and Perm region and the Udmurt Republic will ensure the inflow of investments in the regions exceeding the level of 2013 by almost a third. Such regions as the Chuvashi Republic, the Saratov region are characterized by relatively low growth rate but steady capital inflows.

In total, the Privolzhsky Federal district is expected to demonstrate positive dynamics of investments. It should be noted that in some regions a significant decline of investment volumes is projected by 2015, on average, 7-8 % in

Saratov, Ulyanovsk and Kirov regions, in the Republic of Mordovia and Mari El Republic. For most regions of the Privolzhsky Federal district the year 2016 will be the year of the investment decline, except the Republic of Tatarstan and Nizhny Novgorod region. Maintaining a positive investment growth rate in these regions is associated primarily with the implementation of long-term investment projects and programs which form a significant part in the total investment flow in these regions.

After a significant increase in the investment sphere in 2017-2018 associated primarily with the active involvement of the results of intellectual activity in all sectors of the economy and the use of human capital, some deceleration is expected, and even some decline in the investment growth rate in 2019.

Stabilization of investment growth rate is projected by the end of 2020, provided through investments in science and high-tech industry, entering new markets and increasing the number of free economic zones on the territory of the Privolzhsky Federal district.

Thus, the investment volumes in the economy of the regions of the Privolzhsky Federal district will grow. However, under existing conditions, their distribution and their rate will be characterized by chaotic outbursts. The expected investment will not be able to fully meet the needs of the regions. Considering that the forecast did not take into account changes in the investment attractiveness of regions, the aim of regions authorities, using the results obtained, is to modify the factors of investment attractiveness, ensure the most effective use of available resources and increase the inflow of investments.

Table 5 – Forecasting the Volumes of Investment in the Regions of Privolzhsky Federal District, mln RUR*

		2012	2013	2014	2015	2016	2017	2018	2019	2020
The Republic of Bashkortostan	Lower bound of forecast	211928.25 (233683)	203523.35 (266233)	299184.14	288359.29	274882.38	314004.09	333577.61	287414.88	332219.13
	Upper bound of forecast			324116.16	340788.25	332519.01	350235.33	375274.81	335317.36	389170.98
The Republic of Marij El	Lower bound of forecast	28805.71 (31656)	30177.99 (45126)	42601.377	39784.94	37010.784	40504.88	42077.111	41737.085	44995.72
	Upper bound of forecast			45878.406	41927.206	40711.862	43620.64	45505.616	45589.739	48209.7
The Republic of Mordovia	Lower bound of forecast	48044.63 (49825)	54946.08 (53699)	55407.07	54636.996	52528.99	56901.222	59408.843	60525.602	61250.249
	Upper bound of forecast			60947.777	59143.14	57781.889	59610.804	62237.835	63463.738	63606.028
The Republic of Tatarstan	Lower bound of forecast	444684.30 (470751)	385401.67 (520228)	503604.45	478102.38	492448.2	511546.39	496220.67	50952.,31	531529.48
	Upper bound of forecast			542343.26	537865.18	540223.03	553539.01	536894.49	539243.38	561295.13
The Udmurtian Republic	Lower bound of forecast	69857.62 (64221)	80811.37 (71820)	73314.396	74745.081	71850.675	77438.805	79577.862	82748.952	85536.135
	Upper bound of forecast			79831.231	81389.088	77258.79	81430.496	83766.17	87104.16	89900.223
The Chuvashi Republic	Lower bound of forecast	56957.93 (65255)	63446.46 (59139)	50403.79	59189.599	54521.264	56743.289	67986.96	67168.3	66062.22
	Upper bound of forecast			55444.169	63417.428	62310.016	63418.97	72236.145	70526.715	72668.442
The Perm Territory	Lower bound of forecast	144545.75 (162241)	145232.59 (188719)	159081.24	181939.15	151086.53	183367.52	212584.14	179977.35	181326.73
	Upper bound of forecast			168921.32	193193.11	160432.09	194709.84	225733.68	191109.97	192542.81
The Kirov Region	Lower bound of forecast	39463.57 (50545)	40223.98 (56836)	50156.307	46934.076	47331.896	47863	47883.574	49459.453	49525.854
	Upper bound of forecast			61059.852	57137.136	57621.438	58268	58293.046	60211.508	60292.344
The Nizhni Novgorod Region	Lower bound of forecast	242134.73 (257454)	262333.56 (272212)	250010	261098.69	273084.34	278739.38	295233.83	280188.24	324524.29
	Upper bound of forecast			270844.17	295911.85	305211.91	300601.29	329967.22	310404.62	351567.98
The Orenburg Region	Lower bound of forecast	120310.37 (151250)	125416.39 (152573)	155156.62	153369.01	126739.18	154431	179976.97	151529.85	152855.08
	Upper bound of forecast			169261.76	169513.11	140080.14	170686.9	198921.91	167480.37	168945.08
The Penza Region	Lower bound of forecast	58470.22 (72343)	66271.66 (80775)	74069.721	69957.128	70270.915	72555.296	75945.331	78924.582	79093.256

	Upper bound of forecast			80803.332	82302.504	76659.18	79151.232	82849.452	86099.544	86283.552
The Samara Region	Lower bound of forecast	197792.44 (213022)	172569.86 (262326)	250788.68	286722.46	237747.74	288882.8	335427.59	283515.35	285745.19
	Upper bound of forecast			270080.12	308778.04	256036.03	311104.56	361229.71	305324.22	307725.59
The Saratov Region	Lower bound of forecast	107555.65 (117646)	106991.83 (122181)	115895.86	104422.88	95452.852	114335.02	116609.67	116725.61	121128.06
	Upper bound of forecast			128773.18	113915.87	104130.38	124729.12	127210.55	127337.03	132139.7
The Ulyanovsk Region	Lower bound of forecast	60538.69 (72985)	63614.27 (76244)	73880.121	66318.603	72169.561	66589.543	74405.713	77577.666	77864.66
	Upper bound of forecast			77398.22	72085.44	78445.18	72379.94	80875.78	84323.55	84635.5

* Author's calculations

Reported by the data of 2012-2013 there are presented the results of point prediction, in brackets - the fact sheet is given.

4. Conclusions

The suggested approaches and models developed on their basis allow us:

- to link the received values of investment attractiveness with financial calculations of investors and regional authorities of development, since this indicator characterizes the profitability of invested funds with allowances made for probable losses;
- to apply the obtained results to compare regions, not only within Russia, but also outside its borders;
- to predict future levels of investments; to develop a mechanism of the investment inflow management, using the multivariance of selection (choice);
- to correct and efficiently allocate the centralized investment flows taking into account the priorities of economic development of the socio-economic system;
- to specify the main directions of activities of investment management entities controlling economic and social systems;
- to determine the directions and forms of capital allocation based on the assessment of investment attractiveness of socio-economic systems.

This gives the opportunity to identify differences in regional development, to identify the factors that determine them, and to develop a mechanism of influence on these factors that contribute to achieving the desired level of development of the region at minimum cost. Thus, the main difference and advantage of the suggested approach to the assessment of investment attractiveness is not only to define the position of the region among the set of regions, but also to use the results of the assessment for management decision making.

Since by its nature the analyzed indicator of investment attractiveness reflects the risk-based profitability of investments, the results can be used to analyze the current state of the regions, or to compare regions with each other. To be able not only to monitor but also regulate the flow of investments into the region, it is necessary to build a formalized dependence of the investment volume on the index of investment attractiveness of the region.

The inclusion of the index of investment attractiveness (considering various factors) in the forecasting model of investments volume gives the possibility to adjust the volumes of investments in a variety of ways and methods in various combinations with the results of regulation. The variety of options for authorities to manage economic system widens the range of use of the model and therefore allows to achieve the desired result at minimum cost.

The evaluation of expected volume of investments in the regions can be used to forecast the development of the economic system, and, above all, to predict economic growth. This applied aspect of the problem becomes especially important at critical stages of development, for example, at economic recovery (overcoming the crisis). Another important practical result of the calculation of expected volume of investments is determining relative volumes of shortage or excess of investments and therefore developing strategies in respect of possible import and export. It appears that these aspects of calculation of expected volume of investments in the practice of macroeconomic forecasting and state regulation are not enough worked over and need further study.

The analysis shows that the use of standard forecasting procedures allows to obtain results of high quality. Thus there is a need to improve the algorithm for determining and predicting the perturbations of the investment process which will improve the accuracy of calculations, and identifying criteria for optimal growth of the investments to ensure the effective functioning of the economic system.

Applied calculations of expected volume of investments in the regions of the Russian Federation indicate that even under favorable conditions it will not be possible to fully meet the demand of the economy for investment resources. Therefore, an important task of authorities is to change the state of the investment climate for increasing the inflow of capital forming investments and to fully meet the needs of the society.

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