

**PHILOSOPHY**  
**(specialty 09.00.13)**

***Germanovich A.P., Bourova L.A. Economic activity importance for the new religious movements***

It is considered the mechanisms of new religious movements formation in Europe where mythological followers' images lead to the economic exploitation of the "faithful". Such religious movements as "Transcendental meditation", "Scientological church", "Unification church" are investigated. It is disclosed the financial resources of "new religions" leaders welfare.

Key words: new religious movements, "brainwashing" technique, Scientology, religious business-corporation.

*North-Caucasus scientific center  
of High school SfedU*

*April, 26, 2010*

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**(specialty 09.00.11)**

***Malygina G.V. Values transformation during globalization epoch as a social and philosophic problem***

Various aspects of values transformation problem in terms of globalization are considered. Factors which affect the values of the globalizing society are analyzed. It is pointed out the value relativism and its reasons; it is defined the tendencies of values transformations in accordance with a definite value classification.

Key words: value transformations, values, globalization, value relativism.

*Omsk state  
technical university*

*April, 6, 2010*

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**(specialty 09.00.08)**

***Zhukova N.S. State ideology – social consciousness phenomenon***

The ideology nature, formation and distribution is considered. It is pointed out the spiritual ideology apparatus, state institutions providing ideology functioning in civil society. It is defined the grounds of ideology formation, the factors of ideology establishment among population and the reasons of ideology failure. As a result ideology appears to be an important element of society and state, phenomenon of social consciousness.

Key words: state, ideology, state ideology, authority apparatus, ideological apparatus, society, idea, state ideology mechanism, political.

*Southern federal  
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*March, 3, 2010*

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***Zeoulko A.V. Technocratism and its criticism by "antitechnocrats"***

The technocratism phenomenon has been long studied both from social and publicistic style viewpoints. As a rule its negative assessments are prevailing though sometimes those who praise technocratism can be met. Attempts to reveal the opposite assessments to the science and technical

progress in the XX century are undertaken. Special attention is paid to the main tendencies of technocrats' criticism.

Key words: scientific and technical progress, technocratism, crosscultural protest.

*Southern federal  
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*March, 19, 2010*

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**HISTORY**  
(specialty 07.00.02)

***Drilenko V.V. The Khabarovsk region's youth and authorities during the “thaw” period in 1953-1964s***

The changes in state youth politics of the Soviet state during the “thaw” period in 1953-1964s and their impact on the youth society in Khabarovsk region are investigated. All-Union and regional tendencies of authorities and young generation interaction are compared. The basis of information data is the archive materials of RSANH, RSASPH and SAKhR and also published official documents and press.

Key words: state youth politics, youth, CUY, democratization, difference of minds, opposition, economic and political campaigns, komsomol and youth objects.

*Far East state  
human sciences university*

*March, 17, 2010*

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(specialty 07.00.09)

***Sklyarova E.K. Edwin Chadwick: preventive idea and social healthcare***

The investigation is dedicated to the complicated and contradictory fate of an English reformer – Edwin Chadwick – whose merits were neglected during his life in Great Britain and got world recognition only after a century. The investigation enriches modern views on the ways how to solve such social problems as healthcare, nation health, corruption, social and individual mindset changes.

Key words: Edwin Chadwick, British public health service, social development, social politics, social reforms, corruption, utilitarianism.

*Rostov state  
medical university*

*April, 14, 2010*

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**POLITICAL SCIENCE**  
(specialty 23.00.02)

***Kalyuzhniy V.G. Social order and social reality construction: synergetic approach***

During the last decade there is an increasing attention to discussions on methodological aspects of historical research on the synergy concept and closely related to it theory of chaos. Synergy is often called the science of complexity, the doctrine of self-organization of the universal laws of evolution of complex dynamic systems undergoing abrupt changes of states in periods of instability. One of the founders of synergetics, a German physicist H. Haken defined it not only as the

science of self-organization, but also as a theory of «joint actions of many subsystems, which occur at the macroscopic level (new) structure and proper functioning».

Key words: geopolitics, world setup, order, chaos, synergetics, geopolitical rivalries.

*Syzran higher military  
aviation school*

*March, 5, 2010*

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**Petrov V.I., Lamzin R.M., Arefiev E.S. Political elite of Volgograd region and population: peculiarities of modern interaction (according to social science research)**

It is analyzed the interaction of political elite and population nowadays. It is considered the factors that influence the formation of modern political culture. As a practical component the results of the social science research are used, aiming at revealing the attitude of population towards region political elite, questions on reformation of executive power in Volgograd region. It is disclosed the main claims of population towards region authorities and characteristics of political elite in Volgograd region.

Key words: elite, political elite, democracy, corruption, poll.

*Volgograd college of  
management and new technologies*

*April, 25, 2010*

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## **ECONOMICS (specialty 08.00.01)**

**Vyakina I.V. Effectiveness and innovation orientation assessment of region investment policy**

It is widely discussed the necessity to improve the region's economy and innovative reproduction of enterprise fixed assets in regions, more efficient use of resources, that is intensive, but not extensive economic growth. The purpose of the investigation is to develop a methodological approach to evaluating the effectiveness of investment policy in the region, and evaluation of innovative nature of regional investment processes

Key words: investment, innovation, efficiency, region

*Tver state  
technical university*

*March, 3, 2010*

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**Kobtzev V.A. Marketing research of consumers**

The trends of consumers study are of not isolated character. Surveys usually contain questions oriented on the opinion poll investigation. Thus the investigation of the attitude towards the company is accomplished simultaneously with the investigation of the attitude towards the products of the company. These aims are revealed in such kinds of activities as adverts, shop windows decoration, package, distribution of free samples, coupons, press-releases etc.

Key words: consumer, marketing, marketing plan, marketing investigation.

*North-Caucasus scientific  
center of High school SFedU*

*March, 15, 2010*

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**Nesterenko I.N., Shipilova T.V. Innovations investment in social and economic sphere**

Issues on the necessity to create innovations which should become the main everyday tools of the increase of the effectiveness and competitiveness of enterprises. The development of any organi-

zation without innovation processes is likely to face the loss of market positions. It is considered the notion of “innovationalism” which is equal to the notion of enterprise – vigilance to new opportunities of organization work improvement (commercial, state, merit, moral and aesthetic). Social and economic systems, their main features, peculiarities and specificity of investment are characterized

Key words: innovation, science and technical potential, investments, investment activity, social and economic activity, integrity, hierarchy.

*Rostov technological  
institute of service and tourism*

*April, 7, 2010*

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***Reikhanova I.V. Market factors of high school economy development: interrelations, cycles, processes***

It is revealed the tendencies of management processes of high school within market terms. Cycles of their interaction has been formed taking into account the existing market factors. The economic structure is made up for accomplishing the high school economy in stable and developing condition. Management procedures are grounded connecting economic situations with ultimate high school's results.

Key words: management cycles, interactions of exterior and interior high school sphere, variations of connecting procedures and situations.

*South-Russian state university  
of economics and service*

*March, 18, 2010*

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***Soukhorukova T.A. The gross domestic product usage for the assessment of nonequilibrium state***

Gross domestic product (GDP) – is the main characteristic of the domestic market capacity. It characterizes three main macroeconomic factors: output of production, income and expenditure. When calculating the GDP such problems as the estimation of nonequilibrium state; income equals the production output; the approximate calculation of gross margin take place.

Key words: gross domestic product, gross arranged income, gross national income, system of national and income accounts, economic crisis, nonequilibrium state, gross margin, investments.

*North-Caucasus academy  
of civil service*

*April, 25, 2010*

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**(specialty 08.00.05)**

***Kozlova O.A. Cognitive approach to consumers' behaviour modeling at ecologic goods market***

It is presented the analysis of possibilities of the usage of cognitive approach to the conception of ecological marketing at demand formation in the market. Structurally the article consists of two parts. In the first part the basic orientations in the usage of cognitive approach in marketing, preconditions of its transformation to conception of marketing and influence on the theory behavior of consumers investigations are considered. In the second part the influence model of cognitive approaches on process of decision-making on purchase of the ecological goods is presented and the description of all its making elements is given.

Key words: cognitive approach, ecological marketing, consumers behaviour.

*Omsk state  
university of F.M. Dostoevskiy*

*March, 14, 2010*

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***Volodina G.E., Obolonskaya A.V., Ratt T.A. University unit (okrug) as the innovational model of the education quality management***

The concept of the University as the founder of the national education system innovational development is presented. The basics of scientific and methodology concepts are defined, as well as technological aspects of the innovational model of education quality management in the format of University Unit (Okrug: University closely cooperating with certain town schools). University Unit is an educational network structure, which consists of ad hoc teams, created for collective solutions of innovational education tasks on the condition of continuous added knowledge.

Key words: knowledge economy, knowledge worker, human capital, University Unit (Okrug), ad hoc teams.

***Branch of State university – High school of economics in Perm***

***April, 17, 2010***

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***Shipilova T.V., Nesterenko I.N. Enterprise crisis recovery: legislature improvement of insolvency***

It is considered the approaches to the problem solutions that occur while dealing with the cases concerning insolvency and, in particular, while analyzing the financial condition of the crisis enterprise and the choice of procedures defined by legislature on insolvency. It is pointed out the reasons of the situation and possible trends of farther Russian anticrisis legislature improvement.

Key words: bankrupt, insolvency, financial improvement, Russian economy.

***Rostov technological institute of service and tourism***

***March, 10, 2010***

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**SOCIOLOGY  
(specialty 22.00.04)**

***Goudarenko Ju.A. Multileveled system of high professional education as an object of sociological analysis***

It is analyzed a multileveled system of high professional education as an object of sociological analysis. The sociological analysis of the multileveled system of high education is oriented on the study of methods, forms and means of education, their constellation and correspondence to the requirements of modern labour market. It is high professional education that provides stability and dynamics of social structure as it forms specialists of different social layers.

Key words: multileveled system of high professional education, sociological analysis, socio-cultural approach, fundamentalization, Bologna declaration, labour market.

***Russian state social university***

***April, 18 2010***

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***Savchenko L.A. Sociology research methodology of daily occurrence***

The problem of life-style with regard to the globalization of social and communicative practices is considered. Research techniques for typed actions are required due to the universal character of the social environment. The coherence of social spaces is determined by the possibility of a purposeful-rational action. In the article various approaches are analyzed from different viewpoints, the methodological aspect of the research and the way of its application are both taken

into account. The research of daily activities is done from the viewpoint of their criticism, assessment and extensive explication.

Key words: life-style, living world, purposeful-rational action, identification, coherence, typing.

*Southern federal  
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*April, 28, 2010*

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**PEDAGOGICS**  
(specialty 13.00.08)

***Pomyantovskiy A.N. The development of students' information competence at teachers training universities***

It is investigated the problems of information competence development at teachers training universities. Several viewpoints on the problem of information competence are discussed. The ways of development of information competence are analyzed. It is touched upon the information knowledge presence in education of the students in the sphere of pedagogics.

Key words: information, competence, information competence, information competence.

*Taganrog state  
pedagogical university*

*March, 24, 2010*

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**PHILOLOGY**  
(specialty 10.01.01)

***Sorokina T.E. History overcoming phenomenon in Victor Pelevin's prose***

The article is devoted to V. Pelevin's prose (novels "Chapaev and Void", "The Sacred Book of the Werewolf", "Empire V") as an idea and fiction space where history overcoming takes place within the contexts similar to the Eastern philosophy.

Key words: literal history, fiction historicism, religion and science, Buddha motives of modern culture, V. Pelevin's creative work.

*Pedagogical institute  
of Southern federal university*

*April, 15, 2010*

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**LAW**  
(specialty 12.00.03)

***Evangelevskaya L.V. The transmission of money and property of enterprises as an admitted by law case of gratuitous financial aid between commercial enterprises***

P. 4 art. 575 of the Civil Code, prohibits the donation between commercial entities, except for ordinary gifts whose value does not exceed three thousand rubles. However, there are some exceptional cases, when the ban art. 575 of the Civil Code does not apply to the donation of property or money between commercial organizations. One of the case is the free transfer of funds and property holdings.

Key words: enterprises, gift, gratuitous financial aid.

*Southern federal university*

*April, 4, 2010*

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