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Age limit: 16+
Opening Address to the Participants of II Scientific Conference of Graduate Students and Young Researchers

A year ago, the leadership of the Russian State Social University decided to conduct an annual scientific and practical conference of memory of Alexander P. Pochinok.

Alexander Pochinok remembered by many as a great Russian statesman. In fact, he held the positions of Head of the State Tax Service, has long worked with the representative bodies: he was a deputy of the State Duma and the Federation Council. It should be noted that Alexander Petrovich in the period from January 2000 to March 2004, was Minister of Labour and Social Development of the Russian Federation.

Konstantin Skryabin, prominent Soviet biologist said that the real scientist “combines the qualities of the creator of scientific values, the properties of a talented organizer and a major public figure”. These qualities possessed Alexander Pochinok.

In addition to the political and administrative activities, he was involved in research activities: in 1985 he graduated from the graduate school of the Institute of Economics of the USSR Academy of Sciences, defended his thesis in 1986. From 1986 to 1990 he was a junior researcher, researcher, senior researcher, Institute of Economics of the Urals Branch of the Academy of Sciences. Moreover, he was vice-rector of the Russian State Social University. His contribution can not be overestimated in support of our then-just created University. Several thousand budget places allowed our University to stand up.

Our Rector Natalia B. Pochinok continued filling social sphere by highly qualified alumni after the death of Alexander.

Research received a “second wind”. Before our scientists new opportunities and we started getting the deserved recognition. We in just one year rose to 23th place among 12,000 Russian organizations, registered in the Russian Science Citation Index. The number of our publications indexed by international citation databases increased in 5 times. Only last year 120 works of our scientists have been indexed. Dear graduate students, this is your significant contribution.

More 80 participants was registered to the I scientific-practical conference in memory of Alexander Pochinok. More 40 articles of participants of the Conference have been
published. Some of them have already been cited. I would like to mention your articles which published in our magazine last year [2, 3, 7–13]. Some articles deserve special attention [1, 4–6, 14].

Our University is actively involved in the grant activity and performance of the research work on the orders of federal authorities. We carried out works for the Social Insurance Fund, the Pension Fund of Russia, Ministry of Internal Affairs, Ministry of Finance, the Ministry of Education. We actively began to carry out research at the regional level.

Our University begins to confidently occupy decent positions in the scientific community. We are in the trend of government policy. You may have noticed that today there is an increased interest in the results of research activities on the part of governments, the business community, non-profit organizations. Our scholars act as experts in air of the federal television and radio channels, in scientific and popular programs, in print media.

But what distinguishes true scientist? On this account there are a lot of opinions, but I will focus on some.

First of all, I give an example of Dmitri Ivanovich Mendeleev. As a true scientist, he did not believe that finally decided some problem. He bluntly stated: «The question is not yet clear. No one and nowhere does not say with certainty, but because for me it was particularly interesting. If I put up the hypothesis, I think in this case that the whole thing better than nothing. Who does not like my idea, may be he will make observations and give something better».

The founder of the Soviet school of the theory of machines and mechanisms, academician Ivan Artobolevsky believed that «without a new, fresh look, without innovation, and sometimes rebellious, courageous confrontation to recognized authorities, of course, there is a real scientist. Dear graduate students, you should always have your opinion, «has its own track», as sang and wrote Vladimir Vysotsky.

Be rebels; do not be afraid of innovation!

We are waiting for you to sensitive issues to their colleagues; we are waiting from you that you will to check the facts. A real scientist will not retreat, encountering a mere judgment of authority, – pointed eminent popularize of science Alexander Kitaygorodsky.

Strive to become true scientists. Use the opportunity provided to you. One of these opportunities is a conference. In our, II scientific-practical conference of memory of Alexander Pochinok. More 80 registered participants prepared their performances. As before, we will publish your articles in Contemporary Problems of Social Work, No. 1 and No. 2.

The conference will be organized into four sections. A novelty this year is that we have tried to group your statements and attach them to the priority areas of research activities of the University. Try to be concise in their presentations.

After all, it is you, the younger generation of researchers are acting engine of Russian social development!

I wish you conquer new peaks of academic success in your research activities and scientific growth.

Dear graduate students, let me address to your supervisors, which are present in the hall with his graduate students. Konstantin Skryabin rightly believed that «to work in a friendly environment of their students and followers is the real happiness of the scientist». «This scholar, – wrote K. Skryabin, – should not be afraid that the most talented of his students will discover new phenomena of nature, will develop new techniques and will surpass his teacher». Therefore, our dear leaders, let's rejoice together, to welcome and encourage the success of our graduate students.

Dear guests and participants of the conference let me wish you fruitful work, heated discussions in the search for truth, bright and memorable performances!
References

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SRI As a Public Private Partnership Instrument
in Social Services Sphere

Receiving date: 11.01.2016
Preprint date: 25.02.2016
Taking to print date: 28.03.2016

Annotation: the structure of the service sector in the Russian Federation has been considered in the article. The structural decomposition analysis of “corporate social responsibility” concept on the basis of its levels identification (basic, sustainable and corporate social responsibility) and effects generated by each of them has been conducted. Key directions of domestic socially responsible activities have been analyzed by the authors. Reasonable prospects of implementing the concept of sustainable development in the Russian service sector have been formulated.

Key words: services, social responsibility, socially responsible investment, sustainable development, public private partnership, social services.

In terms of financial markets permanent turbulence, dynamic development of innovative technologies, rapid growth of the demands and customers needs efficiency of the services sphere have become an important indicator of economic sustainable development of any country. A large–scale structural change in the real sector of the world economy over the last twenty years has led to the emergence of a kind of imbalance between production and non–production areas. For example, in most developed countries services sphere overtakes manufacturing sector not only in terms of growth and new types of services emergence, but also in its adaptation to the growing needs of the market. Currently, the share of services in GDP of developed countries has exceeded 70,0%, while increasing part of the employed in this sector, and 80,0–90,0% increase in new jobs in the world economy falls on the scope...
of services. As for the Russian Federation, according to the Federal State Statistics Service (Rosstat) [2], the share of services in 2014 was 58.6% of GDP, compared with 62.7% in 2010. According to a study conducted by experts from the international banking group HSBC [1], the business activity in this segment is significantly reduced, and the service sector itself is experiencing not the best of times. Especially it concerns the sphere of social services, the quality of their provision is guaranteed by the state, but in terms of the budget deficit and rapid cuts in government spending against the backdrop of profound economic instability is required to find innovative approaches to their financing.

An effective tool for improving the quality of social services is the use of public–private partnerships (PPP) through the dissemination of socially responsible investing best practices.

The public-private partnership practice in the Russian Federation shows the extremely limited scope of this mechanism usage. PPP is implemented mainly in the transport, infrastructure areas. At the same time, there are a number of processes that are prerequisites for the development of the public–private partnership institute in the social sphere [20].

Firstly, the Russian Federation and the majority of its subjects formulated their development strategies on the medium and long term. Significant places in these strategies take the industry and the types of social activities, cooperation of authorities and businesses.

Secondly, the social sector is experiencing considerable need for financial resources, implementation of modern management methods, advanced services and technological innovations. Budgetary and extra-budgetary funds, earmarked funding resources, including national projects, do not allow to fully meeting these needs. It becomes necessary to direct involvement of enterprise institute resources.

Thirdly, the privatization of social services entails extremely negative social, economic and political consequences; it does not meet the constitutional requirements. At the same time, the state is inefficient and the owner attempts to introduce modern methods of management in the public administration at social institutions, as experience shows, success is not achieved. Public–private partnerships allows on the one hand to involve the resources of businesses, on the other – to maintain control and state supervision over the provision of socially significant services [20].

Despite the presence of a number of scientific developments in this field, practically unexplored questions remain about the implementation of socially responsible behavior in the area of services, the formation of the key vectors and prospects for the development of the social responsibility concept in the non–manufacturing sector in Russia, as well as the formation of public–private partnership.

The purpose of the article is to analyze the characteristics of socially responsible investment the application as a tool for public–private partnership in the provision of social services.

In this paper, the structure of the service sector is represented by a set of two spheres: financial and non–financial services (Figure 1). We are focusing on the fact that in the structure of the non–financial services sphere social will include educational, health, recreation, housing and utilities, sports and recreational services.

Sphere of social services is the object of study in this article.

An important place in the infrastructure of socially responsible investments take non–profit organizations and information-analytical company specializing in corporate social responsibility, sustainable development, and directly on socially responsible investing, as well as the media, the community, the authorities and society in general, competitors (Figure 2).

The social responsibility of business is multi–layered, and is divided into internal and external (Figure 3). The higher the social responsibility level of the entrepreneur, the more voluntarily assumed obligations and more number of achievable effects.
**Figure 1. Structure of the Service Sector**

- **Service sector**
  - **Financial services**
    - Banking services
    - Insurance services
    - Investment services
    - Other financial services
  - **Non-financial services**
    - Transportation services
    - Social services
      - Information technology and telecommunications services
      - Hotel services
      - Tourist services
      - Legal services
      - Construction services
    - Other non-financial services

*Source: compiled by the author.*

**Figure 2. Formalization of SRI: System Approach**

- **SRI system**
  - **SRI subjects**
    - Direct stakeholders:
      - staff,
      - customers,
      - shareholders,
      - providers,
      - creditors.
    - Indirect stakeholders:
      - mass media,
      - local community,
      - government,
      - society as a whole,
      - competition.
  - **Relationships**
    - financial, material, labor, social, etc.
  - **Objects SRI**
    - Investments
      - material
      - intangible
      - medium and long term
  - **SRI principles**
    - protection of the biosphere;
    - sustainable use of natural resources;
    - reduce waste & recycling;
    - energy conservation;
    - restoration of the environment;
    - informing the public;
    - liability management;
    - auditing and reporting.
  - **Purpose SRI**
    - receipt of financial, social, environmental, ethical effects.

*Source: compiled by the author.*
CONTEMPORARY PROBLEMS OF SOCIAL WORK

**Level**

**External social responsibility of business**

Baseline (*Base Social Responsibility)*:
- Compliance with the legal framework;
- Timely payment of taxes;
- Payment of wages;
- Providing new jobs (an extension of the working state).

Getting social and financial effects.

**Internal social responsibility of business**

The second level (*corporate social responsibility)*:
- Ensuring safe conditions at work;
- Raising the level of qualification of employees;
- Preventive treatment and social insurance personnel;
- Housing construction;
- Development of social sphere;
- The provision of social packages;
- Assistance in critical situations.

Getting the social, financial and ethical effects.

**Systemic social responsibility of business**

The third level (*Sustainable social responsibility)*:
- Charitable and sponsorship activities;
- The transfer of a number of control functions in the social sphere from the state to the business community;
- Protection of the environment from the adverse effects;
- Corporate volunteering and philanthropy;
- Interaction with the local community and the authorities;
- Production of environmentally friendly and health-products.

Getting the social, financial, ethical and environmental effects.

Source: compiled by the author based on [2; 3; 4].

**Figure 3. Structural and Compositional Analysis of the “Corporate Social Responsibility” Concept**

The structurally decomposition analysis of the “corporate social responsibility” concept conducted by the authors has revealed three levels: basic (external responsibility), corporate (internal liability) and a stable system or social responsibility (internal and external). Each level includes different previous and additional effect, generated at that level. For example, if a company with basic social responsibility can accumulate only financial and social impact, organizations with corporate social responsibility can achieve also an ethical effect, then the highest level of business structure is able to generate and environmental benefits which meets the sustainable development principles.

Analysis of domestic practice and empirical research shows that Russian economic operators mainly used the following types of socially responsible programs in services [11]:
- Custom–designed programs of the organization;
- Partnership programs with non–profit companies;
- Partnership programs with local, regional and federal governments;
- Program of cooperation with civil society organizations and professional associations;
- Programs of information cooperation with the media.

Table 1 show the leading domestic service industries, which are subject to public–private partnerships and use in their different areas of activity for the implementation of socially responsible investment policy [3; 8; 10; 14], namely:
- The promotion of education;
- Aid medicine, help culture and the arts,
- Promoting the sport, the protection of pensioners and veterans, protection of children in difficult situations,
- Improving the lives of employees and environmental protection.
Table 1

<table>
<thead>
<tr>
<th>Companies</th>
<th>Education</th>
<th>Medicine</th>
<th>Culture and the arts</th>
<th>Sport</th>
<th>Social sphere</th>
<th>Environmental protection</th>
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</thead>
<tbody>
<tr>
<td>JSC “UniCredit Bank”</td>
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<td>PLC “AK Bars Bank”</td>
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<td>PLC “Sberbank of Russia”</td>
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<td>PLC “Aeroflot”</td>
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<td>PLC “Rostelecom”</td>
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<td>JSC “Alfa–Bank”</td>
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<td>PJSC “VTB 24”</td>
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<td>PLC “MTS”</td>
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<td>PLC “VimpelCom”</td>
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<tr>
<td>PJSC “MDM Bank”</td>
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<tr>
<td>PLC “MegaFon”</td>
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<tr>
<td>PLC “Transaero Airlines”</td>
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<tr>
<td>Banking group “Zenith”</td>
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</table>

Source: compiled by the author based on [3; 8; 10].

As can be seen from Table 1 the most popular areas of socially responsible investing in the service industry are sports, culture and art, as well as the care of children and their own employees. It should be noted that the largest number of programs being implemented in the following subjects: JSC “UniCredit Bank”, PLC “AK Bars Bank”, PLC “Sberbank of Russia”, PLC “Aeroflot”, PLC “Rostelecom”, JSC “Alfa–Bank”, PJSC “VTB 24”.

The analysis shows that the banking sector makes a great contribution to the implementation of socially responsible investment programs in Russia.

Figure 4 is presented data on economic subjects, which shows great concern in the implementation of socially responsible investment and have become an innovators of public–private partnership in the Russian Federation.

![Industry Sectors Involved in the Implementation of Socially Responsible Investment in the Russian Federation](source)

Source: compiled by the authors based on their own calculations and the source [19].

Figure 4. Industry Sectors Involved in the Implementation of Socially Responsible Investment in the Russian Federation

Taking into account the statistical data, we can surmise that SRI leaders in the Russian Federation are first of all financial intermediaries. Their activity is carried out under conditions of high financial riskiness. In this regard, banks and insurance companies are most interested in improving the social responsibility policy, which in turn creates confidence to them by clients.
Second place is represented by a sphere of industrial enterprises, which by virtue of their professional activities pollute the environment and are a danger to life (oil and gas, chemical and petrochemical industry, metallurgical and mining, perfume, wood, pulp and paper industry).

The statistics show that the representatives of information technology and telecommunications sphere (PLC “Rostelecom”, PLC “MegaFon”, PLC “MTS”, PLC “VimpelCom”) are on the third place. This area is extremely profitable allowing these companies to effectively implement in their work quite costly concept of socially responsible investing.

Airlines ranks fourth place (PLC “Aeroflot”, PLC “Transaero Airline”), provides transportation services and are constantly working on social responsibility policies and customer loyalty.

Automotive industry (production of cars, trucks, buses, machinery for agriculture and engineering) on the basis of ranking is only 10.0%, because of its lack of development on the territory of Russia, and, accordingly, pay much less attention to social programs.

Nowadays, information support of SRI have been improved due to the propagation of non–financial reports (social reports, reports on corporate social responsibility, sustainable development reports, environmental reports, corporate citizenship reports, etc.). Within the framework of socially responsible organization reports data reveal information about ongoing labor practices, environmental protection and ecological safety maintenance, interaction with society. Such reports help stakeholders and any other interested parties to understand how a reporting socially responsible organization adheres to the principle of “triple bottom line” for social, economic and environmental aspects of its financial and economic activity.

Although, practice shows, that the preparation of non–financial reporting is not mandatory, the organization therefore begin to face growing expectations of stakeholders in relation to this aspect. Non–governmental organizations, investors, local communities, potential and actual customers, media, suppliers, authorities and staff strive to get more information about the long–term impact on the operation of the business community as a whole.

In 2015 158 organizations was listed in the National Register of nonfinancial reports [11; 19], 620 non–financial reports issued during the period since 2000 was registered, including: social reports (SR) – 258, reports in the field of sustainable development (ESD) – 201, integrated reports – 86, environmental statements (ER) – 52, industry reports – 23 (Table 2).

<table>
<thead>
<tr>
<th>Industry classification companies</th>
<th>Number of companies</th>
<th>Number of reports</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>IR</td>
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<tr>
<td>Energetics</td>
<td>40</td>
<td>52</td>
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<tr>
<td>Oil and gas industry</td>
<td>19</td>
<td>0</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>Metals and Mining industry</td>
<td>17</td>
<td>6</td>
</tr>
<tr>
<td>Chemical, petrochemical, perfumery industry</td>
<td>12</td>
<td>21</td>
</tr>
<tr>
<td>Manufacture of food products</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>Telecommunications industry</td>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>Wood, pulp and paper industry</td>
<td>4</td>
<td>0</td>
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<tr>
<td>Non–profit organizations</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Transport</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Housing and utilities</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Education, health</td>
<td>5</td>
<td>0</td>
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<tr>
<td>Other services</td>
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<td>Manufacture of machinery and equipment</td>
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<td>2</td>
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<tr>
<td>Cement manufacturing and construction</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>154</strong></td>
<td><strong>86</strong></td>
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<td>Industry reports</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>158</strong></td>
<td><strong>86</strong></td>
</tr>
</tbody>
</table>

*Source: compiled by the author based on [11; 19].
Table 2 shows the companies rated by the amount of the final non–financial reports. Within the table is contained the largest number of reports presented by companies from the energy, oil and gas, banking and insurance sectors. Least of all reports provided by the companies from the following industries: cement production and construction, engineering, education, health.

Andrei Kiselev, General Director of Downstream Technologies in an interview for the magazine “Sustainable Business” said that “today can clearly be seen a steady trend of SRI concept development. Based on the analytical data, the increase is around 10,0–15,0% per year. This figure in 2014 reached $ 53 billion. And, according to preliminary forecasts, in 2016 will exceed 120 billion US. dollars” [2].

It should be noted that the application of the SRI concept in the service sector enterprises in the long term may lead to the formation of at least four effects (Fig. 5).

Socially responsible investment

- Negative impact on the environment;
- Achievement of harmony between man and nature;
- Compliance with waste management programs;
- Reduction of emissions into the atmosphere;
- The achievement of environmental safety;
- The preservation of renewable energy sources;
- Protection and conservation of natural resources, climate change, etc.

Ecological effect

- Skills development;
- The preservation of jobs;
- Formation and social packages;
- Safety of the public;
- Reduction of staff turnover;
- Improving working conditions;
- Improving the quality of human capital;
- Providing occupational safety and health.

Social effect

- Respect for human rights;
- Improving the reputation and image of the organization;
- Consumer rights Protection;
- Ensuring a guaranteed level of education and health care, nutrition;
- Refusal to work with the companies for the production, sale and distribution of alcohol and tobacco;
- Adherence to ethical norms and the principles of equality, fairness and impartiality;
- Increase customer loyalty and staff, as well as to respect their rights.

Ethical effect

- Insurance risks;
- Improving the efficiency of HR, IR, marketing and sales;
- Reduction of operating expenses and transaction.

Financial effect

Source: compiled by the author based on [9; 12; 17].

Figure 5. Characteristics of the SRI Effects in the Services Sphere
In order for domestic enterprises to move closer to the world standards of socially responsible investment had much to do. It should begin with the introduction of the SRI concept and the principles of socially responsible investing in a variety of forms, which to some extent will be most convenient for organizations. For example:

- introduction of a special section in the annual reports, as well as developed forms of social, environmental, industry reports and sustainability reports;
- conducting regional social forums, inviting businesses to participate in the major events of power, as well as seminars and special events for the development of cross-sectoral social partnership involving the main triad relationship “society–business–state”;
- development and implementation of special purpose programs and socially responsible investment in the social, environmental, cultural and sports fields with a direct equity participation of organizations in their funding.

It is also necessary to build a regular formal dialogue with the authorities and the public about the principles of social responsibility business. This is to ensure that representatives of government and civil society themselves, in turn, will formulate and determine their own share of social responsibility.

Ministry of Economic Development of the Russian Federation and the Center for the development of public-private partnership with the support of the Chamber of Commerce of the Russian Federation was carried out large-scale and scientifically based study assessing the level of PPP development in Russian regions.

In assessing the level of public-private partnerships development in the Russian regions following factors were taken into account:

1. Development of institutional environment (analysis of the legal framework in the field of public-private partnerships at the regional and local levels, as well as an analysis of institutional factors – the presence of the authorized body, the number of experts specially trained).
2. Experience in the public-private partnership projects implementation;
3. Regional investment attractiveness.

Let us consider the level of regional public-private partnerships development in the provision of social services in the Russian Federation (Figure 6).

![Map of Russia with regions indicating PPP projects]

Source: compiled by the author based on [19].

Figure 6. Rating of Russian Regions by the Level of PPP Development

Figure 6 shows that there are only 203 projects in the social sector. It is 15.8% of the total number of projects implemented in the framework of PPP.

The results of the rating are presented in Table 3.
### Table 3

<table>
<thead>
<tr>
<th>Group</th>
<th>Regions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regions leading in terms of PPP (60.0–75.0%)</td>
<td>Cities: St. Petersburg, Tatarstan, Moscow. Region: Novosibirsk region, Nizhny Novgorod region, Leningrad region.</td>
</tr>
<tr>
<td>Regions with a high level of PPP development (45.0–60.0%)</td>
<td>Cities: Perm, Udmurtia. Region: Samara region, Sverdlovsk region, Moscow region, Voronezh region, Bashkortostan Republic, The Ulyanovsk region, Tula region, Yaroslavl region, Krasnodar region, Tambov region, Yamalo–Nenets AO, Khanty–Mansiysk region, Rostov region, Vladimir region, Komi Republic.</td>
</tr>
<tr>
<td>Regions with an average level of development of PPP (35.0–45.0%)</td>
<td>Cities: Murmansk. Region: Kaluga region, Republic of Sakha (Yakutia), Orenburg Region, Republic of Buryatia, Republic of Chuvashia, Pskov region, Belgorod region, Khabarovsk region, Ryazan region, Amur region, Sakhalin region, Vologda region, Lipetsk region, Primorsky region, Omsk region.</td>
</tr>
<tr>
<td>Regions with low levels of development of PPP (25.0–35.0%)</td>
<td>Kemerovo region, Saratov region, Tver region, Tomsk region, Penza region, Irkutsk region, Altai region, Ivanovo region, Volgograd region, Republic of Tuva, Arkhangelsk region, Republic of Khakassia, Kirov region, Kaliningrad region, Smolensk region, Kursk region, Krasnoyarsk region, Novgorod region, Kamchatka region, Bryansk region, Astrakhan region, Chelyabinsk region, the Jewish autonomous region, Republic of Karelia, Mordovia Republic, Stavropol region, Kurgan region, Kostroma region.</td>
</tr>
</tbody>
</table>

Source: compiled by the author based on [19].

Stavropol region occupies only 63 place in the total rating (25.6%). Compared to the 2014 year region lost three positions in the overall ranking.

As of March 1, 2015:
- in 68 regions a law on the participation of the Russian Federation in the public–private partnerships was adopted. In 4 regions such a law was developed and is under consideration in the legislature;
- regulatory acts establishing procedures for working with projects of public–private partnership are in 40 regions;
- one or more municipalities have adopted legal acts regulating the development of municipal–private partnership and / or implementation of MPP projects in 21 regions;
- 74 subjects received the investment memoranda, programs and strategies, that mention of public–private partnerships as a mechanism to attract investment;
- 18 subjects have PPP development plans and / or implementation of PPP projects in the program subject of the Russian Federation;
- 76 regions have created authorities, the functional units and / or collective bodies responsible for the development of PPP;
- in 46 regions there are officials (two or more) which have a special qualification in project management of PPP.

Statistics implementation of PPP projects in the social sphere is shown in Figure 7.
At the beginning of 2016 in the social sphere 203 projects were already implemented. Stages of PPP projects implementation are as follows:
1. Initiating – 60 projects.
2. Pre-investment stage – 59 projects.
3. Operational stage – 41 projects.
4. The investment stage – 33 projects.
5. Completion – 10 projects.

Best practices of PPP projects implementation in the social sector are presented in Table 4.

<table>
<thead>
<tr>
<th>Area</th>
<th>Project</th>
<th>The subject of the Russian Federation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>Reconstruction of the building to accommodate a family planning and reproduction center.</td>
<td>Republic of Tatarstan</td>
</tr>
<tr>
<td></td>
<td>Construction onkoradiologicheskih centers for diagnostic detection of cancer.</td>
<td>Moscow region</td>
</tr>
<tr>
<td></td>
<td>Establishment of general practitioners and medical stations.</td>
<td>Leningrad and Ulyanovsk regions</td>
</tr>
<tr>
<td>Education</td>
<td>Construction of 15 kindergartens in the 9 municipalities of the Tomsk region.</td>
<td>Tomsk region</td>
</tr>
<tr>
<td></td>
<td>Rent land for the construction of pre-school education “ruble per square sq. meter”.</td>
<td>Moskow</td>
</tr>
</tbody>
</table>

Source: compiled by the author based on [19].

To summarize, it should be noted that in order to improve the efficiency of the social services in the Russian Federation, it is necessary:
1. To implement the sustainable development concept both at the federal and region levels.
2. To complete the work on improving the level of information coverage of all economic entities and non-profit organizations on the concept of socially responsible investment, involving primarily systemically important and socially-oriented lending institutions, insurance companies, oil and gas and telecommunications businesses, as well as major airlines and representatives of the automotive industry.
3. To develop a PPP model at the regional and federal levels.
Clearly, some of propositions that we have offered are not entirely unique but in further studies it will be presented the model of public–private partnership functioning in the provision of social services in the Russian Federation.

References

REFERENCE TO ARTICLE
Some Issues of the Early Pension Insurance System Transformation

Annotation: the necessity and possibility of early retirement institute transformation are explored. Constitutional court position concerning professional pension systems draft law is analyzed. Intergovernmental transfers and additional premiums cash flows are proportionated. Limitations of early retirement solidary principle are pointed. Carrying out an early retirement system reform is proposed on the non-state pension funds base considering OECD experience. The proposed model advantages for Russian pension system are resumed.

Key words: early retirement, non-state pension funds, professional pension systems, harmful or dangerous working conditions.

Wide practice of early retirement was strongly associated with lack of a separate source of these additional pension rights financing and provision of such pensions in the framework of social tax rate similar for all employers. This approach resulted in decreasing the general level of pension coverage and involving pension scheme funds to the compensation of unfavorable working conditions, responsibility for which should have been born by the employer.

The existing situation did not make employers interested in improving working conditions and labor safety as well as in developing a system of industrial accidents and occupational diseases prevention and thus increasing life span of employees in specific working conditions. The right to receive these pensions was given without reference to the life expectancy, health indicators and working ability preservation of such occupational groups. Moreover, financing of early retirement at the expense of common insurance contributions depressed the opportunity of pension valorization for other retiree categories. As a result, expenses to be incurred by employers in order to enforce the rights of their employees to early retirement were, in fact, incurred by all insuring parties. The main problem in the early retirement system functioning was lack of economic responsibility for adverse working conditions [16].

as in force until 31 December 2008 [5], only employees who worked at least half of a special employment period in harmful and dangerous working conditions as of 1 January 2003 have the right to the early grant of an old-age retirement pension.

It was planned to create professional pension systems (hereinafter – PPS) with financing provided through additional compulsory insurance contributions to the Pension Fund of the Russian Federation (hereinafter – RF Pension Fund), paid by the employer as per rates determined by the FL “On Insurance Contributions for PPS Financing” [1; 6], or pension contributions to authorized non-state pension funds (hereinafter – NSPF) in terms of the rate of compulsory insurance contributions to the RF Pension Fund.

The Bill prescribed the rates of additional compulsory insurance (pension) contributions to PPS in order to provide payments from PPS relevant to the average pension under current legislation.

To solve this problem it was offered to provide a clear demarcation of the sources of financing early retirement (preferential) pensions and retirement pensions on a non-preferential basis with subsequent inclusion of all types of early and preferential pension provision into the system of occupational pensions to be funded through own insurance sources – additional insurance contributions [22].

The project stipulated a contribution of 6.0 per cent to the salary of employees occupied in special working conditions, except subsurface mining, harmful and dangerous working conditions and hot shops, and 14.2 per cent to the salary of employees occupied in subsurface mining, harmful and dangerous working conditions and in hot shops.

According to V.D. Roick, the pension issue is a constant “headache” for politicians. “As when pensions are low, a large proportion of population consisting of 40 mil retired people is considered the most concerned electorate, the government being responsible for their financial security. Moreover, the government is also liable for “freezing” the legislative solution of early retirement problem. The law on this issue was to have been adopted in 2002 but the problem has not been solved yet” [15].

The FL on PPS that was supposed to be adopted by 1 January, 2003 was never adopted. This is largely responsible for the impairment of people’s rights and initiation of legal action in the Constitutional Court of the Russian Federation (hereinafter – CC).

Historical and legal analysis of initiation and progression of the long-service pension institution later transformed into early granted old-age retirement pensions, study of their granting conditions prove that “throughout the XXth century there was formed a compromise type of the state-individual interests alignment based on their union and interdependence. However, it should be noted that in the last five years state interests in pension provision of the mentioned employees’ categories prevail over the individual interests [11; 14].

As a result of the CC legal view on this issue, creation of PPS was postponed for an indefinite period, and the right to the early grant of old-age retirement pensions was reserved for all employees’ categories for the work in special working conditions and otherwise who used to have it previously [2].

Currently, in accordance with the FL No. 173-FL of 17 December 2001, periods of work stipulated by sub-paragraphs 1-18, paragraph 1, Article 30, and still in process after 1 January 2013 are included into the length of service at corresponding types of work, giving the right to the early grant of old-age retirement pensions if the insuring party accounts and pays insurance contributions according to special rates. But conditions of granting old-age retirement pensions are used only if working conditions are considered harmful and (or) dangerous according to the results of a special evaluation study of working conditions (hereinafter – SESWC). It is worth mentioning that introduction of additional rates of insurance contributions, depending on a special workplaces assessment conducted by the employer, does not solve the problem of raising the effectiveness of the early retirement institution, creating incentives for employees
It is suggested that the following step forward should be done in order to transform the early retirement system towards personification of pension rights and liabilities and development of early non-state pension provision.

Bills, offered for development, are to regulate legal, economic and social relations arising when NSPF provides early non-state pension provision (herein after – ENSPP) and to set the main principles of state control over their activities and responsibility for statutory non-compliance. Moreover, the bills are aimed at stimulating the ENSPP system formation and at improving pension provision of the people. So, they are to regulate the issues of state support in forming funds for pension payment under ENSPP pension agreements as well as measures of tax incentives to involve both employees and employers into these systems.

According to T. Maleva, head of the Institute of Social Analysis and Forecasting at RANEPA, the bill of the Ministry of Labor and Social Security, on the one hand, is intended to create strong incentives for the employer to upgrade working places, and on the other hand, makes it possible to implement this idea in the framework of a voluntary social contract. It is also expected that with the course of time the number of working places with harmful and dangerous working conditions will be reduced and the deficit of the RF Pension Fund will be decreased as well [9].

The bills being developed will be effective for the following scope of persons:

- physical entities – RF citizens, foreign citizens, persons without citizenship insured under compulsory pension insurance and employed in workplaces with harmful and dangerous working conditions (their existence being determined through assessment of workplaces with respect to working conditions and later, after the employer conducted special evaluation study of working conditions, on the basis of its results;
- legal entities, sole proprietors – employers, their associations creating ENSPP systems;
- Non-State Pension Funds that acquired the right to conduct activities on ENSPP in accordance with the RF applicable legal requirements (namely – having a license obtained in a due order, having ENSPP rules registered in the Bank of Russia, experienced in simultaneous management of at least 20 thousand individual retirement accounts and (or) individual personal accounts of the funded component of a retirement pension, having experience in simultaneous payment of non-state pensions to at least 500 retired people during a period of minimum 5 years;
- state bodies and organizations carrying out monitoring and supervisory functions over the activities of ENSPP subjects;
- trade unions, other employee representative units promoting the employees’ interests during creation and functioning of ENSPP systems.

The volume of the set-aside funds is estimated in the amount of at least one-fifth of the salary throughout the whole working life of the employee (40-45 years). This very simple postulate of the pensions’ economic essence is habitual, natural and ordinary in the life paradigm of the Westerners. But most of the Russian Federation citizens have to become familiar with it. In many respects this is connected with some ideological and organizational peculiarities of the native retirement system development, which in the last hundred years was following the way of noninsurance pension provision schemes [17].

The bills are to provide for the citizens’ rights to participate in the ENSPP system through employers’ contributions, their own contributions, state support of this fund formation and the right to have accountability of funds formed for pension payment in the framework of ENSPP.
system at individual personal accounts and liabilities of employers, state and NSPF relevant to the mentioned rights.


It also necessary to contemplate rights and responsibilities of state bodies and organizations in performing supervisory and control functions when forming funds for pension payment within ENSPP system by employers and NSPF, and NSPF payments.

At present the institution of early granted old-age retirement pensions is a part of the compulsory pension insurance system. One of pension qualifications for the early grant of old-age retirement pensions is the duration of a special employment period in specific working conditions for a long time. This types of employment are indicated in paragraphs 1 and 2, Article 27, of the Federal Law of the Russian Federation No. 173-FL of 17 December 2001 and are given in respective Lists approved by the RF Government.

For early retirement pensions to be granted, a relevant general pensionable service is necessary, as well as a special employment period. Pensionable length of service is usually different for men and women – 50 or 55 for men and 45 or 50 for women. Under certain conditions pension can be granted before or after the mentioned age.

Since 1 January 2013, in accordance with Article 33.2 of FL No. 167-FL of 15 December 2001 “On Compulsory Pension Insurance in the Russian Federation” the government designated a separate source of funding early retirement and introduced additional rates of insurance contributions to finance the insurance part of the retirement pension for employers, whose employees work in harmful and dangerous working conditions. In 2014 and 2015 these additional rates amount to 6 and 9% for employees occupied in subsurface mining, harmful and dangerous working conditions and in hot shops, 4 and 6% for employees occupied in other arduous and strenuous working conditions [4]. These contributions go to the pay-as-you-go (PAYG) part of the insurance contribution rate and thus have no influence on the retirement pension size of the insured person.

According to some experts, these problems of pension provision are given rise in the pension scheme itself, as it is built on the “unfunded basis of the generations’ solidarity” and “inherent defects” typical for such pension provision system [21].

Since 1 January 2014 statutory provisions of Federal Law No. 421-FL of 28 December 2013 “On amendments to certain legislative acts of the Russian Federation in connection with adoption of the Federal Law “On a Special Assessment of Working Conditions” have come into force. They amend Federal Laws No. 212-FL of 24 July 2009 “On Insurance Contributions to the RF Pension Fund, RF Social Insurance Fund and RF Federal Compulsory Medical Insurance Fund” and No. 167-FL of 15 December 2001 “On Compulsory Pension Insurance in the Russian Federation” as related to the introduction of additional rates of insurance contributions for employers having working places with harmful and (or) dangerous working conditions detected as a result of a special evaluation study of working conditions [8]. Demands of the early retirement scheme are not satisfied by these additional rates and need considerable financing in the form of annual inter-budget transfers (Table 1).

According to the RF Pension Fund data as of early 2014, there were about 4 mil employees occupied in special working conditions. Of them about 3.1 mil employees (0.6 mil – List 1, 2.5 mil – List 2 and small lists) have not reached early retirement age and can be considered as would-be participants of the ENSPP scheme. Among them 0.6 mil employees have full special qualifying period giving right for early retirement pension, 2.5 employees do not have such period [13].

<table>
<thead>
<tr>
<th>Transfer volume for 2016–2030</th>
<th>Sums of inter-budget transfer from the federal budget to the budget of the RF Pension Fund for payment of insurance old-age pension to early retired people, bln. rub</th>
<th>Sums of insurance contributions of employers as regards payments to employees occupied in work areas indicated in paragraphs 1-18, part 1, Article 30 of Federal Law “On Insurance Pensions”, bln. rub</th>
<th>Sums of insurance contributions for old-age retirement pensions to early retired people **, bln. rub</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>107.9</td>
<td>93.94</td>
<td>201.8</td>
</tr>
<tr>
<td>2017</td>
<td>114.7</td>
<td>97.53</td>
<td>212.2</td>
</tr>
<tr>
<td>2018</td>
<td>121.2</td>
<td>100.38</td>
<td>221.5</td>
</tr>
<tr>
<td>2019</td>
<td>120.8</td>
<td>108.2</td>
<td>229</td>
</tr>
<tr>
<td>2020</td>
<td>119.9</td>
<td>116.4</td>
<td>236.3</td>
</tr>
<tr>
<td>2021</td>
<td>119</td>
<td>124.5</td>
<td>243.5</td>
</tr>
<tr>
<td>2022</td>
<td>119.6</td>
<td>132.6</td>
<td>252.2</td>
</tr>
<tr>
<td>2023</td>
<td>121.5</td>
<td>140.7</td>
<td>262.2</td>
</tr>
<tr>
<td>2024</td>
<td>124.6</td>
<td>148.7</td>
<td>273.3</td>
</tr>
<tr>
<td>2025</td>
<td>128.7</td>
<td>156.8</td>
<td>285.4</td>
</tr>
<tr>
<td>2026</td>
<td>133.8</td>
<td>164.8</td>
<td>298.6</td>
</tr>
<tr>
<td>2027</td>
<td>139.6</td>
<td>172.9</td>
<td>312.6</td>
</tr>
<tr>
<td>2028</td>
<td>145.6</td>
<td>181.2</td>
<td>326.8</td>
</tr>
<tr>
<td>2029</td>
<td>151.6</td>
<td>189.5</td>
<td>341.1</td>
</tr>
<tr>
<td>2030</td>
<td>156.3</td>
<td>197.9</td>
<td>354.2</td>
</tr>
</tbody>
</table>


**) Taking into account the sums of insurance old-age pensions to early retired people, in 2016 – 417.79 bln. rub; in 2017 – 439.33 bln. rub; in 2018 – 458.67 bln. rub. The amount of employees occupied in work areas indicated in paragraphs 1-18, part 1, Article 30 of Federal Law “On Insurance Pensions” who were granted early retirement pension was 48.3% in 2013.

It is worth mentioning that the formed compulsory pension insurance (CPI) system turned to be unbalanced in incoming insurance contributions and pension payments, thus demanding constant increase of grants from budget funds. Imbalance of this system is created by: insurance rate of contributions to CPI not confirmed by actuarial expectations; a large number of early retirement pensions recipients paid from the said system; the rate of insurance contributions of self-employed that does not further correspond to their pension payments; avoidance of insurance contributions payment by way of paying “illegal salaries” [3].

Federal Law No. 410-FL of 28 December 2013 contemplates a possibility of creating an ENSPP system by the employer on the basis of early retirement pension agreement concluded by the contributor – employer with the fund to the benefit of employees occupied in working places with harmful and (or) dangerous working conditions detected as a result of a special evaluation study of working conditions [7]. In the framework of such system non-state pension is paid since the moment when the employee reaches the early retirement age and till the moment when he/she reaches the standard retirement age (60 for men, and 55 for women).

Formation of the ENSPP scheme (as well as formation of new rights to the early grant of an old-age retirement pension) is possible only for employees whose workplaces are considered
harmful and dangerous as a result of special evaluation study of working conditions (and before its conducting – as a result of workplace assessment with respect to working conditions) and (or) whose positions (occupations) are included into Lists 1, 2 and other Lists. The above-noted federal law also introduces minimal rates of employers’ contributions to the early non-state pension provision system as 4% and 2% for employees from List 1 and List 2 and other Lists respectively.

This category of employees is to be granted an early non-state pension instead of insurance old-age pension till the moment when they reach the standard retirement age. At the same time, they are to receive a fixed rate of the basic component of an old-age retirement pension financed from the RF Pension Fund budget and granted in addition to the early non-state retirement pension as persons having pensionable service of the required length (not less than 15 years – starting with 2024).

Hence, employees are to have guarantees as far as the minimal pension rate is concerned. Moreover, the employee has an additional option in comparison with the compulsory pension insurance system – inheriting by way of succession.

From the economic viewpoint, one of characteristic features of social insurance is personal responsibility of employees for possible social risks expressed in their financial participation in paying part of the contributions (from their salary) [18].

At early granting of old-age retirement pensions and non-state pensions stipulated by ENSPP agreements (instead of early granting an old-age retirement pension), the employment term of the insured person, giving a right to the mentioned pensions, includes periods when the insured paid contributions to RF Pension Fund according to additional rates since 1 January 2013 (before the indicated date – periods of work at positions (occupations) included into Lists 1, 2 and other Lists). The employment term also includes periods when the employer paid contributions under ENSPP agreements for the benefit of the indicated insured person (into employment term at relevant types of works and into employment term giving right to a non-state pension, respectively).

At the same time, the size of the early granted old-age retirement pension of the insured person, whose employment term at relevant types of work (not including periods when the employer paid contributions under ENSPP agreements for the benefit of the indicated insured person) is not enough for early granting of an old-age retirement pension, is determined by the RF Pension Fund bodies proportionally the employment term during the periods when the insuring party assessed and paid insurance contributions according to additional rates.

On reaching the standard retirement age an old-age retirement pension is paid by the RF Pension Fund bodies in full.

If the employee having an incomplete special employment term and entering the ENSPP scheme will in the future start working with the employer who has not formed the ENSPP scheme and his working place will have harmful and (or) dangerous working conditions, he will continue formation of his special pensionable service taken into account for early granting of an old-age retirement pension. Moreover, if the volume of liabilities formed in the framework of the ENSPP system is not enough for granting an early non-state pension of a minimum defined size (lower than the minimum cost of living for a retired person defined for the constituent entity of the Russian Federation), relevant sums will be paid to the employee on one occasion only.

It is expected that the bill of the Federal Law “On amending Part II of the RF Tax Code in connection with adoption of the RF Federal Law “On amending the RF Federal Law ‘On Non-State Pension Funds’ and certain legislative acts of the Russian Federation” will contain provisions contemplating possibility of appropriating employers’ contributions for the benefit of employees under early retirement agreements to payroll expenses independent of the period for payment of pensions (currently the RF Tax Code defines the minimal term of non-state pension payment – 5 years).
Besides, it is suggested that a multiplying coefficient (2) should be introduced for contributions under early retirement agreements when appropriating those contributions to payroll expenses in order to determine the tax base for paying the organization profit tax. This step will serve as an additional incentive for the employer to create ENSPP schemes.

The bill should also contemplate total exemption of early occupational pension from individual income tax (at present, in accordance with the RF Tax Code, only part of occupational pension, formed through the pension recipient’s contributions for his own benefit, is exempted from individual income tax).

According to V.D. Roick, slow transformation process is to a large extent connected with the fact that the key objective – creation of insurance pension institutions based on the principles of complete financial self-responsibility of employers and employees – is not grounded in the public consciousness. Surveys show that most of the population considers the state as the party liable for the situation with pension provision [19].

Development of non-state pension provision both for specific categories of employees (e.g. ENSPP scheme) and for all citizens in the framework of corporate pension schemes will make it possible to form additional sources of “long” and “cheap” money for financing long-term investment projects and as well solve the following problems:

- implementation of strategic objective on developing corporate pension schemes of NSPP as the second level of pension provision in line with global best practices of OECD countries;
- popularization and development the employers’ culture of corporate pension programs, employees’ responsibility for their pension, motivation of personal savings;
- development of the social partnership institution;
- improvement of the NSPF financial stability and powerful drivers of overcoming stagnation and developing non-state pension provision activities;
- a more targeted and transparent formation of rights to early retirement pension provision;
- consecutive reformation of the early retirement pensions institution.

In view of developing new forms of social guarantees to the employees, the following measures are offered: stage-by-stage transformation of the early retirement pensions institution and arrangement of conditions for providing employees with guarantees and compensations according to their interests in the frames of labor and (or) collective employment agreements.

It should be pointed out that in most OECD countries people occupied in special working conditions are granted the right of early retirement: on the average 3–5 years before reaching the standard retirement age.

Only in 9 OECD countries state pensions are not granted before the standard retirement age: Denmark, Hungary, Ireland, Israel, the Netherlands, New Zealand, Poland, Turkey, and Great Britain.

While in Germany the second structure consists of pensions formed in compulsory pension insurance of certain occupational categories based on special legislative acts, in the Netherlands this structure consists of occupational pensions granted in the framework of occupational additional voluntary pension schemes are initiated by employers or created on the basis of collective employment agreements in certain companies or on a branch level. In Great Britain the second structure consists of a system of compulsory occupational additional pension insurance, which can function inside the state system or pension provision systems of certain companies [20].

Speaking about global best practices, the stress should be put not on the early retirement pension provision as a separate aspect but on the organization of corporate pension schemes as a whole. Moreover, most of the programs have the co-financing model.

For example, in the existing model of relationship the employee is considered the core of such relationship, the approach completely based on the employee’s will and not dependent on the corporation. Thus, CPI is a sort of compulsory personal insurance. The core of the ENSPP
scheme is a corporate program and a pension agreement with a legal entity choosing a certain NSPF, which will render services to all interested employees of the company. Thus, ENSPP is a sort of corporate voluntary insurance.

However, accumulation of funded pension and early occupational pension is carried out through different sources. Pension savings are formed at the expense of the individual part of the insurance contribution rate paid to the RF Pension Fund irrespective of working conditions. The sources of early retirement pension are insurance contributions to the RF Pension Fund according to additional PAYG rates set for employers having workplaces with special working conditions.

In addition, NSPF forms pension savings in the framework of CPI activities that are a part of the state pension system of the Russian Federation. But ENSPP activities are a subtype of NSPP activities that is a voluntary type of pension provision.

Conclusions:
1) The ENSPP programs will involve medium-sized and big employers in such types of economic activity as transport, chemical production, mining, metallurgy, etc.
2) ENSPP introduction will bring customers under new programs to the market, with a potential amount of 3.02 mil customers. By 2025 the expected number of participants at the stage of saving will increase by 35–40%.
3) The introduction of ENSPP will give a multiplier effect of raising the amount of participants of classical NSPP and become a powerful impulse for stimulating the pension market to development and supply of corporate products.
4) ENSPP will increase the inflow of pension reserves into the pension system through market financial institutions; create additional sources of investment funds formation in the economy.
5) ENSPP programs will become a solid foundation for introducing corporate programs using the OECD countries experience with the participation formula “Employer + Employee” [12].

The described activities will make it possible to implement the guidelines of the Strategy of long-term development of the Russian Federation pension system on reforming the institution of early retirement pensions and developing corporate pension provision (paragraph 3) [10].

References

REFERENCES TO ARTICLE

Financial Analysis of Small Business Enterprises

**Annotation:** this article explores the usefulness of the financial analysis for small businesses, the main stages of financial analysis, given their brief characteristics. The methodological basis of the study are the works of Russian scientists in the field. The necessity of financial analysis. Presents preconditions the implementation of financial management after the procedure of financial analysis. Showing background of the financial analysis for the diagnosis of bankruptcies of small enterprise.

**Key words:** small business enterprises, financial analysis, bankruptcy, management solution.

Stability of the financial situation is characterized by an increase in the volume of activities, as well as regular exercise of business transactions and the stability of the market situation.

The activities of small and large business organizations have significant differences. This is reflected in the company’s management structure. In large enterprises is very complex organization of the administrative apparatus. This allows you to organize the planning and economic department, which oversees the financial management of the company, within which financial analysis.

Carrying out procedures of financial analysis in small organizations is complicated due to incomplete financial statements. In addition, the majority of small businesses use the simplified taxation system, and, therefore, used a simplified version of [17] the accounting [11]. This fact seriously complicates the possibility of financial analysis for a full analysis of liquidity, solvency, financial stability and the probability of bankruptcy diagnostics company simplified accounting data is not enough.

Most small businesses before starting their activities do not have a clear financial management strategy, all decisions in the management of financial flows are taken promptly, i.e., not having a long-term plan for development of the organization. This situation is due to the low initial capital of the company. Investing small businesses get very rare. As a consequence, the management of such an organization focused on the advance settlement system between enterprises. Organization of the market cannot accurately determine in advance the size of their financial receipts from contractors and maintenance costs of their activities, therefore, it complicates the development of financial management strategies. In addition, the advance payment system is extremely unstable: there is a probability of absence of further orders that would lead to non-fulfillment of obligations under current liabilities.

One of the goals of any enterprise, including small, is the process of expanded reproduction. Accordingly, the design of the content is to ensure conditions for carrying out the process of individual reproduction. In market terms, the objective conditions of uncertainty (cost ratio change factors and results of production on the stage of the circuit of capital) should be considered a risk. In essence, the content of capital circulation process of production is the
probability that determines the content management process not as a deterministic process, and probabilistic, which determines the content of the “risk” category.

The risk of individual reproduction – the likelihood of rejection of the project results (positive, negative) as a result of external and internal factors of the process of reproduction of capital turnover.

Categories of risk and project results (yields) are interconnected and are in direct relationship: increasing yield – increasing the risk; reduced yield – reduced risk. It determines the behavior of the investor and can be clearly seen on the example of the banking system deposits.

Investing is carried out on the functional subsystems and respectively carried risk relationship and project results according to the income sub-systems [20].

Number of employees of small businesses are not more than a hundred people, so to allocate as a separate unit of financial management department is inappropriate. Therefore, regular financial analysis for financial management purposes difficult. As a result, the problem arises of a thorough review of the overall financial management of the basic principles applicable to small organizations, as a small business these methods are difficult to implement. This situation arises from the inconsistency between the financial statements of small enterprises based traditional financial analysis.

In the process of financial and economic activities of any company on a regular basis is necessary to make adjustments to current activities. To do this you must be able to analyze the components of the organization both in general and for individual elements. Economic analysis allows managers to have to objectively assess the current state of the company, evaluate performance. Rapidly changing market conditions require constant monitoring of the company's activity on the part of managerial staff for the effective use of available resources for maximum profit [24]. For the purpose of organization is necessary to identify the most vulnerable places in the structure of financial and economic activities, as well as to identify the most promising areas of development. Much attention is the management company must also be paid to work with contractors, that is to monitor the state of accounts receivable and accounts payable [12].

Sometimes problems are related to the company human resources, so need such information regarding the owners and managers of the enterprise, number of employees, information on the remuneration system, staff qualifications, and so on.

The economic activity of any economic entity it is necessary to allocate resources by type and directions. For these purposes, the company creates the unit of financial management, in which conducts its financial strategy. The basis of financial management and financial strategy of the enterprise keeps the financial statements analysis.

In order to properly evaluate the results obtained during the processing of the financial statements must also take into account the information that characterizes the industry in which the company operates. This study provides the main characteristics of the industry, factors of production, which can help determine the prospects of the enterprise sector.

For small businesses embodied in the life of the financial management purposes difficult to implement due to lack of funds and, as a consequence of not having frames which give effect to the financial management [7; 16]. For this reason, management of small businesses are forced to limit their own. In most cases, the activities of small organizations the immediate management function assumes the founder of the organization. This fact, in turn, causes a lack of time to carry out administrative functions, which can lead to loss of control over the current financial state of the organization. Management of the enterprise in addition to the conduct of core activities should represent the direction of movement of the enterprise development. Hence the need to rationally allocate their time and opportunities to attract additional material and human resources for the successful implementation of the monitoring of current economic activity and further business planning. These provisions are the basis for the successful implementation of financial management strategies [10].
Guide enterprises of any sphere of activity initially develop a financial strategy, implying limited funds. In this strategy, a system of long-term financial performance to maximize the efficiency of distribution of available resources. To form a financial management strategy is necessary to precisely determine the time period for which designed the strategy. When determining the period of formation of the financial strategy of the company is necessary to predict the development of the economy in general and the situation of those segments of the market, which is related to the future financial activities of the company. You should also take into account the required amount of capital and assets, their optimal structure, effective and efficient use.

The basic tools of financial management strategies are: fiscal policy, financial support competitive advantage, information provision, temporary agreements, diversification, legal tactics and so on. The methods by which developed a financial management strategy: financial modeling, strategic financial planning, financial analysis, examination of the financial markets, forecasting [11].

The process of using the tools and techniques of financial strategy bears situational: the choice of a combination in different situations, determine the specific socio-economic and political factors.

Most small businesses before starting their activities do not have a clear financial management strategy, all decisions in the management of financial flows are taken promptly, if, not having a long-term plan for development of the organization. This situation is often made up of the small start-up capital of the company, as a consequence, the management of such an organization focused on the advance settlement system between enterprises. Organization of the market cannot accurately determine in advance the size of their financial receipts from contractors and maintenance costs of their activities, therefore, it complicates the development of financial management strategies. In addition, the advance payment system is extremely unstable: there is a probability of absence of further orders that would lead to non-fulfillment of obligations under current liabilities.

Management of financial flows only immediate supervisor engaged in small organizations based on its accounting data and assumptions about future revenues and future costs. Thus, the limited circle of persons related to the financial strategy of the enterprise. Given the fact that not all managers of small organizations have economic education, development of financial management strategy, if carried out, it becomes very difficult. For such organizations is problematic study of the dynamic of the market conjuncture and predestination future economic situation.

Many small businesses in the structure of their liabilities are borrowings. Due to the instability of the advance payment system, increases the risk of delay payments on loans and, in some cases, failure to pay them. As a result, the organization can slide into the debt trap, which leads to bankruptcy.

Based on the above we can conclude that small businesses are in the difficult conditions on the development of financial management strategies: on the one hand, this strategy is vital, on the other hand, the lack of staff, it can develop, implement and gradually implemented.

Financial management of small organizations is very difficult process. It includes an analysis of the financial condition, planning, accounting, preparation of financial statements and the management, control [3].

For the implementation of financial management for small businesses is necessary to carry out activities of financial analysis.

Financial – a set of indicators that reflect the availability of financial resources, as well as their placement and use. Concepts like “financial analysis” and “financial analysis” are different in content and should not be treated as synonyms. the main purpose of financial analysis is considered to obtain a number of parameters that give an objective picture of the financial condition of the company, information on the profit or loss of the organization, changes in the structure of assets and liabilities, data on settlements with debtors and creditors.
In the course of the financial analysis of the organization’s activities must be based on the financial reporting data (balance sheet and statement of changes in equity) to calculate the basic indicators of the property situation of the company, an analysis of fiscal sustainability, to assess the solvency and liquidity of the company.

Analysis of the property allows you to expand the production capacity of the organization, based on a fraction of their own funds in the total production capacity. Indicators financial sustainability of the enterprise's financial position is characterized by dependence on sources of capital structure, in particular the ratio of debt to equity. The end result of this analysis is a set of coefficients, which are determined based on the type of financial stability, which characterizes the level of his ability to operate only on its own or a combination of equity and debt resources that determines the financial policy.

One of the tasks of financial analysis is the timely identification and elimination of shortcomings in financial activities and find the reserves to improve the financial condition of the company and of its solvency. The deadlines for each company in the normal functioning of market conditions should perform financial analysis. The subject of financial analysis is financial resources and their flows.

The main classical methods of financial analysis are:
• Horizontal analysis. In the horizontal analysis determined the absolute and the relative magnitude of change (deviation) for various balance sheet items for the period.
• Vertical analysis. Task vertical analysis – a calculation of the proportion of individual articles in the overall result, balance sheet or other statements, i.e. revealing the structure of the test report by a certain date.
• Trend analysis is a comparison of the studied variables, articles for a number of time periods to identify trends that dominate the dynamics of the index. The trend (time series).
• ratio analysis is the study of the level and dynamics of relative indicators of financial condition, which is calculated as the ratio of the balance sheet items or other absolute values obtained on the basis of the financial statements.

A preliminary assessment of the financial condition of the non-profit organization can be made on the basis of horizontal and vertical analysis of the balance of performance estimates of income and expenditure.

During the analysis of the financial condition of the organization use the data of the following forms of financial statements: balance sheet, income statement, cash flow statement, Appendix to the balance sheet.

Development of measures for more efficient use of financial resources and strengthen the financial condition of the company requires a detailed study of existing resources. The economic activity of any economic entity it is necessary to allocate resources by type and directions. For these purposes, the company creates the unit of financial management, in which conducts its financial strategy. The basis of financial management and financial strategy of the enterprise keeps the financial statements analysis.

In order to properly evaluate the results obtained during the processing of the financial statements must also take into account the information that characterizes the industry in which the company operates. This study provides the main characteristics of the industry, factors of production, which can help determine the prospects of the enterprise sector.

For small businesses embodied in the life of the financial management purposes difficult to implement due to lack of funds and, as a consequence of not having frames which give effect to the financial management. For this reason, management of small businesses are forced to limit their own. In most cases, the activities of small organizations the immediate management function assumes the founder of the organization. This fact, in turn, causes a lack of time to carry out administrative functions, which can lead to loss of control over the current financial state of the organization. Management of the enterprise in addition to the conduct of core activities
should represent the direction of movement of the enterprise development. Hence the need to rationally allocate their time and opportunities to attract additional material and human resources for the successful implementation of the monitoring of current economic activity and further business planning. These provisions are the basis for the successful implementation of financial management strategies.

As with any business the main part of financial management will be a financial analysis of the company. But at the same time the organization will face a number of complications. For small businesses the situation is complicated by the fact that many of them are made in the simplified tax system and, therefore, used a simplified version of the accounting [21]. This fact seriously complicates the possibility of financial analysis for a full analysis of liquidity, solvency, financial stability and the probability of bankruptcy diagnostics company simplified accounting data is not enough. But while any economic entity maintains its accounting records and prepares its financial statements, which in this case will be the basis of financial management. Consequently, the full financial statements for internal use should be maintained at least for internal company purposes.

From this it can be concluded that the use of the financial statements for financial management purposes leader requires a system analysis of available financial statements [11].

Often, however, the leadership of a small enterprise reporting capabilities not available due to lack of an appropriate analysis of economic education, or lack of time. In this case the function of the analysis of financial statements may be delegated by the accounting service, which is engaged in bookkeeping. This process may require additional cost, but the company executives will receive expert information according to operations of the organization.

Many small businesses in the structure of their liabilities are borrowings. Also, small businesses often cannot exist without the advances of its products, increasing accounts payable organization. Due to the instability of the advance payment system increases the risk of delay payments on loans and, in some cases, failure to pay them. This circumstance gives rise to a debt organization.

As is known, any company whose purpose is to improve the efficiency of the enterprise, aims to ultimately increase their profits. Currently proposed are many ways by which the organization of work efficiency can be greatly increased. The most common methods are to minimize the current expenses of the enterprise. The company’s management may go here how to purchase materials at low prices, and to reduce the number of personnel or reducing the payroll. However, many managers forget that the main objective of the enterprise is not any reduction in costs, but coordinated and effective work. Heads cut staff to survive today, but forget that they risk all to be ruined in the future. Of course, organizations need to control costs, but do not try to save money on the things on which depends the future of the enterprise.

The second way, which will result in improving the efficiency of the enterprise, is to carry out modernization. Moreover, modifications can be carried out by any stretch. Typically, this could be the introduction of modern software industrial – old exchange to a new equipment that will operate with greater efficiency. Also, modifications can be to create a corporate system of government, business automation. This also includes the introduction of electronic document management, the creation of corporate web portals. Of course, this method of modernization will necessarily lead to a significant increase in the efficiency of the enterprise.

Recently, another good way to improve the efficiency of the enterprise is the introduction of the management system. Moreover, such systems are not developed on its experience and are adopted by those organizations that practice this method for a long time. The most common today: the theory of constraints systems and quality management system. Such changes and are even some problems, but in the end they are most effective.

In addition to the above ways to increase the efficiency of the organization is widely spread and the method of brainstorming. As a rule, are involved in this process, the head and his deputies. The results obtained in the course of the assault on offer is also very useful to improve the efficiency of the organization of small businesses.
In carrying out financial analysis of small businesses need to analyze the solvency and liquidity.

Liquidity – the ability of certain types of property of the organization to address in the form of money without losing their balance sheet value [8]. Solvency in turn means an organization’s ability to repay its financial obligations.

The concepts of solvency and liquidity are similar in content, but they are not identical. The liquidity of the company is investigated on the basis of balance sheet data. The information, which is reflected in the section “Current assets”, characterizes the value of current assets. Information on short-term obligations of the organization used in the calculation of liquidity, are contained in “Current liabilities” section [13].

The owners of the company, as well as contractors, are interested in a stable financial condition of the enterprise, which can be estimated on the basis of the current liquidity ratio. This ratio indicates the extent to which existing assets of the company are able to cover current debts.

The liquidity ratio determines the Balance Sheet, which provides timely coverage of current liabilities current assets. The sooner the assets can buy the money-form, the higher its liquidity. Due to the fact that in current assets include not only easily realizable assets, but illiquid, the organization may have not only greater, but less liquid [3].

Analysis of liquidity balance (presented in Table 1) is compared to a phased means the asset, grouped according to their degree of liquidity on the most liquid to least liquid, with commitments in liabilities, grouped by their maturity and arranged in order of increasing maturity [14].

According to the results of research of liquidity absolutely liquid balance will be determined by the performance of the following conditions: A1> A1; A2> P2; A3> P3; A4 <P4.

### Table 1

**Grouping of Assets and Liabilities of the Balance Sheet to Determine the Balance of Liquidity**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Group</th>
<th>Code</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Most liquid assets</td>
<td>1250 line 1240 line</td>
<td>Short-term investments balance Cash</td>
</tr>
<tr>
<td>A2</td>
<td>Marketable assets</td>
<td>1230 line</td>
<td>Accounts receivable (under one year)</td>
</tr>
<tr>
<td>A3</td>
<td>slow- implemented in assets</td>
<td>1210 line 1220 line 1260 line 1270 line</td>
<td>Reserves VAT on purchased assets Accounts receivable (over the year) Other current assets</td>
</tr>
<tr>
<td>A4</td>
<td>Illiquid assets</td>
<td>1100 line</td>
<td>TOTAL Section I</td>
</tr>
<tr>
<td>P1</td>
<td>The most urgent liabilities</td>
<td>1520 line</td>
<td>Payables</td>
</tr>
<tr>
<td>P2</td>
<td>short-term liabilities in</td>
<td>1510 line 1540 line 1550 line</td>
<td>Loans Amounts payable to participants (founders) for income payments Other current liabilities</td>
</tr>
<tr>
<td>P3</td>
<td>Long-term liabilities in</td>
<td>1400 line 1530 line</td>
<td>TOTAL Section IV revenue of the future periods</td>
</tr>
<tr>
<td>P4</td>
<td>Permanent (stable) liabilities</td>
<td>1300 line</td>
<td>TOTAL Section III</td>
</tr>
</tbody>
</table>
When analyzing the liquidity of small business organization there are certain difficulties. This is primarily due to the fact that these organizations use the simplified taxation system. In this case, the need to draw up a balance sheet in accordance with the general requirements. In addition, many small balance line organizations may remain unfilled. In this case, complete information on the liquidity is difficult to obtain.

In practice, the analysis of financial condition following the liquidity analysis is conducted solvency analysis. The solvency of the organization is the external manifestation of financial stability. Solvency shows how the organization is independent in providing its own production resources. solvency analysis is performed using absolute, current liquidity ratios, as well as by calculating security obligations of the debtor's assets and its solvency for current liabilities, depending on what values take performance to determine the degree of solvency of the company. The company is considered insolvent if it has more than three months' overdue payables in the amount of more than 100 thousand rubles. Consequently, the small businesses that have a solvency index of less than 3 months are considered to be solvent.

Financial analysis for small businesses involves the development of not only the goals, but the action plan for the implementation of the financial analysis. The head of a small business must be borne in mind that, as the current situation is related to the results of the analysis, and ultimately – what are the benefits of this are possible. It is necessary to regularly carry out the process of financial analysis for management decision-making and achieve financial goals. Established financial goals are grouped by areas, forming the company's financial policy.

In summary it is worth paying attention to that small businesses use financial analysis will quickly identify the existing problems in the financial position of the company. The result of the financial analysis in small businesses will allow us to take the necessary management decisions to stabilize the business. Thus, it helps avoid a crisis state enterprise or bankruptcy, directions to improve the financial performance, cash flows formation.

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REFERENCE TO ARTICLE

Socio-Economic Features of Russian Wagon Manufacturers’ Production Activity

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Annotation: the relevance of the study is determined by the fact that stable social-economic development of railcar manufacturing enterprises refers to one of priorities of government support. Particularly critical this problem became in a period of financial crisis 2008-2009, which indicated influence of government investments, especially in rail manufacturing industry. The level of railcar fleet wear still remains significant. Not all companies-manufacturers are provided resources to set-up innovative rolling stock production with high qualitative characteristics, what determine necessity of budget funds applying to ensure effective operation, development and production modernization at these enterprises.

Key words: government support, social issues, economic issues, railcar enterprises development, services sector.

1. Introduction

During railway reform in 2001-2010, establishment and development of private property on the unpowered rolling stock are begun. In 2001, the level of wagons fleet wear was more than 60%, that’s why was decided to create private carrier companies at the federal railways. Development of these companies promoted because of high level of rolling stock deficit in the entire railway’s system. Proportional to freight capacity growth increased the number of wagons, required to private companies. By the end of 2010, the total wagon fleet in the railway’s system amounted to 1026.7 thousand units, a fleet of JSC “Russian Railways” was 213.8 thousand units, private companies fleet and subsidiaries fleet – 508 and 304.9 thousand units.

Increasing amount of private wagon fleet on market made possible creation of private repair facilities inside carrier companies. Private wagons repair enterprises have reduced the cost of service procedures, including reducing time limits for repair operations. Investments of carrier companies have created the basis for stable development of domestic wagon building market.

Carrier business development of 2002-2004 increased demand on rolling stock and caused the new wagons prices growth. Investments in development of wagon production and rebuilding the part of production capacity for producing the most required in this period of time wagon types have been made because of high prices on this product.

In 2007 there was the fast increasing demand on new rolling stock; the price on wagons is rise again. According to different sources, on different types of rolling stock in this year, prices growth dynamic was more than 50% up. The high-price period of 2007-2008 was led to fast demand falling, associated with the global financial crisis, affecting on all transport sphere of the country.

There are more than 16 large wagon building companies in Russia nowadays, including JSC “Uralvagonzavod”, JSC “Altaivagon”, JSC “Ruzkhimmash”, and created on the basis of the Tikhvinski wagon building plant, JSC “United Wagon Company”.

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Features of Russian industrial enterprises functioning, in the terms of instability of the external environment in crisis and post-crisis periods, reveal the necessity of correctly forecasting, changes in detailed system of company’s perspectives, development ways and aims, mechanisms of there realization.

According to a conservative variant of the General Plan of the railway system development the freight turnover growth provides up to 2.555 trillion ton-kilometers to 2020 (+16.3% in 2013), in 2025 up to 2.795 trillion ton-km (+27.3% in 2013).

Shipment forecast amount in 2020 will be 1.44 million tons (+16.4%), in 2025 -1579 million tons (+27.7%).

The most freight capacity increasing trend predicts at Far East ports, in the North-Western and Southern regions of Russia. Mostly loaded by 2025 will be sectors of Trans-Siberian line, overload expects in the Baikal-Amur line.

As expect to 2025, the leaders in shipment will remains the railway transport: the West Siberian, Sverdlovski and South-Ural, October, Moscow. Mainly shipment growth expects at the Far East (almost 2 times), the Privozski (1.5 times), the Sverdlovski and the Trans-Baikal railways.

In freight structure domestic traffic will prevail, at the same time faster growth of export and transit shipment traffics are prognosed.

Based on the freight shipments prognosed growth, attaining the state and economy needs in freight traffic, requires the development of industrial infrastructure, implantation of innovations, obtaining high-quality and safe products and services, increasing the efficiency of wagon building companies in generally.

2. Methods

The research results obtained by using methods of system and logical analysis, consolidation of management approaches and solutions, methods of scientific classification, comparison and generalization of objects, factorial approach, economic and mathematical methods for the analysis of research issues.

Economic preconditions of wagon building industry development in the period of railroad reform were considered.

The main target of wagon building companies’ activity is a product’s quality parameter. Currently applies the next quality indicators system of wagon manufacturing and repair:

– an indicator of failure-free operation – a numerical parameter, that indicates the proportion of products that had no failures for a given operating time or lifetime limit, expressed as a percentage (the main indicator);
– the failure line parameter – the relative parameter, that characterizes in the period under consideration the ratio of products failure to the total number of products (secondary indicator);
– the MTBF (mean time between failures) – parameter, characterizing the ratio of the total operating time of products to the number of failures during this operating time, in kilometers (secondary indicator).

The accidents rate in the wagon fleet remains high. The general are poorly carried current repair, errors in the preparation of the rolling stock to the current repair, alloy parts breaking in guarantee period.

Since 2011, the total number of failures in wagon fleet increases. During the period from 2011 to 2014 the average number of violations increased by 22.8%.

Increasing quality of wagon building enterprises products directly related with implantation of innovations, improvement in technological manufacture processes and structure’s features of the product, that creates an aim not only for companies in the industry, but generally for all rail transport sphere, as a strategic purpose of the Transport Strategy of the country.

3. Results

3.1. The economic issues of wagon building companies
The development strategy of the rolling stock manufacturers is currently focused on the implementation of innovative technologies to production processes and releasing of innovative products and services. Companies’ sale profits are used for technical re-equipment of production facilities, to administrative management system modernization, to improve products quality, expanding products line also including innovation activity.

Updates in manufacturers’ strategic programs of past few years are detailed below.

In May 2013, the “Strategy of development of the integrated structure of JSC “Uralvagonzavod” for the period till 2020” was approved, according to which the main strategic objectives are:

– attain a necessity level of clear profit,
– increase a part of research and development costs,
– increase a part of innovative products sales in total sales,
– increase the rate of production profitability.

Next actions are scheduled in the program of activities: optimizing the organizational and legal structure of the corporation, establishment a management company, integration of effective corporate management system, internal control, risk management, access to new markets.

In 2015 was developed and approved the structure of a united treasury in JSC “Uralvagonzavod”, its subsidiaries and affiliates, that implies management centralization of the company’s financial flows, minimizes the financial risks and operational costs, as well as maximize the profit from investment actions with available financial resources. A function of the system includes:

– the system of banking partnership, providing optimization of the structure of bank accounts,
– the operational planning and financial flows optimization, including the financial support planning complex and internal resource planning developing, the available funds invests,
– controlling, as well as realize control of moving fund’s budget and used limits, control of payments correctness and timeliness of receipts, actual monitoring and control of receivables and payables accounts,
– the financial risks management,
– the construction and development of information infrastructure.

The financial transactions optimization and centralization will increase the efficiency of financial flows management, that makes a positive impact for primary activity of the company in case of high-integrated enterprise structure.

In general, the company’s development strategy is aims to release the production output capacity using in full, increased the production output and manufacturing of innovative products to ensure a dominant position on the market.

JSC “UWC” – is a company, recently created on the basis of the Tikhvinski wagon building plant, currently ranks a place among the major market participants. The company’s main strategic aim is to increase its place on market, o maximize the economic benefits from innovation products manufacturing.

In addition to innovative rolling stock production, the company engaged to the system of service centers creation. One of the “UWC” main selling directions is providing wagons for leases operations, carried by a group of leasing companies Rail1520. Now Rail1520 Company ranks second among the companies, specialized on rolling stock leasing activities.

Established in 2014, the operating company Vostok1520 provided transportation services, based on using rolling stock, granted by “UWC”. During 2014 the operator shipped 2.5 million tons of cargo; wagon productivity per a day was 10.58 thousand. ton-km., that is almost 2 times higher, than the average index on market (5.2 thousand ton-km. per day).

The “UWC” has an independent division of risk management, which included to the Financial Department and subordinated directly to the head of the company. The rolling stock production risks of the company are divided into next groups:

– the credit risk,
– the liquidity risk,
– the operational risks,
– the investment risks,
– the business process risks.

Was created detailed risks map, the risk management methods (using inside the company) are permanently adapts and modernizes.

JSC “Altaivagon” is one of the largest rolling stock manufacturing companies in Russia. In addition to the rolling stock production, company manufactures repair parts and realizes modernization operations.

According to the organizational structure, the market position, the financial and economic activity indicators, the strategic development priorities are:
– improving the qualitative characteristics of the products (including influence of using innovations)
– production of the most required types and models of products,
– renovation of fixed primary assets and modernization of production,
– reduction of production costs.

The wagon building companies’ development strategy depends on complex of factors, which can be divided by:
– the situation in the market of freight transportation,
– the technical condition of wagon fleet,
– the qualitative indicators of wagons using.

Till 2008, the freight rail traffic was increased and wagon fleet still requires renovation, so the demand on products (rolling stock) was permanently high. The economic crisis of 2008 affected on the railway rolling stock manufacturers too. It identified the necessity of government support for wagon building industry, the influence of government investment programs, which ensure the stable enterprises’ production activity.

Examine of enterprises, conducted in January 2009, showed, that the majority of manufacturers expect a decrease in demand by 20-50% in next period; the planned rate of uses producing capacity should be from 40% to 70% level. The company reported about uncovered cash deficit, the increases rates on loans and tightening requirements for supply prepaid orders.

Because or crisis, many companies trying to reduce the costs of ongoing investment programs, which took a strong impact on production, in the reason of significant proportion of product (of a particular types), produced on the terms of JSC “Russian Railways“ investment program.

Enterprises reduced production output and cutting workplaces or take measures to reduce costs, also reducing the level of product prices, taking a priority on repair and technical service operations with wagons.

To reduce the negative consequences has been created the list of strategically important wagon building enterprises, which requires priority government support. The list of enterprises, which will get this support, was finally confirmed in 2015. It includes manufacturers, realizing innovative projects in there production system.

In economic situation of this period, the government support should reduce risk’s influence on the enterprises activity of producing goods, needed to ensure stable position of the national economy and society’s production needs.

The position of rolling stock company-manufacturers at the current time is largely determined by the external environment instability. The production costs were increased, production output capacity in 2014 was load less than on 70%, and the production output has fallen by up to 10% to the previous period. At the same time the necessity of innovation activity was increased, to hold a competitive position in the market.
The decrease in production output in the period 2012-2014 was influenced by the problem of unused wagons on the general rail lines, a significant part of which was in downtime or in waiting of a long loading. At the end of 2013 the number of these wagons reached 300 thousand units and most of them – the rolling stock with low life-time.

In May 2015, the coordinating council of foreign freight traffic movement optimization in the State Committee of Transport and “Association of wagon manufacturers” was sent to the government a proposal to add a complete moratorium on extension and prolongation actions with old rolling stock.

They also suggested to create a demand by new production support program for specialized rolling stock production with ensuring of necessary funding. Currently, by government request the Ministry of Industry and Trade is developing a complex of support measures for the wagon manufacturers, taking into account the position of consumers.

3.2. The service sector’s role in wagon building companies development

In searches of new instruments of manufactured products realization, the Russian wagon building companies took attention to the market of transport services. These instruments should provide to companies a resistance from changes in production demand.

The majority of rolling stock manufacturers are includes into holdings or industrial associations, that explains the trend of new participants’ creation in recent years on transport market. Those participants directly related with the wagon building companies.

By 2014, in the “UWC” were functioned rolling stock operator Vostok1520 and a group of leasing companies under the brand RAIL1520, whose activities are based on using the innovative products, manufactured by the Tikhvinski wagon building plant.

The Rail1520 Company in 2014 has increased own wagon fleet to a number of 16.6 thousand units – mostly innovative wagons with improved economic and operational characteristics, represented by Tikhvinski plant. Entering in segments of market with high-level shipment demand was ensured the increasing customers number. During 2014, the company signed deals on 23.6 billion rubles, the number of customers increased by 1.5 times to previous year. The advantages of the innovation wagon fleet have improved the average rental rate in 2014 up to 5%, in terms of unstable economic situation throughout the year.

The Vostok1520 wagon fleet in 2014 amounted to about 5 thousand units and oriented for enterprises of coal, metallurgical and chemical manufacturers. Approximately 66% of total operations are export shipments.

The “UWC” actively developing the system of warranty and post-warranty service of own produced freight wagons. The total number of service centers in 2014 was 32 units.

The analysis of “UWC” activity results in transport, servicing and leasing operations was showed the invest attractiveness of this market segment for wagon building companies. The realization of such projects in this segment obtains competitive advantages and certain resistance to influence of external environment, improves the economic efficiency of the main production of the company.

3.3. The social politics at wagon building enterprises

The wagon building enterprises are large, often systemically important enterprises of several regions of the country. Besides, the state is a shareholder in many companies of this industry. That’s why employees’ social stability support is common practice. The enterprise realizes a complex of social programs, aimed to attract and hold employees.

This complex includes:
– the personnel potential increase program,
– the program of disabled workers support,
– the “Health” – prevention of diseases and sanatorium treatment,
– the “Physical culture and sport” – the organization of sporting events,
– the “Culture” – cultural events,
the “House”: providing apartments rent, the financial support in the form of bank interest 
repayment on mortgage credit, the residence providing on the terms of commercial rent contract, 
during the period of employment in a company.

These measures make possible to increase the public trust level, which potentially motivates 
employees to more effectively work. The motivation –is a popular enterprise management 
tool; the positive image of the company allows to attract extra-specialized professionals, that 
ensures a stable development of the company.

However, changing quantity of employees is a characteristic of the current economic 
situation in the industry. Reducing the number of employees is one of the measures of reducing 
costs, in case of rapid demand deficit on manufactured product.

The main wave of dismisses at the enterprises of industry was in 2008-2009, so serious employees’ 
number decrease should be able only in case of new economic problems in the country.

In general, the salary at enterprises in this sector of industry corresponds to the average 
salary index level in the region of production placement.

In 2014, the average monthly salary in the company “Uralwagonzavod” amounted to 
32842 rubles. (+ 8.5% in 2013). The level of salary in the Sverdlovsk Region is 29744 rubles. At 
the “Altaivagon” the indicator level decreased by 8.5% to the previous period. (Table 1).

<table>
<thead>
<tr>
<th>Period</th>
<th>JSC «UVZ»</th>
<th>JSC «Altaiwagon»</th>
<th>JSC «UVZ»</th>
<th>JSC «Altaiwagon»</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>30480</td>
<td>8202</td>
<td>30254</td>
<td>27479</td>
</tr>
<tr>
<td>2014</td>
<td>30954</td>
<td>7269</td>
<td>32842</td>
<td>25310</td>
</tr>
</tbody>
</table>

4. Discussion

The study revealed economic needs in qualitatively new rolling stock with improved 
characteristics. The argument of the government support of the industry consists mainly in 
the positive effect from these investments. The manufacturing companies are able to set up 
high demanded products manufacturing, that providing the tendency of increasing economic 
efficiency of production indicators, thus obtains the competitive advantages and access to new 
segments of the transport market.

By the quality of shipment services increasing, the indicators of using rolling stock are going 
up; the number of unused wagons in downtime and waiting for pickup operations were reduced. 
The railways get updated rolling stock, providing shippers' needs satisfaction.

The economic crisis has revealed the potential weaknesses in the wagon manufacturers’ 
strategic plans. The influence of external environmental terms on production sphere was 
underestimated, including the government factor.

In situation of external environment uncertainty were specified the strategic objectives, 
generated the risks system and clarified the ways of risk management:

– the market risk: changes in primary stock prices, materials, changes in demand on product; 
need to increase customer base, revise part of innovative production,
– the currency risk: expressed in currency rate changes, take place as a result of losses due to 
exchange rate differences in contracts; reduced by minimizing the amount of foreign exchange 
contracts or fixing the exchange rate,
– the financing risk: changes in capital raising rates by creditors; minimized by change the 
terms of contracts, or compensated by increasing selling prices,
– the liquidity risk: deficit of funds in the short or long period; requires increase the part of 
long-time sources of funding in total funds,
– the tax risk: the cancellation of tax concessions and subsidies; requires attention to
document control, collaboration and coordination with the relevant administrative authorities,
– the risk of competitive advantage: the loss of the benefits in case of appearance on the
market competitors with similar quality products at a lower price; need to invest in scientific
researches, licensing of innovative production,
– the government regulation: reducing administrative support, changing in political
situation in the country; reduced by participation in industry associations, cooperation with
Russian Railways Company.

At the same time the risks, which directly connected with freight wagons production, can
be avoided by diversifying the companies’ activities to the sphere of operation services and
wagons leasing. According to the experience of “United Wagon Company” it seems obviously,
that demand on new rolling stock is high and stable, besides an unstable economic situation of
recent years, so the company’s activity in this segment has improved the efficiency of freight
wagons production.

5. Conclusion

To hold a stable competitive position in the rolling stock production market, the companies’
needs to expand more resources to produce the innovative production, what in the terms of
negative influence of the external environment requires the implementation of measures, that
capable to reduce costs of the production and financial activities.

The government support, needed to enterprises in the next period of time, will reduce the
negative impact of external factors on production, thus allows the accelerated enterprise
development, the modernization and implementation of innovations. In the long term, on the
basis of these investments, an old rolling stock fleet with expired lifetime will be replaced by
new fleet with improved features, which could provide the required shipment capacity.

In terms of ensuring of the rolling stock manufacturers effective activity and development,
the big potential has a sphere of transport services. The most attractive directions in this
area are:
– the technical services – repair and modernization activities,
– the rolling stock operators creation, which engage in shipment based on using their own
manufactured products,
– the creation of companies, that realize operational leasing services by using manufactured
products.

Each of these directions has certain risks, however, the total economic benefit and
competitive advantages allows to realize such projects at the real market, that’s why in this
moment the majority of wagon building companies already has service centers, that producing
parts for repair and rolling stock modernization. In condition of available stable customers’
base, the leasing operations and shipping activities with own rolling stock would be effectively.

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REFERENCE TO ARTICLE

State Electrical Industry of Russia and Its Development Potential

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Annotation: the article deals with the main trends of Russian of the Russian electrotechnical industry development, some statistical and analytical data about the situation of the field are presented, the analysis of structure of import on the main segments of production of the electrotechnical industry is carried out. On the basis of the obtained data, the strengths and weaknesses are revealed, and also the threats and opportunities deploying the industry, and the ways of its effective development are suggested.

Key words: innovational potential, electrotechnical industry, sustainability, competition, development, electrical engineering.

The modern electrotechnical industry of the Russian Federation represents a complex of the subsectors connected among themselves which include the enterprises releasing electrical machines, the equipment and other equipment and products for generation, accumulation, transfer, distribution and use of the electric power. The enterprises of this branch produce electric equipment for all sectors of economy.

It should be noted that during the current period of time the electrotechnical industry of Russia has not the best times. It is caused not only growth of tariffs of transportation and the prices of accessories. Huge impact is made by unfair competition from world corporations, including in the Russian Federation market.

For business of manufacturers of electrical equipment considerable risks are inherent.

Most often act as the main reasons for emergence of risks: inflation, adverse changes of interest rates, unforeseen reduction of term of return of the raised funds, a lack of credit resources, decrease in profitability, high specific weight of the loan capital of structure of liabilities of the organization, lack of reserves of highly liquid assets [18].

The main trends in the field of electrical equipment in Russia can be defined in line with global dynamics of this market: demand for it steadily grows in the Russian Federation. Rates of this growth correlate with dynamics of quality of life, the aggregated growth rates on all industry and military equipment, in general, with technological way. On industrial output the electrotechnical industry provides about 8,5% of commodity release of a machine-building complex and more than 1,6% of all industrial output in the country. 448 enterprises that makes 12% of number of the enterprises of mechanical engineering of Russia, including 40 scientific research institutes and CB treat maintaining the electrotechnical industry. From them 30 state (including 17 scientific research institutes and engineering department) and 36 joint-stock enterprises with the state share of property (including 7 scientific research institutes and engineering department).
Number working in the electrotechnical industry makes 310,8 thousand people.

The electrical equipment of Russia is a turbo and hydrogenerators, the high-voltage equipment and transformers, power semiconductor devices, the low-voltage equipment and control systems, the main electric locomotives, electric motors and light sources, accumulators and large electrotechnical furnaces, wires, cables, goods of a household purpose, and they are only 35 thousand names of products.

The electrotechnical industry delivers the equipment practically in all branches of economy and the social sphere.

In a scope of electrotechnical production for each consumer capital construction and repair and operational needs – 48%, a complete set of machine-building production – 38%, personal consumption of the population – 10% and other areas – 4% (fig. 2) are characteristic.

The general strategic directions of development of electrotechnical branch are as follows.
The nomenclature of its production totals hundreds of thousands names and standard sizes. Products of the electrotechnical industry are various on seriosity of production, a power range and mass-dimensional characteristics: they are issued power from unit of milliwatts to millions of kilowatts, weight – from several tens grams to hundreds of tons. Between quantity of the electric power consumed in the country and production of electrotechnical products there is a close and natural interrelation.

So, according to the American association of producers of electric equipment (NEMA), increase in demand for the electric power in 1 GW demands increase in a total generating power of the power plants by 1,14 GW, in addition 160 GW are lovelier than transmission lines, 4,5 GVA transformers and 13,6 GW of power switches [2].

Thus, decrease in electricity consumption causes reduction in production of electrotechnical products.

In the Russian Federation annual electricity consumption in 1986 – 2000 decreased with 1082,2 to 878 billion kWh., that is almost on a quarter. During this period production of electrotechnical products of industrial function decreased almost half that is explained also by reduction of a share of electrotechnical products the branch market, that is replacement of a domestic production import.

Since 2010 some revival in electricity generation that led to steady increase in production in the electrotechnical industry (tab. 1) began.

<table>
<thead>
<tr>
<th>Branches</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>All industry</td>
<td>89,3</td>
<td>107,3</td>
<td>105,0</td>
<td>103,4</td>
<td>100,4</td>
<td>101,7</td>
</tr>
<tr>
<td>Including: power industry</td>
<td>97,3</td>
<td>102,2</td>
<td>100,2</td>
<td>101,3</td>
<td>97,5</td>
<td>99,9</td>
</tr>
<tr>
<td>mechanical engineering</td>
<td>66,8</td>
<td>115,2</td>
<td>111,1</td>
<td>102,7</td>
<td>96,6</td>
<td>92,2</td>
</tr>
<tr>
<td>Including, electrotechnical branch</td>
<td>68,4</td>
<td>118,9</td>
<td>111,9</td>
<td>106,4</td>
<td>99,0</td>
<td>99,5</td>
</tr>
</tbody>
</table>

Apparently from the table, between electricity generation and electrotechnical products quite close dependence: falling of electricity generation was the main reason for decrease in an index of production in the electrotechnical industry.

Other reason of decrease in production in the studied branch – impact of the competition: in the 1990th years on the market of electrotechnical products nothing the limited stream of import products literally rushed.

During this period domestic market unprotected by the state electrotechnical production literally I fell off that led to closing, reorientation, bankruptcy etc. not only many small electrotechnical enterprises, but also large, and respectively – to sharp reduction of outputs on them.

The existing problems of dynamics of the Russian economy in a section of the mechanism of a sustainable development of the enterprises of the industry show that at the end of the 20th century the share of all industry of the Russian Federation in the world market made about 20%, and now no more than 1,5%.

The enterprises of the industry of Russia can't deliver competitive production to the world market in no small measure because of considerable degree of wear of the equipment.

Average degree of wear of the equipment of the enterprises makes 50,3%, and in some branches of economy, reaches also big sizes (fig. 3).
Production of electric equipment
Chemical production
Production of cars and equipment
Textile and sewing production
Production of foodstuff
Production of oil products
Production of skin and products from skin
Production rubber and plastmasovykh of products

Figure 3. Level of Wear of the Equipment on Branches of Production

The electrotechnical branch continues to be in deep crisis: process of aging of the fixed business assets (FBA) which wear in 2014 made 63% proceeds. Specific weight of cars and the equipment with age more than 20 years increased from 9,5% in 1992 to 63,5% in 2014. The share of the new equipment which served till 5 years decreased for this period from 35% to 6,1%, and degree of wear reached 51,2%. The domestic enterprises of the electrotechnical industry in the majority are equipped with physically worn-out and obsolete equipment that doesn’t allow to make the competitive production necessary for equipment of cars, mechanisms and units of other branches of economy and life.

Though wear of the equipment is also considerable, but sinking funds of the enterprises sometimes have no the money allocated for modernization. The high world prices for energy resources thanks to which export the income of the budget of the Russian Federation increased with 2369,2 in 1992 to 14496,8 billion rubles in 2014, allowed to carry out the diversification of economy of the Russian Federation necessary for its sustainable development [23].

Though it also didn’t occur, but dynamics of coefficients of updating and leaving of fixed assets of the enterprises, in particular, in manufacturing industry allows to hope for the optimistic scenario of development (fig. 4).

Figure 4. Coefficient of Updating and Leaving of Fixed Assets in Manufacturing Industry, in % of Funds at last 2014

It should be noted that independently it is difficult to satisfy demand in the modern equipment to the enterprises of the Russian Federation. Dynamics of an index of production of the equipment in 20 years (fig. 5) testifies to it. In export the share of cars and the equipment decreases. In the CIS countries this share decreased from 30% – in 2000 to 20% in 2011 Russia positions itself in the world market as the power, but crises (in particular, 2014) show vulnerability unilaterally of developed economies [4].
For development of approach to the solution of problems of reduction in production it is necessary to estimate possibility of a sustainable development of the enterprises and economy in general. If in such spheres as military industrial complex and power plant engineering, the Russian Federation enterprises successfully compete with foreign producers, in the majority of civil industries, and competitive potential is in production of the equipment at a low level [5]. Recently some enterprises start innovative projects on updating of the equipment, but their realization is complicated due to the lack of mechanisms of centralization of purchases and, respectively, loss of discounts at the expense of scale and lack of uniform service in the region of the enterprises. Development of models of the equipment and development of service for the Russian market (for example, warehouses of spare parts in the territory of the Russian Federation, constant branches on service) it is economically often unprofitable for manufacturing firms.

<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric equipment of industrial function</td>
<td>274024.2</td>
<td>6437.8</td>
<td>7819.2</td>
<td>6454.0</td>
<td>8281.6</td>
<td>3.0</td>
</tr>
<tr>
<td>including:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>generators of alternating current with power over 100 kW</td>
<td>5.2</td>
<td>2.3</td>
<td>1.2</td>
<td>1.1</td>
<td>1.3</td>
<td>25.0</td>
</tr>
<tr>
<td>electocars large</td>
<td>14.9</td>
<td>4.1</td>
<td>3.3</td>
<td>3.8</td>
<td>4.0</td>
<td>27.5</td>
</tr>
<tr>
<td>electric motors of the variable current with height of an axis of rotation 63-355 mm</td>
<td>1148.0</td>
<td>688.0</td>
<td>647.0</td>
<td>711.0</td>
<td>708.0</td>
<td>61.7</td>
</tr>
<tr>
<td>Electric motors explosion-proof</td>
<td>52.6</td>
<td>48.0</td>
<td>32.9</td>
<td>37.7</td>
<td>43.0</td>
<td>81.7</td>
</tr>
<tr>
<td>electric lighting devices</td>
<td>5707.3</td>
<td>1253.6</td>
<td>1480.0</td>
<td>1245.4</td>
<td>1256.0</td>
<td>22.0</td>
</tr>
<tr>
<td>electrical machines of a direct current</td>
<td>23.6</td>
<td>11.0</td>
<td>9.6</td>
<td>10.9</td>
<td>11.1</td>
<td>39.5</td>
</tr>
<tr>
<td>electrowelding equipment</td>
<td>68.9</td>
<td>29.2</td>
<td>37.2</td>
<td>44.1</td>
<td>57.2</td>
<td>83.0</td>
</tr>
<tr>
<td>Low-voltage power equipment, thousand tons.</td>
<td>59.6</td>
<td>16.1</td>
<td>18.0</td>
<td>21.2</td>
<td>26.6</td>
<td>44.6</td>
</tr>
<tr>
<td>galvanic cells and batteries for the household devices, one million pieces.</td>
<td>267.0</td>
<td>4.4</td>
<td>5.6</td>
<td>3.4</td>
<td>6.2</td>
<td>2.3</td>
</tr>
<tr>
<td>Household electric equipment</td>
<td>19510.0</td>
<td>4791.0</td>
<td>5327.0</td>
<td>5170.0</td>
<td>5301.0</td>
<td>27.2</td>
</tr>
<tr>
<td>Including:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>washing machines</td>
<td>4289.0</td>
<td>1039.0</td>
<td>1369.0</td>
<td>1330.0</td>
<td>1447.0</td>
<td>33.7</td>
</tr>
<tr>
<td>electrovacuum cleaners</td>
<td>4319.0</td>
<td>762.0</td>
<td>787.0</td>
<td>721.0</td>
<td>689.0</td>
<td>16.0</td>
</tr>
<tr>
<td>electroirons</td>
<td>7718.0</td>
<td>1201.0</td>
<td>1233.0</td>
<td>901.0</td>
<td>611.0</td>
<td>7.9</td>
</tr>
<tr>
<td>electric refrigerators and deep freezes</td>
<td>3184.0</td>
<td>1719.0</td>
<td>1938.0</td>
<td>2218.0</td>
<td>2554.0</td>
<td>80.2</td>
</tr>
</tbody>
</table>
Apparently from the table, in 1992 – 2014 in production electric equipments of industrial function the greatest reduction occurred in production of galvanic cells and batteries for household devices – by 33.5 times the Main reason – poor quality of these products and replacement therefore them from the market. Concerning other products of production appointment release of electric motors of alternating current least decreased.

In production of household electric equipment situation is even worse: production of electrovacuum cleaners, electroirons and washing machines in 1992-2014 decreased respectively in 6.3; 7.7 and 3 times.

Before disintegration in 1991 the USSR was included into the leading three of the countries – producers of refrigerators, washing machines, vacuum cleaners.

Problems of a sustainable development of the enterprises are caused by a combination of internal and external factors to negative impact on business activity of the enterprise, thus the inefficiency of production leads to growth of expenses and further escalation of instability.

For world tendencies effects of globalization and merge of productions are characteristic. Large electrotechnical corporations, for example, of Panasonic, open the branches in many countries. In Europe in 1990 165 various firms on production of electric equipment worked, and in 1996 there were only 26 independent producers. Now in Europe 3 large corporations making the electrotechnical equipment.

At the same time, in line with world trends in the sphere of production of the electrotechnical industry of the loudspeaker of the market in Russia has a number of characteristics:

– production of electric equipment in the Russian Federation decreases;
– release of a considerable number of modern types of electric equipment in the Russian Federation isn’t adjusted serially;
– production of elements is liquidated;
– level of serial types of electric equipment concedes in the Russian Federation to the average world standard;
– many segments of the market of electric equipment, including, strategically important, are based on import;
– the market of innovative accessories for production of electric equipment is in embryo;
– the problem of innovative development of technologies of production of the electrotechnical industry is out of the sphere of attention of the Government of the Russian Federation [19].
The greatest dependence on import is observed in segments: Joint stock bank, KRUE, switches, a TT, a cable 330 – 500 kW. More favorably affairs with OPN, TN, ShR and STK are.

Generally the negative trend of dynamics of the market of the electrotechnical industry in Russia is caused by that the reasons of permanent decrease in a share of the Russian manufacturing enterprises in a total amount of consumption of electrical equipment in Russia aren’t eliminated.

From our point of view there are two ways of an exit from this trap
1) One of scenarios is concentration on development of breakthrough technologies in the field of electrical equipment and their planned introduction through pilot production. Despite all negative tendencies, the domestic enterprises keep the high potential of development, and their many development has innovative character [7].

Potential of development of the industrial enterprise – a set of the resources necessary for the organization of production, it includes:
1) production potential;
2) institutional capacity;
3) financial potential;
4) personnel potential;
5) market potential
6) tax potential

Production potential. The condition of production capacity of the enterprise has direct impact on its investment solvency that, however, is practically not considered by investors and creditors. It is accepted to estimate a financial condition more often or to speak about the available capital of the enterprise and management efficiency to them.

The institutional capacity can be defined by the economical and organizational analysis [10].

Financial capacity of the enterprise has to correspond his politician of financing of all activity and especially – his innovative activity as a basis of development of capacity of the enterprise [13].

Results of research allow to draw a conclusion on the high level of the competition of the enterprises of the electrotechnical industry in the external and internal markets therefore both the financial and market capacity of manufacturing enterprise in this branch should be estimated taking into account risks of the branch international competition at realization of concrete marketing strategy [11].

It is accepted to estimate a financial condition of the enterprise more often or to speak about the available capital of the enterprise and management efficiency of Increase of efficiency of the capital of the electrotechnical industry within modern innovative approach perhaps only on the basis of strategic management of his innovative activity [12].

Personnel potential defines a possibility of implementation of any plans of the organization. For increase of personnel potential the dress can recommend application of human resource management on the basis of the analysis of works and level of competence. This reception for increase of personnel potential in the sphere of innovative activity is especially effective [14].

Now the concepts “tax capacity of the region” and “the tax potential of a national economy (national economy) are applied. However, it is quite correct to talk and about tax potential and separately taken managing or even the citizen of the country [15].

Thus tax regulation, along with other economic levers, possesses an important role in achievement of the demanded level of investment activity [16].

Advantage of approach of capacity-building consists also that in uncertainty situations it provides to heads of the purpose and strategy of their achievement. The size of capacity of the enterprise predetermines its competitiveness, creates favorable prerequisites for successful activity, helps to take steadier positions in the market [9].
The advantage of the approach of capacity building consists in the fact that in situations of uncertainty it provides managers with the objectives and strategies to achieve them. The value potential of the enterprise determines its competitiveness, create favorable conditions for successful activity, it helps to take a strong position on the market.

But for the sustainable development of the enterprise is not enough to have only the economic potential of sustainability. It should be continuous improvement and capacity building of all elements of the stability of an industrial enterprise to improve performance. Also, you must have the internal driving forces that have contributed to the development of the enterprise. Therefore URPP necessary potential for industrial development of the enterprise.

The economic potential of the sustainable development of industrial enterprise — the possibility of the company to ensure efficient use of resources due to the presence of the economic potential of the industrial enterprise sustainability, and the opportunities that provide growth performance production, improvement of business processes due to the presence of the economic potential of industrial development of the enterprise [17].

The economic potential of industrial development of the company — a process of compounding and improving the sustainability of the economic potential, as well as factors that contribute to the development, improvement of production technology, the introduction of a completely new product on the market, ie, availability of innovative and investment potential.

Ie economic potential of the sustainable development of industrial enterprises determines the possible forms the future flows of the enterprise. Therefore, if we consider the company in a static position at the present point in time, the estimates obtained only characterizes the stability of the enterprise. And the use, evaluation and management of the economic potential of the sustainable development of the enterprise allow to consider the system dynamics, which is one of the main condition for evaluation of sustainable development of industrial enterprise.

Also, the potential for sustainable development is influenced by external factors such as global, national and regional capacities. The favorable situation on the world market, a positive investment climate in the country, as well as the availability of supports programs in the region form the opportunities for successful business, with regard to business and industry.

Analysis of the potential of the enterprise it is expedient to carry out the following sections:

1. Production (volume, structure, rates, proportions, the assortment range of enterprise, the degree of renewability in the breadth and depth of assortment; security of raw materials, inventory levels, speed of use; cash machine park and the extent of its use, reserve power, a technological novelty; location of production and the availability of infrastructure, ecology of production).

2. Distribution and marketing (transportation products, transport capacity and cost evaluation, storage of inventory, stock levels, their location, speed, handling, availability and storage capacity and storage, the ability to refine and installation products; sale of individual products, sales territory, cost, types of customers, resellers and distribution channels).

3. Organisation and management (organization and management system; and quantitative composition of the professional staff, the cost of labor, turnover, productivity, level of management, firm culture).

4. Marketing (market research, product, distribution channels, sales promotion and advertising, pricing, innovation, communication links and information; marketing budget and its implementation, marketing plans and programs).

5. Finance (financial stability and solvency, profitability and margins, equity and debt and their relationship).

Intercompany information is more accurate, reliable, easily obtained, and amenable to systematization. However, it may be insufficient to assess the potential of the enterprise. In this case, the selection of external information should be for comparable indicators, using various methods and techniques [20].
The integrated analysis of enterprise capabilities can be complemented with specific areas:

- Production (which range position gives the highest and lowest turnover, sale of products which brings the highest and lowest income);
- Market (which markets are the most and the least priority for the company’s products in terms of turnover and income);
- Industry (in which industries sell their products, which belong to the enterprise market shares in these sectors);
- Consumers (who is a permanent consumer products). What attracts them to these products, you need to do to attract new customers).

There are also potential problems of measuring factors and their interdependencies. For example, the permeability of information is closely connected with the motivation of staff and incentive system; a single factor, to determine the extent of its gain and level of influence on the rest seems highly complex task. However, in this concept, problem of improving the enterprise as a whole is simplified division into separate units, reduced to the level of local problems amenable to solution. Systematic purposes is provided by the presence of the general idea.

The advantage of the approach of capacity building consists in the fact that in situations of uncertainty it provides managers with the objectives and strategies to achieve them. The value potential of the enterprise determines its competitiveness, create favorable conditions for successful activity, it helps to take a strong position on the market.

2) Creation of large spontaneous structures of corporate type has to become a basis of offensive development of such difficult multinomenclature and technically difficult branch which the electrical equipment is [6].

Restructuring of research and innovative capacity of branch with creation of large corporate structures in the form of the Federal center of science and high technologies for electrical equipment (fig. 7) is necessary.

It is possible to note that the importance the Ministry of science and education of the Russian Federation in the course of an exit of the electrotechnical industry of Russia from a crisis state is indisputable.

Production creates the order to system of professional education on future workplaces, the system of professional education trains the experts meeting the requirements of the relevant sector of economy, the state through taxes returns the made investments into the human potential of the citizens [22].

Higher education institutions need to debug system interaction with these organizations and in a complex to resolve issues of assistance to employment [3].

*Figure 7. The Block Diagram of Interaction of the Ministry of Industry and Science of Russia With the Enterprises and the Organizations of Electrotechnical Branch*
One of conditions of formation of innovative, competitive economy is modernization of the existing education system which is a basis of economic growth and social development of modern society [1].

**Conclusion:** Existence of the electrotechnical industry developed economically will allow to make a transfer of all branches of economy and the social sphere on the modern technologies providing labor productivity increase, economy power, material and a manpower.

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Systems Integration Industry:
Information Technology Consulting Market Outlook
in Modern Russia

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Annotation: this study is intended to explore market situation in system integration industry and investigate highly priorities for knowledge growth of information technology consultants. For the corporate level, the study provides recommendations on strategic decisions for both consulting organizations and information technology users. In this article the trend of information technology consulting companies market and business challenges that consulting companies are facing right now is shown and also some opportunities for growth in Russian market were defined.

Key words: consulting, Information technology consulting, Systems integration, Information technology services, Application modernization.

1. Introduction

One of the fastest-growing segments of consulting has been information technology (IT) and system integration industry as part of information technology consulting (IT-consulting) [2]. This segment includes consultants focused on IT system migrations, integration of applications, IT systems installations and customization of box software products, IT systems support and testing, change management, IT strategy development, software design, acquisition and implementation and many other IT consulting products.

One of the biggest part of today's largest IT consulting firms is outsourcing services [13]. Even big software companies in the past now became new successful consulting firms in present. Worldwide information technology consulting started its journey in 1990's when software started to play a major role in companies' productivity and new implementing new technology was essential for any business that wanted to be successful [18]. Since then information technology consulting companies developed a lot and now it's almost impossible to find a large company that never used consulting services. As an example of Software Company transformation we can take the IBM Global Services unit of computer giant IBM [8]. It illustrates this trend, as services now bring in more revenues for IBM than computer hardware and software. A large portion of income is derived from outsourcing services. That is, once these IT services firms have determined a client's needs during a consulting or analysis phase, they may deliver turnkey services that include actual day-to-day operation of the client's computer department and/or other departments. Meanwhile, many companies outside of the computer hardware and software field have successfully blended consulting and outsourcing into their offerings, developing dependable additional revenue sources by offering a complete line of services to their clients.
In Russia information technology consulting services are demanded by organizations from various industries in Russian economy [20]. Due to difficult economic and political situation in Russia, consulting services became even more popular and valued than they were before.

2. Methodology

IT consulting companies need a clear understanding of business processes and pain points. To achieve this, they have to develop their consulting activities and establish closer relations with the lines of business, which act as decision-makers in more and more IT projects [3]. They also need to build an ecosystem of partners to be able to meet the new customer requirements in the best possible way.

The key results of the study is presented and discussed in this article. It delivers primary research data and analysis on:

- Challenges that business faces in information technology related topics;
- IT budget and spending priorities;
- IT hot topics that include cloud services, digital transformation, big data, application modernization, security questions.

For this study more than 80 companies were interviewed, from different industries. Information about companies was received from personal interviews and from open sources including statistics information, open companies’ documents, information from analytical companies regarding consulting industry and other. The interviews were conducted with employees in IT department, including IT decision-makers and other executives who have responsibility on company’s IT infrastructure.

3. Results

The Russian economic environment has a restrictive impact on the IT investments of Russian companies, which are exposed to growing economic uncertainties, the strong RUB devaluation against EUR and USD, which represent the current major challenges for organizations from small to large sizes. Nevertheless, despite that, IT budgets have not been drastically declining, a small percentage of studied companies having seen a decrease of more than 15 percent in 2015 compared to the previous year. Many local companies have acknowledged that, through IT modernization, they can both achieve significant savings and improved operations, as well as new opportunities for business development. Therefore, they are less eager to diminish these effects by drastically reducing investments in new technologies, only when the situation strongly requires it.

Cost reduction and efficiency pressure in IT operations continue to be important concerns and the Russian companies are slowly starting to consider the externalization of some of their IT functions, even taking into account application management, which is encouraging for the IT-consulting companies. Furthermore, another option for the local companies is the move to the cloud, in which case they majorly prefer the in-house or hosted private clouds.

Top areas for higher IT spending are IT/cyber security, financial management, big data and cloud computing. However, cloud computing is less seen as a fresh topic, as, over the last few years, the companies have invested in such models.

Many companies do not yet view digitalization and improving end user experience as a main concern showing that they still focus on traditional IT operations and have not yet embraced the digital trend through IT. This task is yet solely managed by digital agencies and less involving the IT departments of the end users.

4. Discussion

There is no surprise that the economic factors and exchange rates have been major challenges for the Russian companies as 2014/15 has been a difficult period, with an economic downturn and a significant RUB devaluation against EUR and USD, as well as European and US economic sanctions against Russia which were not predictable events for the local companies. Figure 1 gives a brief understanding about the amount of challenges that companies are trying to deal with.
Since the financial crisis, cost reduction and improved efficiency have been among the important concerns of the end users and have triggered investments in IT deployments to achieve savings through better resource management and improve business operations [6]. On figure 2 differences in understanding the challenges from business perspective is shown.

At the end of 2015, the Russian economy faces numerous challenges associated with the existence of financial sanctions, the low level of the prices of commodities, especially oil & gas. The local economy needs to go through a restructuring process, to diversify rather than still be highly dependent on prime resource sales. Having a tight control on costs is one of the major concerns of the companies during economic turbulences. Nowadays, IT is seen as a source for savings in business operations and, at the same time, the companies look into opportunities to save more on IT system maintenance by adopting outsourcing, cloud models while also simplifying their IT systems.

There has been a shift in customer behavior as IT becomes more business-centric in their view. More business users are involved and demand to have a saying in terms of IT investments as new technologies are resolving business pains and may bring new growth opportunities [4]. Figure 3 shows difficulties that companies still need to deal with despite high priority in IT development and modernization.
FIGURE 3. **Rating of Information Technology Challenges That Companies Are Facing**

IT Security is a big concern as IT becomes more relevant at the heart of the business and, valuable information might be disclosed through possible security leakage, which can really harm the business itself [15]. Figure 4 shows growth of the most important challenges: inability to find qualified employees that can manage IT systems and impacts of digitalization on business. What is clearly understood is that the most qualified and experienced staff can be found in consulting companies, so more businesses are trying to switch from using internal personnel to outsourcing and project working style.

FIGURE 4. **Information Technology Challenges That Became More or Less Important Comparing to 2014 Year**

Cyber-attacks become more sophisticated and have greater impact on organizations with more damages than ever before, as new technologies bring higher exposure at external environment, while at the same time creating new business opportunities. Moreover, as IT
becomes part of the core business through digitalization, any security breach impacts directly the business operations and increases the losses. Therefore, there are significant investments in security solutions to protect against it.

The main IT expenses by Russian companies are allocated to staff and investments in hardware, software and project services what is shown on figure 5.

![Share of Expenses Volumes in Information Technology Budget](image)

**Figure 5. Share of Expenses Volumes in Information Technology Budget**

With a share of 27% for the externalization of IT operational expenses, the Russian companies are not very far from the European average and even though there is still a lot of space for growth, there are already significant steps towards outsourcing, hosting and cloud models. One third of the companies have modified their IT budgets in a minor way, by a decrease or an increase of less than 5 percent, as a sign that IT investments are one of the priorities and, despite the economic slowdown, modernization plans are still being followed. Moreover, there are overall a higher percentage of interviewed companies that increased their IT budgets in 2015 compared to previous year (shown on figure 6) than the ones that reduced their IT investments to a smaller or larger extent. A detailed look at the companies’ size reveals that the companies with less than 500 employees have significantly increased their IT budgets in 2015 compared to larger-size companies (with over 2000 employees), which, in general, have either had stagnant IT investments or seen a significant decrease of budgets for 2015.

![Information Technology Budget Change in Comparison to Year 2015](image)

**Figure 6. Information Technology Budget Change in Comparison to Year 2015**
There is a significant part of respondents that still see a decrease of their IT investments; however, the majority will slightly improve their budgets but to a modest extent, less than 10%, showing that the uncertain economic prospects are a major challenge with strong pressure on costs, including IT. Price pressure on traditional IT segments will continue. Investments will also target hot topics like big data, analytics, cloud computing, mobility and security. The importance of information technology for companies is shown on figure 7.

![Figure 7. Importance of Information Technology Hot Topics for Companies](image)

It is not surprising that IT and cyber security are on top of the IT agenda either as a very important or important topics for companies of all sizes, as a sign that all levels are affected by an increased exposure to online environments and associated risks [21]. Moreover, the companies are already aware of them and invest according to their budgets, the size of the operations and technological risks. Analytics grew in importance on the IT agenda compared to the previous year as the companies see a more ardent need of having more accurate and faster data analysis, which impacts their business decisions. Moreover, the volume of unstructured data is becoming overwhelming, especially coming from online and mobile environments and needs to be structured and transformed into business solutions.

Cloud computing is still an important topic for many companies but they have already started investing in such models in the last few years and it is not a fresh topic anymore. The high interest in further investing in finance & accounting is remarkable, as it shows that all sizes companies still have space to modernize their financial management and it is the basis for creating a more sophisticated business analysis and models in the future, on top of that.

As the market conditions are rapidly changing and there are higher economic risks on the current local and global markets, almost a third of the companies will invest in more industry-specific applications. Their business models need to better adapt to the specificity of their market segment. The growing competition among the peers forces the companies to align with the industry standards and to be more proactive in order to win over [19].

Following the increasing maturity of the Russian IT market and being constantly pressed to reduce their IT costs, the local companies have started to look more into externalization their business applications, respectively applications management, which is encouraging for the IT consulting companies. If the infrastructure outsourcing is becoming a more common practice, the application management side has been significantly underdeveloped in Russia compared to the rest of Europe. The overall outsourcing services, both infrastructure and application-related ones, will see higher interest in the next years. It is a natural step towards maturity of
IT demand and it is even more stressed by the focus on lowering the IT maintenance costs while increasing the performance.

During the survey hot topics in system integration industry were constantly shown that is why it is necessary to understand the demand on such knowledge and experience in implementing from business side. Big data plans have no longer remained in the discussion phase in Russia, as a large share – almost 90% – of the respondents have either realized related projects or are currently in the process of developing them in their companies, no matter the size [5]. Banking and telecom companies are early adopters of high capacity analytics in Russia, but the success of SAP HANA in other industries like manufacturing, retail and utilities is worthy of note.

Finance & accounting remains the lead in realized or in ongoing big data projects [14] the focus of the enterprises being to have better financial management, as well as planning and forecasting while analyzing a large amount of data from multiple channels, like online and mobile. HR departments have been targeted when implementing big data analytics, which is usually not on top of the list in other countries, but in the Russian companies, the shortage of skilled professionals has been a concern for many years. In this case [7; 9], big data tools can help the HR departments better understand the employees’ profile, their performance and motivation and to offer better packages to maintain highly professional staff and also to replace the employees whose performance is weak.

Another hot topic is cloud computing. There is still huge uncertainty regarding cloud computing, particularly related to security, availability, compliances and dependence on one vendor. Fear of vendor lock-in is a serious concern that keeps Russian companies away from cloud-based business applications [10]. This needs to be addressed by cloud vendors, as they have to offer easy migration tools and data transfer options, in order to address this issue and to support the further development of the cloud-based business applications.

Digital transformation is not so well represented in Russian market comparing to Europe or the United States, but it is definitely one of the drivers. The largest part of the Russian respondents prefer to have selected business areas to apply digital transformation and this is not surprising at all, as they are at the first stage of digital transformation, related to front-end transformation, which is mainly dedicated to improving customer experience with a limited impact on the back-end systems. The organizations that already have in place a digital strategy for the whole company are in general large companies, with over 2000 employees and they have at least a medium-term view on each step towards full digitalization. The smaller companies, with less than 500 employees, are the slowest when it comes to moving towards digital transformation. The insights into customer’s needs and behavior continue to be among the major factors in favor of digital transformation for the end users, through systems like digital marketing and digital customer services. They have a strong drive to improve customer interaction and sales, to open new channels to reach out to customers. The strong rise of the e-commerce practice makes a key focus out of the digital transformation within the organizations, especially the ones from services-oriented industries. The fact that understanding customer behavior, as along with the improvement of the digital customer experience are strong objectives in digital projects indicates that the companies increasingly place the customer at the heart of their business processes. Moreover, reaching out to the young generation and understanding it are more probably more effectively realized through digital channels.

For most of the Russian respondents, from small to large companies, their current application environment corresponds to their business needs. In the last several years the local organizations have been investing significantly in modernizing their application landscape. The medium-sized companies, however, have stated that they wanted to see the most challenges when considering their applications system, as they have invested in deployments over the years, but a real application consolidation is needed. Even though there are not big challenges for business application support, all the Russian organizations are planning to modernize their
CONTEMPORARY PROBLEMS OF SOCIAL WORK

application landscape. Figure 8 shows common business plans on investing to special part of the business and also specifies which type of modernization they are planning in next years.

<table>
<thead>
<tr>
<th>Category</th>
<th>Re-platforming</th>
<th>New packages implementation</th>
<th>User interface upgrades</th>
<th>Service-oriented architecture</th>
<th>Application management outsourcing</th>
<th>Transfer to cloud</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise resource planning</td>
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<td>6%</td>
<td>10%</td>
<td>14%</td>
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<tr>
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<tr>
<td>Knowledge and document management</td>
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<td>14%</td>
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<tr>
<td>Finance and accounting</td>
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<tr>
<td>Data analytics and business intelligence</td>
<td>25%</td>
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<td>31%</td>
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<tr>
<td>Office applications</td>
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<tr>
<td>Client relationship management</td>
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Figure 8. Strategies Regarding Application Modernization within Next Years

In the customers-oriented solutions, such as CRM and data analytics, there is high interest in cloud-based solutions. More and more Russian companies are less reluctant when considering the move of customer management into the cloud. Furthermore, as many data analytics are coupled with CRM systems, the move is understandable. Moreover, data analytics needs powerful computing resources, so the cloud model is the most flexible and affordable according to the consumers’ needs. Many companies are set to outsource application environments in the near future. This fits with the picture for application modernization and consolidation. There is higher interest in finance sector and data analytics and BI, as the companies would be able to reduce their IT costs with support and will not need to invest in more advanced computing technologies, in the case of data analytics and BI.

Cyber security is one of the major challenges of the current local and global environment, especially for financial institutions and insurance companies, as well as for government organizations [11]. They are the one with more frequently registered security threats. A worrying situation is that the threats are increasing in number and in their sophistication, as they produce more damage and companies should put a cyber-security strategy in place soon, if they have not already done so. The theft of sensitive data represents a major concern for both private sector and public sector organizations and investments in data loss prevention represent a key security feature. Moreover, Russian companies are very sensitive to cyber spying, therefore being even keener to adopt better solutions to counteract this. An increasing adoption of identity and access management solutions is more likely to happen. Russian companies are very sensitive when it comes to outsourcing security solutions even to third party services providers, not to mention outside the country. In general, security features are not considered for outsourcing, especially in a country with lesser tradition in externalization, the latter not being a generalized common practice. Maybe in the case of specific tasks, outsourcing will be taken into consideration, where the end user lacks the capabilities and knowledge or where this involves more human resources, like 24/7 monitoring [12].

All these turbulences registered by end users have impacted the overall IT market and generated fewer investments in IT services in 2014 compared to the previous year. On a market dominated by local system integrators, certain companies were more affected by the shortage of projects than others, depending on their customers’ profile [1]. The companies having a large share of IT services coming from the public sector have seen projects frozen or delayed, therefore have had decreasing revenue in 2014. On the overall Russian IT services market, infrastructure-
related projects versus application-related projects generate about 70/30 revenue share, which demonstrates that the local market has much larger shares of IT investments directed to the infrastructure. Compared to a more mature market like Germany, which has a much more balanced infrastructure versus application service share – 55/45, Russia still has a long way to go and high potential for development, especially in application-related services [2]. However, if considering particular cases of large accounts from oil & gas, from the banking industry, from retail, the IT demand is very advanced, similar to that of global companies in these industries.

The challenging market situation can provide a good opportunity for the local system integrators that have developed from public sector or state-owned companies, to reevaluate their business and to take out the non-profitable units. Cleaning up their organizational structure [16], making it more agile, and establishing a focused market strategy can reinforce their healthy growth by increasing their competitiveness. Failing to do that can generate a slow death.

Referring to the current trends, the IT companies are investing in increasing their related services to technologies like Big Data, mobility, cloud architecture, security and digital services. Higher focus on more industry-specific solutions to answer real business cases is also there. Both large and medium-sized integrators try to identify the market segments where to increase their market share and to move away from the generalist approach. However, the ability to implement large-scale IT projects, combined infrastructure and application-related capabilities are still on demand from the large accounts looking to go through IT transformational processes.

5. Conclusions

Recommendations for IT-consulting companies:
• IT security represents one of the main challenges for local organizations and it is a clear priority for IT investments. This area offers tremendous opportunities for the providers that can demonstrate their security capabilities and how security is embedded into all their services.
• One of the key concerns of customers is cost reduction and increasing business efficiency and innovation is sometimes seen as a way to keep down or better control the expenses.
• Russian organizations are looking to externalize some of their application systems, therefore having a trusted relation can open up new opportunities in the management services.
• Big data-related projects are expected to significantly increase in the next two years, especially in areas like in HR, marketing and sales or IT; investing in such capabilities can capture some of this demand.
• Digital transformation is on, even though companies are more interested in investing in individual digital projects for selected business areas; therefore, investing in stronger relations is essential, as they are more and more involved in the decision-making.

Recommendations for users of IT-consulting companies services:
• IT users recognize IT/cyber security as critical. Customers need to pressure the IT services partners to provide security credentials of all services. Moreover, as cloud computing is the topic where investments are set to grow rapidly, end users need to understand the whole spectrum of the related offerings regarding security.
• On the competitive landscape, the adoption of new technologies such as cloud, mobile or big data brings new business advantage; therefore, keeping up with the development speed requires innovative technology adoption.
• Digital transformation is an unstoppable trend that will affect many industries. Being well informed about the changes in specific industry, about the overall trends and looking for best practices are good strategic measures to be considered.
• Many companies worry about a potential vendor lock-in in cloud environments. The conditions are basically similar to outsourcing contracts. Users should negotiate with providers for terms avoiding vendor lock-in, with options of migration paths, before choosing the cloud contract.
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Public-Private Partnerships
As a Variety of Socio-Economic Adaptation

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Annotation: the author states that public-private partnership is an important element of the national economy. It is concluded that the self-organization of public-private partnerships and the necessary adjustments to the establishment of this mechanism in Russia. The article also provides an overview of the theory of public-private partnerships, examples of PPPs in Russia and countries with high-level PPP, examples of models PPP. There is substantiated the statement accordance of the economic phenomenon of adaptation in socio-economic sphere.

Key words: public-private partnership, the social sphere, relations between the state and private business, functions of the state, the investment model, economic adaptation.

All systems are in the process of becoming complicated in structure to better fit the external aggressive environment. Often, these kinds of add-ons are formed during adaptation to existing laws and the current economic system. The state, as a fairly complex system should provide within themselves an opportunity for the organization of new subsystems that facilitate the implementation of government functions.

Public-Private Partnership (PPP) – a set of forms medium- and long-term cooperation between the state and private business to solve socially significant problems on mutually beneficial terms.

Not for nothing we are talking about the social sphere of the state. According to many analysts social services should evolve with the participation of society. PPP is a self-organizing subsystem state, as it exists in a multitude of actors interested economic relations. Socio-economic system adjusts itself under the action of social services, the implementation of social projects etc. What do private sector can be a special picture of what is necessary to the society, and that it is necessary to pay attention to the state.

When using PPP mechanisms to solve social problems, you can use the designation of socio-economic adaptation. If you fail to solve or to reduce costs by private business entities or the state, there is a model of partnership. Adaptation of economic relations, which contributes to development in various fields, makes possible the implementation of many projects that would be difficult to reproduce independently. From the point of view of economic entities the ability to get new profits, in special circumstances, such as the implementation of socially important projects, a special profit that is calculated not only in money. And for society it is an opportunity to solve a number of problems that require the participation of both the state and capital in large volumes.

In the PPP should be able to isolate the essential features the main within economic theory questions. Among the basic essential features of public-private partnerships in a narrow (economic) treatment include the following:
• PPP parties are the state and private business;
• cooperation of the parties is attached to the official, the legal basis;
• cooperation of the parties is equal nature;
• PPP has clearly expressed public, social orientation;
• During the implementation of projects based on PPP consolidated combined resources and contributions of the parties;
• financial risks and costs, as well as the results achieved by the parties in advance of certain proportions.

The most common cause of different countries PPP in one form or another is the increasing public demand for services while reducing government spending problem. It should again be emphasized that society sends to the system state, and the state, in turn, uses the economic possibilities of the society for the realization of tasks.

The experience of developed countries has shown that PPP provides effective operation of the industries in which the impossibility of complete privatization. This primarily relates to the manufacturing industry and public infrastructure, stability and predictability of development which is the basis of economic security, as well as to the social sphere. For example, in the structure of state property a high proportion of cultural heritage, for which currently has a moratorium on privatization. Therefore, all contracts between the state and private capital in these industries should be for the long term and not to assume the transfer of ownership.

Of course, the PPP helps to solve a number of public issues and should also be noted the level of use of this mechanism in developed countries: The most developed country in the field of PPP is United Kingdom. It is considered a representative of the third stage of PPP development among the countries using this model. Next for it in this stage is Australia, as in a transitional stage between the third stage and the second stage is Ireland. In the second stage, the leaders are Spain, France, Canada, the United States, Japan and Germany. And the representatives of the first stage of PPP development can be found already and our country.

It should also be noted gradation stages of development [12]. The first stage is characterized by the following: formulation of the main objectives of PPP policy, the definition of the most significant for the state and society projects, the construction services market PPP. The initial stage, in my opinion, the most difficult due to its versatile consideration in the set of disciplines. Quite difficult to isolate the most important social problems and their gradation, as well as the design of all of this list and implementing it through the prism of the legal superstructure.

Second step: Preparation of practical guidelines for the implementation of various projects, the formation of structures of PPP, continued market development of PPP and attract new sources of funding. As for the second step – it's laconically follows from the first one. It is a kind of maintenance services and new market expansion.

The third step begins at a workable system of PPP (eliminated the main legal barriers, the PPP model brought to the conditional perfect level): Feed concluded socially significant contracts, achieved long-term agreement, expanding range of investments, and it already includes the pension, insurance, etc. private foundations, the formation of a certain system of knowledge about PPP and its models.

Further, it should be noted the prospects of such a union state and private business. Functioning in the UK led to a significant transformation in the institutional environment, as well as in the relationship of the state apparatus and the private sector. “As a result, in various fields, including the social sphere, to date, sold more than 450 projects worth 24 billion pounds. The cost of most projects is relatively small and varies between 1.1–15 million pounds. Every year is up to 80 new agreements. Over the next three years it is planned to implement projects worth a total of $ 12 billion. ft. Art. According to the British government, such projects provide a 17% savings for the budget”[13].
As part of the PPP government plays a main role, however, does not always work for the organization of this mechanism can be considered adequate, and consider the PPP [7].

Scheme 1. **Functions in the PPP: Failures and Solutions** [19]

Based on the proposed functions should learn all the functions of the state in the implementation of PPPs:

- Developing policies for the development of GCHP- require special inspection profitability incentives to participate in such projects. Coverage of social issues and the importance of addressing these issues, as well as the social impact of their decisions as well as the need to introduce a system of incentives.

But differentiation is not the end of the selection process for these projects [21]. The feasibility of these projects should be considered from the point of view of positive experience of countries leading in this area, and pilot projects should take into account the social characteristics of our country, for example.

- Identifying potential projects – this problem accompanies the PPP from the first phase of the reproduction of the PPP. Because of the lack of coordination of the state, many social problems remain illuminated, and consequently cannot be solved. Politics ranking the importance of problems should help in this regard, however, it is quite difficult to implement in practice.

- Analysis of individual projects – to provide this function, the state must necessarily support. In my opinion, it is necessary to take into account the potential of social institutions (relief funds, social organizations, etc.) that can provide this support with minimal resources.

- Transactional management- high transaction costs can be reduced through a series of special government programs. The state can ensure this, however, there is also a way to popularize schemes and PPP models from their lows on this article. It’s as reduce transaction costs. Funds pommerol of the state in socially significant projects must be prioritized at all levels of social protection.

- Project Management, Monitoring and coercion – inadequate information support and not enough stimulate the participants creates a risk of hindered the development of PPP projects. This should not be allowed, but it happens often enough.

It is also worth noting that the state functions within the organization PPP linked and often (as shown in the diagram) the failure of the state caused by insufficient multiple functions. The level of social status is largely dependent on the state, so the organization of PPP is not only important to the society and the state in which society lives. That is, both entity relationships need special form of relationship.
The need for this mechanism is to establish a system boundary between the spheres of social responsibility and economic freedom. This boundary outlines legislative approval by social norms.

In the social sphere full privatization is not possible due to the fact that a significant number of organizations engaged in the provision of public constitutionally guaranteed free or low-cost goods and services, for this reason, are not commercial organizations and do not have the investment attractiveness for private investors. This situation compares unfavorably with the social sector from other industries in which it is advisable to develop PPPs and will need to intensify investors using other incentives, rather than income from participation in commercial projects. Therefore, it is necessary to interest private investors the opportunity to benefit from the economy of merit [1], for example. Participants of such projects can provide a variety of benefits both in the objects of the PPP, and in terms of the resources they need. Society will support this kind of business, because these entrepreneurs are doing something for the good of society.

In the social sphere of Russia, from my point of view, the potential of PPPs while not fully realized, although the development of PPP in the field at the same time allows us to solve two problems:

- First, to reduce the deficit financing sources of investment in the social sphere,
- Secondly, to improve the quality of social services and the effective management of social services.

De facto, there are examples of the use of PPPs, but not on the basis of the relevant legislation (in which there are still significant gaps) and not as a result of purposeful stimulate the development of these mechanisms on the part of the authorities in charge of the development of the industry [15]. Not carried out work on the collection and systematization of information about ongoing projects, the assessment of market potential, etc.

The absolute leader in the number of projects on the basis of PPP in Russia is the Siberian Federal District [4] – 106 projects (34%), in second place – Central Federal District – 50 projects (16%), in third place – Northwestern Federal District – 48 projects (15%), and least of all projects in the North Caucasian Federal District – 9 (3%).

With regard to information within the scheme of construction of the PPP model the only source of information is scattered publications in periodicals. Using these sources suggests that the prevalence of schemes to attract private capital to finance investments in the social sphere are [5]:

a) rent monuments. Leased objects are restored and repaired at the expense of private companies, which can then use them as offices. Citizens very rarely given the opportunity to visit the restored part of the premises, which is a significant disadvantage in this situation. Architectural monuments are public property and require special legal rules governing these relationships;

b) repair facilities and / or equipment of organizations with social facilities in exchange for the right to provide additional value-added services (such as computer classes in libraries, including those used to provide fee-based services);

c) the provision of the property and land of social institutions to hire private companies with their obligations under repair, reconstruction and maintenance of the status of all social facilities.

Even in the social sphere it is important to consider the need to adapt the PPP model to existing problems and the foundations of society. But the discrepancy of the term public-private partnership and the same term in the social sphere make us think about the theoretical component of this subject. When we talk about the investment attractiveness of the important dates and amount of dividends [6]. In the model we use PPP investment opportunities of the state and of private entrepreneurs to solve social problems. The financial attractiveness of
these projects is very indirect. The formation of the opinion of society about this kind of investors, improving the quality of life and ability to pay or employment – indicators that are difficult to measure in any precise terms. The only thing we can say that this is a long-term perspective.

Currently, most of the major PPP projects in Russia is in the preparatory phase and only a few – is underway. As an example, starts in Nizhny Novgorod, Russia’s largest social PPP project – the creation of the Center of High Medical Technologies “Nizhny Novgorod Cancer Research Center” (TSVMT Nonza). Cancer is one of the leading causes of death from disease in Russia and in the Nizhny Novgorod region on the country the highest cancer rates and subsequent mortality. Available in oncological institutions in terms of size and equipment cannot change the situation. That is, there is a social problem of large scale, and the solution to this problem will be sponsored by both the state and the private business. Approximate figures for this property are as follows [14; 17]:

<table>
<thead>
<tr>
<th>Economic indicators of the project</th>
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<tbody>
<tr>
<td>The necessary sum</td>
</tr>
<tr>
<td>Form of investment</td>
</tr>
<tr>
<td>Collateral loan financing</td>
</tr>
<tr>
<td>Total cost of project</td>
</tr>
<tr>
<td>Own objects and the applicant’s work in the project</td>
</tr>
<tr>
<td>The maximum duration of the project (years)</td>
</tr>
<tr>
<td>The maximum term of recoupment (years)</td>
</tr>
<tr>
<td>The legal status of the project (land acquisition, demonstration of properties)</td>
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<tr>
<td>Production profitability (internal rate of return in %)</td>
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<tr>
<td>Sales market</td>
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<tr>
<td>Social Indicators Project</td>
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</table>

The need to combine resources of the state and the private sector in the implementation of this project due to its scale and innovation [11; 22]. The composition of the Nizhny Novgorod scientific cancer center should enter:

– A large clinic, equipped with up to date;
– Hadron therapy center that uses the latest advances in science and technology;
– Scientific and educational complex, which trains the necessary staff and leading international research related to oncology;

Technopark ensuring expeditious and effective commercialization of scientific and medical developments;
– A complex business infrastructure that promotes the effective interaction of basic components of the project.

Solution of important social problems require a significant level of funding. This example fully reflect the need for an infusion of private capital in the implementation of social PPP models [18].

Social projects in the framework of public-private partnership is more difficult to assess because of the need to calculate the social effect. The calculation formula of this indicator must be differentiated for different types of social impact [2]. Social effect of environmental protection measures, for example, is determined in reducing the incidence of diseases, the improvement of working conditions, conservation of natural resources: Social effect is accompanied by a number of economic outcomes: cost savings for social insurance and the treatment of patients, elimination of product loss for days of illness and loss of productivity etc. Hence in General the form of social impact can be defined through economic indicators and presented in the form of a formula:

$$\Delta E = \Delta \text{ech.p.} + \Delta \text{es.s.} + \Delta \text{ez.l.} + \Delta \text{EP.t.},$$

where $\Delta E$ – social effect, Ech.p. the effect of the prevention of losses net production (created by the company) due to morbidity of workers because of pollution; Es.s. – the effect of reduction of payments from the social insurance Fund (for sick leave) as a result of the same reasons; Ez.l. – the effect of cost reduction on the treatment of workers as a result of the same reasons; EP.t. the effect of the productivity improvement due to the normalization of the ecological situation. Data should be considered in the dynamics. That is calculated considering the time.

Any common scientific knowledge required to systematize. What you must enter for organizing models and PPPs? As part of a systematic approach should note the following points:

a) determine the acceptable region of the PPP model, which can be used to attract private capital to achieve socially important goals (management contracts objects of culture, service contracts (outsourcing [8]), long-term lease with investment commitments, concession agreements, and so on. n.);

b) make a list of state (budget) services, the provision of which may be transferred to non-state providers [16], as well as the respective kinds of state property, the operation of which may be subject to PPP;

c) determine the criteria for the selection of PPP projects; PPP classify objects by placing them in line PPP model [3]; put the framework conditions of partnership;

d) to determine the list of necessary legal acts at the regional level, allowing to remove obstacles to the use of PPP models in the existing conditions;

e) to consider the advisability of PPPs in the formation of regional programs of development.

f) to prepare proposals for the implementation of pilot PPP projects in the social sphere and to inform them about the number of potential participants.

It must be emphasized that the social sectors have the possibility of selecting a relatively small-scale projects, can be made in the framework of existing legislation [10]. The implementation of such pilot projects will work out the principles and rules of interaction between participants of PPP and good experience will have a profound impact because of the high social significance.

PPP is self-organizing system [9], which is due to mutually beneficial terms for both parties. Involuntarily there is a question about the position of “economic man” with respect to the mechanism of enrichment. “Economic man” in a society, should behave so as not to be rejected by society. Achieve a certain goal of “economic man” should not jeopardize its future activities.
Consequently, the interests of economic man may coincide with the interests of society. Moreover, the interest of the benefits and opportunities provided can be assessed higher than the non-recurring gains.

Not the state's ability to fully meet the full range of social programs, in my opinion, is not the cause of the phenomenon of PPPs in the social sphere. However, the mechanism of light that certain activities will help to reduce public spending is appropriate. Moreover, you need to be interested in the required volume of business to increase social impact. From this figure, much depends.

References


REFERENCE TO ARTICLE
The Synthesis Process and Communication Approaches to the Description of Organization’s Activities

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Annotation: nowadays, more and more organizations are busy by modeling their business processes through the implementation of its activities. This task is defined as the most important one. In this article we propose to discuss two approaches to the description of business processes, as synthesis of the process and communication approaches to the description of activities of organizations. It is supposed that the stated information will help top management to choose the optimal model for the description of business processes, contributing to the goals achievement.

Key words: process approach, communication approach, a synthesis of approaches, management, organization.

Introduction.

The understanding of business process is based both on the communication acts (communication within and out company), and on the material acts (companies’ inputs and outputs). That is why we shouldn’t take into account only process or collaborative approaches while studying business processes of the company.

So, it is necessary to specify what exactly we mean by business processes. Nowadays many companies, as well as hotels, pass from the functional management to the process one [5–11; 13–14].


The process approach allows to increase the efficiency of administrative decisions. Process is defined as a set of the interrelated resources and activities that transform inputs and outputs. Obviously, any action or work is performed during some period of time as a process. Accordingly, control is performed as a continuous process of evaluating, providing and correction of services.

Process approach focuses on technologies, i.e. production processes. Basic understanding of the term ‘process approach’ came to the understanding of the organization as unique systems.

System approach began to gain its popularity in the early eighties in various scientific directions: information technologies, biology and sociology. John D. Sterman, Peter M. Forrester, Ludwig von Bertalanffy, Jay W. Forrester investigated this topic from the point of view of the theory of management of the organization as complex system.
According to the system approach, every object is connected with something, and it is necessary to model the organization with its business processes in terms of stream and feedback [1].

The main objectives of business processes are fast reaction to the changing market conditions and increase its client-centeredness. The effective mechanism of intra-organizational and economic interaction is necessary for the achievement of such goals [6].

The basic mechanism of organizational management (a real mechanism of the organizational systems functioning) is a complex set of procedures, rules and regulations for the decision-making person. By analogy all above mention economic activities can be referred to the concept of economic mechanism. The mechanism of economic interaction is a set of rules (procedures, functions, operators, instructions, regulations, laws, etc.) regulating actions of all elements of the integrated structure.

Methods.
Theoretical and methodological basis of the research was conceptual provisions of the theories of market economy, socio-economic systems, strategic management, marketing, economics, scientific works of domestic and foreign scientists and experts in the field of business management of hotels [3].

Scientific tools are methods and techniques for systematic and logical analysis, where object is an interconnected collection of components; the functional approach, determining the purpose of each component of the system; synthesis of management decisions and approaches; methods of scientific classification, comparison and generalization of objects and phenomena; factorial approach, allowing to identify and classify the contradictions of the economic system and economic-mathematical methods of analysis.

Information base of researches is relied on the normative legal acts of the Russian Federation and Moscow City, statistics, publications in special periodicals, accounting records and other hotels and banks documentation [22].

Results.
Mikael Lind suggested a hybrid approach to the study of transformational and collaborative business processes. Further there described the most frequent sample of business process of order processing. Operations with the order consist of some communication and material action for harmonization, implementation and transfer of the executed order. On the one hand, communication contributes to the implementation of elements of this process, and, on the other hand, to the conversion of a base element into outputs. Thus, communication and transformation mechanisms are the cornerstone of the order implementation.

Based on theories of social action, working practices and empirical studies, Mikael Lind came to the following conclusions regarding the business process as a phenomenon:
- It is necessary to separate work for potential and exclusive customers;
- Transformational and coordination processes should not be considered in isolation from each other;
- Processes should not be considered as a sequence of related sub-processes, but as a series of related sub-processes;
- It is important to pay attention to suppliers and other business partners, but not only to customers;
- It is not enough to take into account the customer’s satisfaction, you should keep in mind that an effective relationship between the client and the supplier of goods and services is a prerequisite for the satisfaction of both sides.

Almost every organization’s activity is a set of specific business processes. Consequently, the management of the organization can be represented as a business process management. Such managing approach to the organization is called process or process-oriented.
Discussion.
The effective management of organization’s business processes depends on the integration of primarily business processes with its strategic objectives. Development of the business model starts with description of the processes that determine the company’s mission and its fundamental purpose. Characteristics of basic strategies allow these goals to achieve and describe other processes.

Description of the process is carried out until the degree of “transparency” sufficient for the analysis of the development of effective management decisions is achieved. Such approach to the business process identifies and eliminates existent errors in the management structure.

According to the definition, process is a series of operations performed in the making or treatment of a product. Thus, the main task of the business process is a transformation of inputs (material, information and human resources) into output (product i.e. good or service). So, the main component of the business process is a conversion function, that is a set of sub-processes, activities and transactions. The process of transformation is carried out by means of a certain mechanism (methods and technologies). The process is controlled, organized and performed by specific executor [15; 16; 18].

Dealing with systemic approach you should keep in mind the main thing here is communication and relationships between elements of the system. Any employee, action and other element of the system are parts of a single object, and only close connection of them leads to the result. So, description of the process in a narrow approach should reflect not only individual processes, but also the relationship with other processes and interactions between them.

According to the business process in a broad sense, it is not just a subset of the activities, but all interactions that occur between the process and its supporting system. Every organization produces services for the customers [2; 4; 19; 20].

Thus, services of process management consist of preliminary assessment of the technological system and management of functional actions. From the point of view of the process approach, management system aimed at improving business processes. Representatives of such approach offer different classifications of the business processes.

So, V.G. Eliferova and V.V. Repina single out horizontal and vertical business processes, depending on the companies boundaries. Horizontal business process cross divisions, but vertical take place in a single unit. According to the authors, this classification of business processes isn’t convenient. For example, it would be difficult to compare companies of the same type, because of differences in the organizational structures. In addition, designing the organization from the ground, this approach would require an initial drawing of the organizational structure with departments, the distribution of functions among them, and only then isolation and linking of its processes. It is quite obvious that it will be difficult to realize such approach into practice: it important to understand the type of organization and its processes and only then define organizational units and divisions.

The apologists of the process approach distinguish different types of business processes, depending on the performed actions.

H.J. Harrington divides all company processes into production and business processes. However, one of his contemporaries, Mikael Lind has challenged the correctness of such division. He justified this by the fact that every company’s activity is closely connected with the production activities that are integral part of other business processes, namely delivery of goods or services.

T.H. Davenport distinguishes processes that involve interaction with customers, and processes of delivery products. However, Mikael Lind pointed out that delivery process involves all material and communication interaction, which related to the customer relationship. Mikael Lind also stresses the importance of improvement the products and services, but T.H. Davenport
forgets about company’s needs in the development of knowledge management systems and other used instruments.

In accordance with the concept of the American scholar and researcher in the field of marketing and competition M. Porter, another scientist Geary Rummler divided business processes into main and auxiliary. In the late 80-ies M. Porter formulated the principles of company’s interaction in a competitive environment. Such principles are called “Value Chain» (Michael Porter’s Value Chain). According to this approach, the company's success depends on its ability to create value for its customers via Value Chain. This concept single out five basic functions (inbound logistics, operations, outbound logistics, marketing and sales, service) and four auxiliary functions (firm infrastructure, human resource management, technology development, procurement). According to M. Porter it is the Value Chain which is the subject of control management. As a logical extension G. Rummler proposed the concept of “Value Chains” to a company’s business processes that connects several departments instead. The basis of the company’s functioning is a key business processes, and auxiliary processes support key ones.

Nowadays there exist classification of business processes depending on the nature of its activities:

- basic or key;
- auxiliary or support;
- managerial or administrative;
- development.

The key business processes (as a rule, no more than ten in number) directly relates to the products production (outputs) and oriented to the external client. Auxiliary business process (dozens in number) support the key process, providing resources to them and its output (products or services) are oriented to the internal client.

Mikael Lind disputed the rationality of the separation of the company's business processes on basic and auxiliary, because of absence of clear criteria between them. Moreover, all company actions affect the cost of goods or services so it is unacceptable to use such kind of differentiation [12].

Management process is a business process that covers all management functions at each level. The concept of controlling allows you to form a complete cycle of enterprise management, to analyze the causes of deviations from the plan and control formation. However, Mikael Lind stated that management processes can’t be classified as a business process. He justifies this by the fact that all company’s organizational work is based on internal and external coordinating actions, both in the horizontal and vertical processes.

Some scholars distinguish development processes group in the auxiliary or support. Such group includes processes of improvement of products or services, technologies, equipment and innovative processes. They increase the efficiency of key and auxiliary business processes.

The aim of any business process is a satisfaction of customer claims [17; 21]. That is why we can single out internal and external processes. Internal processes refer to the process within a single organization, but the external process which are outside of the company. This division has its advantages: focus on processes that produce value for customers. By adopting this method of focusing, you can reveal that a great number of operations does not create consumer value, but solves some internal problems of the company.

There are also exist technological, organizational and business processes classification. Technological process is part of the production process (or other process). Organizational and business processes refer to the processes associated with the interaction of people (departments, organizations). Technological, organizational and business processes can be divided into operations and then into transitions.
Each structural unit provides the performance of specific business processes. Duties, responsibilities for each activity of the structural unit are set and had a sense of meaning only in the context of a specific business process. Horizontal connections between structural units are stronger in the view of process approach. The employee is responsible not only for his functions, but also for every connected business processes. That is why, every result is important for the parallel structural units.

This approach stresses the importance of business process management for the achievement of organization’s tasks. However, Hammer and Champy, emphasizing on the active aspect, did not take into account human component and the importance of change management (changes can cause employees resistance). in this regard, our contemporary Thomas Davenport, added reengineering approach and defined it as “the invention of new strategies of activities to identify real processes and changes in all the complexity of its technological, human and organizational components”.

It should be noted that both models of management business process – functional-structural and process-role are used in different situations. Traditional functional management approach is optimal for companies with a simple organizational structure, when the entire business process (or a significant part of it) is concentrated in a single structural unit. This approach is suitable for companies with stable business processes, for example, in the market with low competition.

Modern companies have a complex organizational structure. Here responsibility for the issue of the final product or service is distributed among various structural units. Advantages of the process approach are obvious, especially for businesses that often change their business processes, which is typical for markets with a high level of competition.

In comparison with functional approach, process approach has several advantages. It defines company as a set of some static structures with specific functions:

- reducing the number of decision making levels;
- broad delegation of authority and responsibility;
- a connection of the target control group with labor organization;
- special attention to the quality of products or services, as well as the whole operations of the enterprise.

Organizations using process approach become significant competitive units, because they can continuously improve the quality of their products, reduce its cost and improve promotion channels. Process approach courses the popularity of numerous quality management systems, economical technologies and continuous improvement systems.

**Conclusion.**

Process approach to the interpretation of “business process” finds its criticism in modern literature. In particular, A.G. Kiselev pointed out the following disadvantages of this approach to the definition. First, the business process is identified with the technological one. According to this approach, the business process is an activity subjected to standardization transformation of inputs into outputs. A set of workflow (“stable set”) and their sequence (technologies) are standardized. The notion of the technological process is identical to the concept of a business process, with the only amendment that the business process can be defined not only for production activities, but also for any other. Secondly, the next disadvantage is an absence of process owner in its definition. Thus, manager is included in the set of activities and identified some management functions.

Since one of the fundamental characteristics of the business process is a focus on the customer, it is necessary to understand how the organization interacts with its clients. Activities of company and its clients are bilateral (Fig. 1). As it can be seen from the figure 1, the business process consists of a set of acts between client and organization. Thus, the key elements of a business process are social actions, communication and/or material.
Figure 1. Synthesis Approaches of the Business Process [12]

Mikael Lind proposed his own classification of business processes, depending on the performed actions:
- Delivery processes are processes that link customers with company’s activities (development, production, sale and service).
- Providing processes implement operational activities aimed to motivate potential clients to purchase this or that product or service.
- Condition creating processes are processes that develop business, namely, establish contacts with potential clients.

Thus, every activity of the organization should be considered in terms of its business process with client with the view of company’s actions aimed at expanding its customer base [12]. There is a communication element in both types of business process.

References


REFERENCE TO ARTICLE

Leasing As the Instrument of Investments in Health System

Annotation: object of research – the financial and economic relations arising in the course of realization of leasing in health system at the present stage. A research objective – identification of tendencies of development of leasing in health system of Russia and definition of the factors influencing leasing development. Research methods: economical and statistical analysis, abstract and logical, generalizations, comparisons, tabular. The author has carried out the analysis of fixed assets in health system. Need of application of leasing as instrument of investments in health care is revealed, advantages of leasing are defined. The choice of the leasing company which activity is carried out by various structures is reasonable. The factors influencing leasing development are revealed. Leasing as a public-private partnership form is considered. Offers on a research subject are formulated. Influence of leasing in system health care on improvement of a condition of health system is defined. Prerequisites of development of leasing in health care are submitted.

Key words: leasing, health care, fixed assets, leasing company, factors, public-private partnership.

Introduction
The current state of investment activity is reflected in direct application in spheres of economy of various instruments of investments. Broad application as one of instruments of investments is leasing. The tendency of formation of the leasing market defines application of leasing in health system.

The problem of realization of leasing in health care was studied by domestic researchers: S.A. Banin [12], L.S. Grinkevich [12], E.V. Kulikova [14], Yu.V. Miroshnichenko [16], O.N. Rotakhin [20], M.V. Ryzhikov [16], T.G. Filosofov [25], D.V. Halipin [14], S.L. Falcons [22] and others.


Studying of the available materials allows to determine versatile consideration of leasing in theoretical and practical aspects at application of leasing in spheres of economy by the presented problem. However now the leasing realization problem as instrument of investments in health system is presented and studied not fully.

Object of research – the financial and economic relations arising in the course of realization of leasing in health system at the present stage.

Research objective – identification of tendencies of development of leasing in health system of Russia and definition of the factors influencing leasing development.
Research methods: economical and statistical analysis, abstract and logical, generalizations, comparisons, tabular.

**Results of work**

Providing public services to the population is the main function of implementation of the activity for the state. The significant share in rendering of services is defined in the social sphere (education, culture, health care, social security, public service and other services).

For society the health system as provides public health care has special value, defines longevity, birth rate, working capacity of the population, so, is reflected also in country economic and social situation.

Now development of health system reflects a condition of economic and social situation in the country. The condition of technological level, volume, existence and a condition (the industry average term of use) of fixed assets defines activity (quality of services) of healthcare institutions.

According to Goskomstat of the Russian Federation existence of fixed assets [6] has made: in 2005 – 1023,4 billion rubles, in 2010 – 2175,8 billion rubles, in 2014 – 3233,8 billion rubles, that is increase in fixed assets in 2014 in comparison with 2005 on 2210,4 billion rubles, or by 3,16 times is noted.

Commissioning of fixed assets [6] is presented: in 2005 – 79,8 billion rubles, in 2010 – 159,3 billion rubles, in 2011 – 205,6 billion rubles, in 2012 – 295,9 billion rubles, in 2013 – 295,3 billion rubles, in 2014 – 199,5 billion rubles. At the same time from 2005 to 2012 increase by 216,1 billion rubles, or by 3,7 times is observed. However since 2013 reduction of volumes of commissioning of fixed assets in comparison with 2014 on 95,8 billion rubles, or 32,4% is observed.

It is necessary to consider that degree of wear of fixed assets [6] makes: in 2005 – 47,8%, in 2010 – 53,3%, in 2011 – 53,9%, in 2012 – 52,7%, in 2013 – 54,9%, in 2014 – 54,7%. Despite reduction in 2012, in 2014 in comparison with 2005 there was an increase in degree of wear of fixed assets by 6,9%, that is more than a half of fixed assets of health care demand updating.

At the same time the coefficient of updating of fixed assets [6] has made: in 2005 – 3,7%, 2010 – 4,6%, in 2011 – 5,3%, in 2012 – 6,1%, in 2013 – 5,8%, in 2014 – 4,7%. If from 2005 to 2012 increase in coefficient of updating by 2,4% is noted, then from 2013 to 2014 value of coefficient of updating of fixed assets has decreased by 1,1%, and in 2014 in comparison with 2005 value of coefficient has increased only by 1%.

The leavings of fixed assets [6] given on coefficient show that in 2005 – 1,1%, in 2010 – 1,3%, in 2011 – 1,4%, in 2012 – 1,2%, in 2013 – 1,7%, in 2014 – 1,7%. in general, increase in coefficient of leaving of fixed assets continued till 2013, in 2014 value of coefficient of leaving of fixed assets has stopped at the level of 2013.

Existence of fixed assets of health system is interconnected with a state of health, demography, the level of life expectancy of the population. This situation should be considered at adoption of the budget of the country. However volumes of the expenses directed to health care tend limitation of the budgetary resources as, despite the allocated funds, lack of necessary medical equipment, idle time of the purchased medical equipment, absence of the experts capable to handle the hi-tech medical equipment and other factors is observed.

The head of the Ministry of Health of the Russian Federation Veronika Skvortsova has reported that the consolidated budget of health care in 2016 has grown by 4,3%. “in ten years since 2006 the consolidated budget in our country has grown by health care by 4,2 times: from 690 billion to 2,8 trillion rubles in 2016. And if to compare 2016 by 2015, despite all financial difficulties, the consolidated budget on health care in our country will grow by 4,3%” – Skvortsova has noted, speaking at the Gaidar forum [27].
Financing of health system also includes investments into fixed capital of health system.

The Investments into Fixed Capital Aimed at the Development of Health Care (in Actually Operating Prices) [6]*

<table>
<thead>
<tr>
<th>Investments by years</th>
<th>2005</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investments into fixed capital: million rubles</td>
<td>94806</td>
<td>196182</td>
<td>216335</td>
<td>255759</td>
<td>222531</td>
<td>195385</td>
</tr>
<tr>
<td>percentage of the total amount of investments into fixed capital in economy</td>
<td>2.6</td>
<td>2.1</td>
<td>2.0</td>
<td>2.0</td>
<td>1.7</td>
<td>1.4</td>
</tr>
</tbody>
</table>

* The table is submitted on the basis of data of Goskomstat of the Russian Federation.

The presented investments into fixed capital aimed at the development of health care [6] tend: from 2005 to 2012 increase by 160953 million rubles, but from 2012 to 2014 decrease by 60374 million rubles, percentage of the total amount of investments into fixed capital in economy stable reduction of investments into fixed capital of health system is traced.

In modern conditions the health system needs maintenance of the existing financing level, and also use of new instruments of investments that will affect development of health care and availability of medical services and medical care for the population.

In this situation one of effective and perspective instruments of attraction of investments into health system is leasing.

We will present advantages of leasing before other options of financing.

Table 2

Advantages of Leasing in Comparison With Other Options of Financing [17]

<table>
<thead>
<tr>
<th>Factor</th>
<th>Option of financing of the investment project</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>own means</td>
</tr>
<tr>
<td>Probability of single acquisition of necessary property</td>
<td>no</td>
</tr>
<tr>
<td>Need of accumulation of volumes of own enterprise assets on implementation of the project</td>
<td>yes</td>
</tr>
<tr>
<td>Reference on prime cost of the expenses connected with implementation of the investment project</td>
<td>no</td>
</tr>
<tr>
<td>Possibility of application concerning the acquired property of the accelerated depreciation with coefficient to the 3rd</td>
<td>no</td>
</tr>
</tbody>
</table>

Now acquisition of the medical equipment by means of the leasing company and the leasing company which activity is carried out by various structures is possible.

The structure is understood as structures at the level of government, at the level of separately taken territorial subject of the federation and others.

We will carry out comparison of advantages of the specified leasing companies by comparison revealed criterion.
### Table 3

<table>
<thead>
<tr>
<th>Criteria of comparison</th>
<th>Leasing company</th>
<th>The leasing company which activity is carried out by structures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financing source</td>
<td>Depending on a source of financing allocate: the leasing company is affiliated structure of bank; the leasing company is created at the manufacturing enterprise; the leasing company finances leasing transactions by own means</td>
<td>Budgetary funds</td>
</tr>
<tr>
<td>Specialization</td>
<td>Several directions: on regions, a leasing subject, different conditions on leasing objects.</td>
<td>One specialization. Acquisition of the highly specialized medical equipment is possible.</td>
</tr>
<tr>
<td>Client</td>
<td>Large number of clients. Diversification on other subject of leasing, the offer of special financing terms is possible.</td>
<td>Long-term relations with certain clients, individual approach</td>
</tr>
<tr>
<td>Insurance of the leasing transaction</td>
<td>Insurance companies</td>
<td>The leasing company can insure a leasing subject</td>
</tr>
<tr>
<td>Service</td>
<td>High level of service in connection with a wide experience of conducting leasing business</td>
<td>Service level taking into account practical experience in leasing activity</td>
</tr>
<tr>
<td>Terms of the contract</td>
<td>Are suitable for private health system and some state (municipal) healthcare institutions</td>
<td>Are suitable for the state (municipal) healthcare institutions, and also private clinics financed by the budget</td>
</tr>
<tr>
<td>Additional conditions</td>
<td>Are available</td>
<td>For the healthcare institutions financed by the budget</td>
</tr>
<tr>
<td>Efficiency of the leasing transaction</td>
<td>Standard</td>
<td>Necessary for healthcare institutions</td>
</tr>
</tbody>
</table>

Criteria of the choice aren't limited specified in the table, however the positive tendency realization of activity of the leasing company which activity is provided with structures is visually traced. Therefore creation of the specified leasing company in a field of activity of which is necessary providing state (municipal) healthcare institution has to be the appropriate fixed assets.

The state leasing organization will allow to acquire really necessary medical equipment that should the used equipment in communication lack of the room, need for him, the trained qualified personnel and another.

The organization before transferring the medical equipment has to carry out expertise where all components in total allowing the medical equipment to function according to capacities are considered (functions of the equipment, the room, qualified personnel, equipment capacities). On the other hand, medical institutions will consider requirements of acquisition and a possibility of use of leasing of the medical equipment [9, 10].

**Discussion**

At the same time the leasing activity realized in health system assumes its more active application. We will consider the volume of contracts of financial leasing in health care [5].

Table 4

<table>
<thead>
<tr>
<th>Segment of Contracts of Financial Leasing on Health Care</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>(As a Percentage to a Result)</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contracts of financial leasing of the Health care segment by years</th>
<th>2005</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lessees by types of economic activity including:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>health care</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>0.6</td>
<td>0.1</td>
<td>0.1</td>
<td>1.3</td>
<td>0.5</td>
<td>0.5</td>
</tr>
</tbody>
</table>

* The table is submitted on the basis of data of Goskomstat of the Russian Federation.

According to Goskomstat the greatest percent of contracts of financial leasing in health care has made in 2012, however in 2013-2014 value has decreased and has made 0.5% that below, than in 2005. Therefore large-scale increase in number of contracts of financial leasing in health care isn't observed.

At the same time the negative factors influencing development of leasing in 2014 [5] were:
1) insufficiency at the leasing companies of borrowed funds of sufficient volume and with long terms;
2) increase in interest rates for the credits;
3) difficulties with receiving the credit;
4) decrease in demand in connection with exchange rate volatility;
5) gaps and defects in the legislation;
6) the applied taxation level to leasing transactions;
7) difficulties of conducting accounting of leasing operations;
8) other reasons.

We will note that in modern practice of management of health care the increasing value is gained by organizational and institutional merging of the state and private business – public-private partnership [18].

State-private interaction in health sector includes a wide range of various public relations, including the public-private partnership mechanisms determined by the legislation of the Russian Federation, first of all, of the concession agreements [19] realized by means of the conclusion.

Allocate the following organizational types of concessions [21, 23], including the leasing contract (Lease contract) – it is close according to contents to the lease agreement, differs in the fact that the object isn't constructed by the tenant (leasing company), and goes into his disposal from the state. The tenant, thus, bears responsibility for operation of object, gains income from the realization made on him production or remuneration from users if this object is connected with service of economic subjects, and makes the rent payments to the state for use of property intended to compensate the investments into his construction made by the state.

Also a form of public-private partnership are the contracts with use of leasing (rent) applicable in health system [1, 15, 24, 26]:
1. LDO (leasing – development – management).
2. BR(L)OT (construction – rent/leasing – management – transfer).
3. BOLB (buy, own, lease back) [15].
4. Return BOOT [15].
5. BLTM (build – lease – transfer – maintain) [15].
6. LROT (lease – renovate – operate – transfer) [1].
In turn leasing represents a public-private partnership form. Therefore the possibility of application of leasing as instrument of investments in health care is promoted by the Order of the Ministry of Health of the Russian Federation No. 37 from 2/4/2015 «About the statement of a package of measures, aimed at the development of public-private partnership in health care, for 2015-2016» (with changes for December 8, 2015) [3], the Methodical recommendations for public authorities of subjects of the Russian Federation about use of mechanisms of state-private interaction in health sector approved at a meeting of Coordination council of the Ministry of Health of the Russian Federation on state – to private partnership on March 10, 2015 [4].

The acceptable direction of integration in health care is integration of the organizations of health care and commercial structures; participants are presented by medical institutions, investors, associations of doctors, managements of health care, bodies of the public (local) administration; tools have defined long-term rent, leasing of the equipment; advantages of realization consist in increase in the income of medical institutions and improvement of quality of delivery of health care due to creation of self-supporting divisions; the existing disintegration factors – low profitability of branch does it a little attractive to investors [13].

In the developed «Concept of development of health system in the Russian Federation till 2020» [7] is marked out, in particular, about need of increase of equipment of healthcare institutions by the medical equipment, about application of new forms of financing of activity of the medical organizations.

Now the Concept of development of private health system of the Russian Federation till 2020 is realized [8]. in this Concept the state support of leasing of the medical equipment separately is considered. in private health system requirements of hardware aren't fulfilled. With support of leasing of the medical equipment by the state the specified problem is solvable.

The specified Concepts will allow purposefully, at first – to introduce leasing in health system, then – to systematically carry out leasing operations in the state (municipal) healthcare institutions; will provide by realization of the leasing relations high-quality and available medical care and medical services to the population [11].

Conclusion

The analysis of options of financing in health care shows, leasing of the medical equipment is demanded in the market of the state health care as implementation of separate medical projects is complicated because of the high cost of medical devices and complexes and a lack of financing of process of creation of this equipment. in the specified conditions participation of the leasing companies in acquisition of the medical equipment by the public medical institutions becomes necessary [14].

Studying of forms of public-private partnership in health care is presented by their variety, but isolation of application directly at acquisition of fixed assets in health care.

Leasing is presented in the form like concession, contracts on the basis of leasing, but it is a little and is insufficiently studied as the instrument of investments in health care. However has a number of advantages in comparison with other options of financing in health system.

Application of leasing in system health care will allow to improve a condition of health system:

- function of the state on providing public service in health sector as the volume of the provided medical services and medical care will increase is realized;
- the volume of commissioning of fixed assets in health system will increase;
- quality, availability and timeliness of providing medical services and medical care on the modern hi-tech medical equipment and medical equipment will increase;
- application of leasing in health system has social value;
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- the measures aimed at the development of infrastructure and public-private partnership in health care for 2015-2016 approved by the Ministry of Health and reflected in other documents are carried out.

Also prerequisites of development of leasing in health care come to light:
- normative legal acts on regulation of leasing activity are developed;
- advantages of leasing at application in health system for participants of leasing process are presented;
- types of concessions (with the leasing contract), contracts on the basis of leasing for application in health system are offered;
- there are practices, proposals of researchers on application of leasing in health system and as public-private partnership forms, the leasing companies which are directly engaged in activity in health sector are created.

Proceeding from stated we offer:
- detailed disclosure of features of realization of leasing in health care in the separate normative legal act is necessary;
- addition, completion of the available normative legal acts in the sphere of public-private partnership in health care regarding leasing use;
- training of specialists in the sphere of leasing activity, competent for all participants of leasing process;
- creation of the leasing company which activity is regulated by structure and is carried out for health system;
- publicity, availability and clearness in providing information on leasing, public-private partnership in health system for participants and the population.

Gratitude

I express gratitude to organizers of conference for the invitation to such important and significant scientific action devoted to memory A.P. Pochinok.

A.P. Pochinok it is known as the Russian statesman, the economist, I held significant posts: The Minister of Taxes and Tax Collection (1999–2000), the Minister of labor and social development (2000–2004), since 1997 – professor of Tax policy department of the Russian economic academy of G.V. Plekhanov, have made a contribution to development of Russia, carrying out social and pension reforms. The role A.P. Pochinok in creation of RGSU as university of federal importance is also essential. RGSU is important state educational institution of Russia, the first social university which trains experts of the top skills in the sphere of social projects. I thank the Rector of RSSU of Pochinok Natalya Borisovna for an opportunity to study in postgraduate study of RSSU of one of the largest Moscow universities.

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Establishment of the Phenomenon of Cult Thinking in Destructive Religious Organization

Annotation: in this paper we consider the formation and emergence of the phenomenon of group thinking in destructive cults. The study aims to identify and analyze the facts of the negative impact on adherents, in order to avoid the introduction of cult potential victims, and with the prospect of further rehabilitation recruited followers.

For specific examples of religious organizations the process of adept implementing worship space is shown, also the use of manipulation and mind control techniques in a confined space of the sect. The paper used the theological and psychological analysis of the sacred texts of religious cults, methods of committing “service” and methods of manipulation of consciousness.

Conclusions of the work permit to classify the recruitment methods in destructive cults, and may be useful as information for potential victims of a religious sect, and for professionals in the field of rehabilitation technologies.

Key words: Alternative spirituality, bipolarization thinking, destructive cult, initiation, induction, religious consciousness, manipulation, self-realization, the sect, the emotional background.

Every year the concept of “alternative spirituality” increasingly penetrates into the life of modern Russia. It’s a category associated with the consequences of the so-called “choice of freedom of conscience”, provided to citizens of the Russian Federation by national legislation. Most often, this notion is associated with new religious movements, which are called as “cults” among the traditional religions. However, it will be more correctly to define an alternative spirituality not only as the perception of religion in a particular cult, but rather as a way of thinking based on the choice of the path of personal and spiritual development. Alternative spirituality may be perceived as a system in which the formation of a certain world views, to implement sustainable patterns of new value paradigm. In this case a man with a non-traditional understanding of the spiritual life for Russian society does not consist in any religious association necessarily – more often he is guided by the principles,
shaped by the social environment in which he moves, and he imposed value- and ideological clichés.

Moreover, the follower of “alternative spirituality” as a result – he believes – “self-determination” (actually – assimilation and mainstreaming embedded in the consciousness of stereotyped settings) sincerely believes he has found a spiritual niche, which is a zone of psychological comfort, in which he is protected from external negative influences. On the one hand, this area is a classic result of bipolarization of thinking, formed by the sect: dividing the world into “white” (life within the community) and “black” (darkness and chaos beyond it) [26]. On the other hand, the artificial creation of this zone may occur outside religious cults with their structuring, doctrinal principles and well-developed technique of mind control.

A characteristic feature of a person, who has mastered the bipolar way of thinking, is the feeling of innocence for worldwide evil, abstracting from it, sets him above the outrage that they felt as dissolved in this world. Therefore, as in the sect, and outside it, a man with a similar way of perceiving reality opposes himself to the integrality of the world, artificially inflating self-esteem and nurturing a spirit of proud extolling over others. That is why the very idea of its origin “alternative spirituality” is an ideal breeding ground for the growth of anti-social elements with destructive consciousness [23].

So, in opposition to own stereotypes based sustainable forms of life that is an inferiority complex, which grows on the background of self-exaltation. Due to the tendency of the human arrogance and pride, it formed a pronounced consciousness of the protest in relation to the traditional moral culture and spiritual outlook, until their rejection and exclusion. For example, followers of the theosophical doctrine (which exists in the form of Roerich’s doctrine in modern Russia often) in conversation with Christians will look quite favorably, all kind showing attention and respect to the interlocutor. However, during a deeper and more thorough religious dispute it turns out that their benevolence – just a screen behind which the corresponding principle lies: “Yes, of course, Christianity – that’s fine... the initial way of becoming spiritual, but we have long outgrown its being at a much higher stage of development, and we hope that you, too, will go beyond the limitations of their own”. In other words, the followers of the theosophical doctrine originally negatively biased against Christians, including their religious concepts backward and primitive.

As said one of the founders of the Theosophical teachings Annie Besant: “Do not be held, on the contrary, help theosophy and reinforce the faltering Christian Church?.. Theosophy does not bring anything new to Christianit, but it revives the forgotten, old truths, wipes the dust of centuries, with its treasures and shows a new radiance of its great beauty” [2].

The same benevolence can be observed among the followers of the International Society for Krishna Consciousness. A man joined in a dialogue with them does not understand that smiling mask that hides the face of an adept, due to the realization that his companion just as he prays to Krishna (though does not aware of this). After all the founders of religious traditions and doctrines, according to the teachings of neo-Vaishnava – only avatars of Krishna, and the incomplete avatars: “Even if a person knows that all other forms of God – Krishna, too, he should not worship any other form – it must focus on the form of Krishna. Krishna has many forms, but people should worship only the image of Krishna with a flute in his hands. Just focus on this form” [20]. Do not it be better to overcome the narrowness of his thinking and praying “real” Krishna instead of choosing an object for worship among “defective semi-deities”, in which there is only a small part of the true Krishna?

The notion of exclusivity clearly observed among the other newly religious communities. Thus, Jehovah’s Witnesses declaring the doctrine of the Trinity as “the invention of Satan” extremely negative view of Christians of any denomination: “A man who sincerely wants to know the true God and to serve Him, it will be difficult to love to pray some monstrous three-headed deity... Therefore, the author of the doctrine of the Trinity – Satan” [15].
In the community of “The Last Testament” among the followers of Vissarion and exaggerated sharply negative view of Christians as an renounced their Savior, because of their rejection of the latter-day pretender, pretentiously declared himself as the “second coming”. Vissarion denounces the whole Christianity as a particular religious tradition, claiming that it “does not have anything of what I pledged” [25], with the result that it “has become the most unattractive in fact faith in the world”. Vissarion calls Christians as generally unbelievers [25]. A Christian church he identifies with the blinds, driven by other blinds that “cannot find doors themselves... and now came close to the bottomless pit...” [25].

In the movement of neo-pentecostalism the traditional Christianity is seen, again, with a fair share of mockery too low it is a Christian religious status, as long as he is not rushing into convulsions and does not fall into oblivion by the hysterical laughter that arises due to the “impact of the spirit...”. “I could feel a palpable shock running through me, then I was falling backwards, as if my legs had been kicked away from underneath me. I hit the floor – I swear this is the truth – laughing like a drain”, – the phenomenon is described, experienced first-hand, by the journalist Mick Brown, one of the first who began to promote this practice [12].

Academician V.M. Bekhterev long before the emergence of the phenomenon of neo-Pentecostals movements characterized such events as a serious mental disorder with symptoms, identical with what is happening at the meetings of communities of a religious movement. He wrote: “Although the hysterical convulsions are very different in appearance, but is most often seen following the general picture. Among the total noise, shouting and confusion some fall as slain by lightning, others enthusiastic and plaintive cry, cry, jump, clap, beat himself in the face, pulled their hair, pounding in the chest, stomp their feet, dancing, publish all kinds of sounds and cries that meet a variety of emotional states of joy, happiness, despair, fear, horror, surprise, prayer, the expression of physical pain... and so on, then, finally, imitating a dog barking, neighing of horses and other wild sounds. Spasmodic movements often last until the exhaustion of the subject” [1].

Taking these symptoms hysteroid psychopathy for “acts of Holy Spirit”, the adepts of neo-pentecostalism communities perceive the followers of traditional Christian denominations for the spiritually immature people that are very far from the “heights” that they reach in a state of exaltation, have outlined for themselves. Therefore, the attitude towards them can be called arrogant, condescending.

It is significant that such a perception of religiosity, we find not only in the cults that have arisen in the past century and a half, but in the seemingly traditional Buddhism. On one of the interfaith forums, organized by the Vatican and the World Council of Churches, in the speech of the Dalai Lama was suggested, adopted to “hurray” by tolerant-minded audience. After the usual greetings, the head of the Buddhists expressed sincere appreciation for the fact that gathered at the forum the adherents of different religions are sequentially selected initially by [see 7]. In the mouth of the Dalai Lama, such thought means only one thing: the atman at the present stage of its development should be worthy to live allotted him his life, to later be reborn in a higher way of life – eventually grow to a Buddhist, and there are already at this higher stage of development connect to a Brahmin. Such haughty pretension of other religions fits into the Buddhist world view, where a believer, realizing his potential, without assistance, reveals a deity and literally becomes of him.

The sense of own “chosen”, typical for the adopters of destructive cults, we also can see outside of a religious environment. The phenomenon of “cult thinking” becomes as the basis of radicalism in politics and culture, and any other area that has no direct relationship to religion. The basis of it, as already mentioned, is the pursuit of hiding own flaws, self-removing beyond the world of evil and the artificial creation of the internal sense of innocence to this evil. It is characteristically that, as a consequence, in all the radical systems, the internal atmosphere which is based on the principles of religious cults, the idea of repentance turns into a fiction or completely absolutely absent.
Thus, we can note these world view systems have some similarities. First of all, it is – in the operation of self-actualization needs of people with low self-esteem. The more a person feels his own limitations – the stronger his desire to prove (or rather – to show) their significance. At the same time he has by virtue of inconsistency for granted and needs begins to form cognitive dissonance – and here he becomes easily perceptible sectarian preachers, which not only offers an easy way to self-realization, but also open before the neophyte possibility of joining the “environment of chosen”, towering over the mundane banalities. Here one finds the double output of his inherent inferiority complex: he is not simply finds a refuge in which his demand becomes a reality, and in addition, feels belonging to the community of “truth possessors”, and treats own self-realization in the proclaiming this truth to “erring humanity”.

Exploitation of human complexes – one of the most effective recruitment processes, to the adepts of destructive cults. In times of personal crisis occurs accentuation of characteristic features, in particular – supercilious self-exaltation and arrogance – and the man offered a seemingly positive output. However, all of this “positive” comes down to the release of the passions and instincts, and because later is the main difficulty in the process of rehabilitation of people caught so lightly recruited into the cult.

Feeling the bearer of truth, the owners of the only true understanding of being in a long residence time in the sect are so firmly implanted in the consciousness of the adept that he considers it impossible to change the ideological space. Moreover, the formation of a bipolar thinking helps to perpetuate in the minds adept representation of the outside in relation to the world as the cult of the dark area, access to which is tantamount to suicide. Thus, a specialist working in the field of rehabilitation technology, literally faced with a split consciousness of the person seeking a way out of the cult space, unless he at least initially originated doubts about the rightness of former leaders or gurus.

But all of this – is in the future. And yet a person, unclaimed in the life, but sincerely seeking the application of owns powers and abilities, finds them as a result of the positive response to the proposal voiced by street or virtual preachers. The need for self-realization is reinforced by the creation of an artificial atmosphere of goodwill within the organization where a person comes, taking the first offer of his new acquaintances. Indeed, between the gray ordinariness of everyday life and joyous light “divine love”, emitted by shining faces of the community members – an enormous chasm. Amid the euphoria induced in the sectarian community, critical thinking neophyte dull – especially given the fact that outwardly benevolent atmosphere in which he finds himself, a long time for him was the subject of an unsuccessful search. It would seem, here it is – life in its fullness and harmony! Man entirely given surging positive emotions – and the process of further entry into the sphere of cult thinking is done fairly quickly and easily.

Of course, at the initial stage of participation in the cult life there are doubts, nascent by a novice as a natural reaction to the behavior, discordant with the same, familiar stereotypes. However, these concerns are overcome, in the first place, by the passage of time: the more a person is in a cult – the less he has a desire to criticize the lifestyle to which he was accustomed. Secondly, as we enter into a cult, more adept deliberately dismissive of these doubts, because the fear of losing the state of euphoria, acquired in the cult and characterized by an emotional lift, characterized for him with a return to a past life, is associated with dark and gloomy period.

Initiated in cults bipolarization thought considers pursuing the formation of the most negative attitudes towards the former way of life in the consciousness of the adept as the main purpose: it’s easier just to keep him from a potential exit from the community. Once hooked for “ray of light” that illuminates and warms the “elite”, he perceives the prospects of a catastrophe, hopeless dissolution in the darkness, and the final destruction. It is promoted by cult methods that increase the emotional background of the adept, or – even worse – the turn of the rise and decline of emotional activity.
Alternating activity and sensory deprivation as a control technique of mind is well-developed in neo-pentecostalism communities. Unhurried and chanting, which begins charismatic “services”, gradually transformed into a loud chant monosyllabic phrases, such as “my God – the God Almighty” or “all glory to Thee”, during which the audience falls into a trance state characterized by a high degree of suggestibility. Amid the euphoria induced in the course of “religious show” the preacher goes and begins to talk in a still, low voice about peace, love, and the purpose of this meeting. Gradually the tone of a preacher increases and stimulates frenzy audience – and soon gathered come into a state of self-excitation and hysteria. Ultimately, exalted followers rushing into convulsions [18].

Confluence into a rage describes the process of achieving “Krishna consciousness” in the same religious movement. And in this case, the alternation of emotional ups and downs produces a characteristic effect on adept, resulting in disinhibition of sensory activity. A meditation practice comes to an end for him falling into cataleptic trance: “Human condition, delivered to a standstill while a sense of happiness and sorrow, and not knowing what to do, called pralaya, that is emptiness. In the state of pralaya person sometimes falls to the ground, and he manifested all the symptoms of ecstatic love... The most important of the many manifestations of ecstasy is a symptom of numbness... In contrast to the tears or trembling voice stupor spread to the whole body” [3].

Another essential element of controlling the mind and creativity of cult thinking is the so-called sectarian “newspeak”. To control the mind of the adept, the leadership of cult introduces new communication relations and verbal standards, forcing him to communicate with the image of the invention in the interior organization of the lexicon, filled with special words that have a kind of meaning. As a result of the introduction of new terminology clichés, symbols associated with the language are the same for all members of the organization.

The fundamental importance of this fact is due to the relationship between language and thinking individual that has shown in his research eminent German philosopher and linguist of XIX century Wilhelm von Humboldt. As a result of their research, Humboldt came to the conclusion that the human mind is formed their conceptual apparatus used. Humboldt first formulated the position of linguistics, which was later developed by American ethnolinguist E. Sapir and B. Whorf, and presented them as a hypothesis of linguistic relativity.

The essence of this hypothesis is the fact of language influence the way of thinking and the formation of a picture of the world by people who are carriers of the language culture. Humboldt says that ethnic thinking creates a language, and that, in turn, has an impact on the very act of thinking: “Act of thought that creates the unity of the concept corresponds to the unity of the word as a sensuous sign, and both unity should be thinking and through speech as close as possible to each other. As the thinking and analysis produced division allocation in the pronunciation of sounds and back – pronunciation should have a similar effect on the material of thought and passing from one undifferentiated complex to the other, through the division will pave the way to achieve absolute unity” [13].

Creating a language symbol system allows you to control the thoughts – the provision successfully used by the leaders of religious sects. In destructive cults different situations denoted terminology labels (stamps). Each such stamp is the verbal expression “boot Language” programs the consciousness of the adept in a given situation, initially imposing definitions and concepts that become patterns of thought.

As an example, you can cause the sample cliché terminology used in religious organizations International Society for Krishna Consciousness, or the Church of Scientology. Krishnas often use the concept of having a well-established treatment is quite specific in religious studies (reinterpretation of the classic categories of Hinduism), or in the ordinary and everyday life. However, they give these concepts a specific meaning, with the result that the generally accepted interpretations have to transform and take on special terms, which “sacred” value is available to understand only for community members.
Thus, the term “Veda” becomes a universal reference unaddressed during the sermon; under the “karmic books” or “waste paper” refers to the worldwide literature; “speculator” – independently minded Krishna; “sanskrit” – commented a passage from the Bhagavad-gita as presented by Swami Prabhupada; “meditate on Mataji” – indulge in sexual fantasies; “karmic family” – family and friends who do not share the ideology; “nectar” – approved by the authorities, the relevant doctrine of the organization; “devotee” – the employee organization that keepeth 4 regulative principles, japa 16 laps and staying with emotion from the teachings of Srila Prabhupada; and so on [14].

Scientology Dictionary – perhaps the most voluminous and difficult to remember, second after the theosophical one. Here are some examples to illustrate his workload. “Auditing” – Hubbard’s appliances intended for human liberation from the n-gram; “protein” – a supporter of Scientology or Dianetics, Hubbard’s idea of trying to revise; “Involved” – scientologist, having another job; “operating thetan” – state achieved after the state treated; “report of the famous” – a message that must be sent in writing and Ethics department every scientologist (denunciation of another member of the community); “suppressive person” – a person who does not want to take the ideas of Scientology; “consciousness” – communication and control system between the thetan and his environment; etc. [22].

In addition to creating the loaded language, reforming the sphere of thinking adepts, the founders of the cult and leadership development going on so-called speech patterns – designs, the purpose of which is to program the mental processes of the individual. Patterns are structured in a certain way and are used to manipulate the consciousness of adepts; as a result they lose their critical ability in the perception of information. The individuality of the person is cleared, it goes into the dissociated state, which increases the degree of suggestibility, susceptibility level and depending on the external environment.

This state is a direct path to the formation of groupthink, the adoption of individual sociocultural concept, an artificially created by cult environment. Implemented in a religious cult phenomenon of group thinking applies to the decision group or organization, and to the process of “production” of such decisions – cult activities stereotyping system, programming the consciousness of the adept on the adoption and implementation of ideas, profitable management. This phenomenon is characterized by the desire for uniformity in the group, which is higher than the real motivation evaluating alternatives.

The resulting consequence of groupthink cohesion of its members in advance planned and implemented by the leaders of the cult with the help of manipulative techniques, one of which is the creation of a single linguistic space in which the members of a religious organization are rotating. Here, the “newspeak” is crucial. As a result of the introduction of a unified voice of the space formed by the cult slang, there is the desire for uniformity, leading eventually to deindividualization. It becomes possible to rigid social control (including stress situations), as well as forming the mechanism by which each follower comes into a state of ecstatic compliance the doctrine of the cult.

In addition to the implications of the “newspeak”, adepts completely deprived of the ability of critical thinking, with the result that there is a cognitive dissonance, and the transformation of all areas of the psyche with a complete personality change. Thus, the value and importance of the group increased in comparison with the self-esteem so that followers tend to belong to a group and follow its rules, even if these rules come into sharp conflict with their former value systems, and social and cultural traditions of society.

As can be seen from the above examples, the expectation of novelty for the potential victim of worship is opposite of reality, in which she appears as a result. The intoxicating effects of the cult to the consciousness forms addictive output from which is extremely difficult. Wanting to gain the ability to self-discovery, freedom of realization of his immediate needs, the adept enters the strongest slaves. And – surprisingly – with slavery persists illusion of self-discovery
in which adept believes infinitely despite evidence of exposure to groupthink, in which there is a maximum erase his personality and the making of his a docile instrument for the manipulation of spectacular sect leaders.

Of course, if human knew in advance about all the implications of his entry into the cult – he never would have dared such a radical step. However, the concealment of real information, exploitation of his instincts and the needs of self-stimulation lead to results that advance the well-known to leaders of the cult. And a human still perceived as a toy, an object of the manipulation, in most cases ready to sacrifice material status, health, freedom, and even his own life for the cult...

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REFERENCE TO ARTICLE
Journalistic Text on Modern Television

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Annotation: this article is devoted to the study of journalistic text on modern Russian television. We will examine the journalistic text as a whole, the structure of the text on television, the interrelation between the text and visual and audio images, the diversity of modern media broadcasts.

Key words: media text, video sequence, television, news programs, Spiegel, introduction, journalistic genres, “hard” news.

Today the role of mass media can hardly be underestimated. From mass media people learn about what is happening in the world, in their country, home town or even in the house where they live. TV, radio, the Press and the Internet are the main sources of information. People of different age, education, income choose the source of information which is available for them and which coincides with their view of the world. For example, people who do not know how to use the computer will not receive any information from the Internet and those who are not interested in fashion or show business will not watch shows or передачи read article about lives of celebrities. Each mass medium has its own way of presenting the news to a particular audience. In order to convey information to the consumer, different media use their specific methods. So, on television, in addition to the text, there is a video, and in the newspaper using infographics, bold headlines, fill in a special way a newspaper edition and so on. But the text itself remains the main component in all types of media. That is why the term “media text” has been used recently more and more often, and it is understood as “a dynamic complex unit of higher rank, through which verbal communication in the sphere of mass communications is carried out “[2]. In this work, we will be taking a close look at the journalistic text on modern television, both at central and local. It has its own peculiarities that differ from methods of
constructing media texts of other types. The subject of the study will be the news programs on Federal, regional and local TV channels.

The term “text” comes from Latin word “textum” (fabric, plexus, connection). According to N.S. Valgina, “text is a sequence of symbolic units unified by sense; its main features are coherence and integrity. Such sequence is acknowledged as a communicative unit of the highest rank” [21]. The dictionary by S.I. Ozhegov and N.Yu. Shvedova defines text as follows: “1. Any recorded speech (literary work, composition, document, as well as an extract or a part taken from them). 2. In linguistics: internally organized sequence of segments of a written work or recorded, or uttered speech, relatively complete in its content and structure. 3. In printing industry: the main part of a print-out (without illustrations, drawings or tables)” [12].

Thus, text can be oral or written. In this case, any form of perception requires external coherence, internal meaningfulness and orientation to perception. The definition of “text” can be applied both to a whole piece of work and to its parts.

Here we should also consider the varieties of language, which are called functional styles. They are divided into literary and conversational (colloquial). It is accepted that literary style comprises texts of scientific style, official, publicistic, properly literary and religious. This article is not aimed at considering all functional styles, but since a journalistic text on TV belongs to the publicistic style, we’ll consider it in more details.

Lately journalistic style has been increasingly defined as the language of the media. It is divided into language of newspapers, advertisements, television and so on. Other theorists argue that “the language of the media is one of the varieties of the publicistic style of Russian literary language, and the sphere of its usage has socio-political basis” [18].

The main functions of the publicistic style are informing and influencing. They are implemented by using specific vocabulary and rhetorical techniques. In texts we can hear or read words relating to socio-political sphere: elections, referendum, gross domestic product, inflation, economy and so on. Assessment vocabulary is also used within this style: “good news”, “a real man”, “a parasite”, “a master of his craft”, and so on. Often, the words begin to obtain a different meaning in the media texts.

Journalists can use familiar words in an unusual sense (“Cinderella became a mother. Now the question, of course, is not about the heroine of the tale, but about the tiger from the wildlife park in the Jewish Autonomous region”, channel NTV, program “Today” 19.12. 2015). Also, the media often use rhetorical questions ("Who pays for the banquet?": how the mayor of Samara celebrated his anniversary under the guise of a children’s party”, NTV, “Today” 17 December 2015). Theorists also point out that for the journalistic style «typical saving of linguistic resources, brevity and simplicity of presentation with informative intensivity» [11].

Journalism is a chronicle of today (as it is sometimes called). From newspapers archives and news releases of different years, we can learn what happened in a given period of time in the country and in the world. Modern journalism covers all major problems of society, political, domestic, philosophical issues, etc. One of the hallmarks of journalism today can be called personification. «The merger of the book and spoken language, removal of boundaries in the media texts of formal and informal, public and consumer communication researchers explain the desire of journalists to implement the main strategy of the modern media – a strategy to be close to the consumer» [13].There exist some highly specialized editions, which are gaining popularity. For sale has a lot of colorful magazines for children of different age groups, and pet lovers can get the magazine for the owners of a particular breed of dog or cat. The determining factor in any project becomes the audience, so before the program start’s, «editors looking for how many people really read the newspaper; how much gets newspaper subscription, the number of buying it in retail; how many viewers are watching a TV program on a regular basis» [4], defines the age limit of the audience of the future, the level of education, material sufficiency. Meanwhile, modern journalism focuses on thoughts and facts.
Each type of journalistic texts performs a specific function. “The purpose of informational journalism is to present, to ascertain a fact; the purpose of analytical journalism is to analyze the fact, to find its relationship with other facts. The purpose of artistic journalism is to create an image, to realize the function of typification, i.e. in this case the fact is not in the first place” [16].

If we talk about the news journalism, whether they are newspaper articles or television stories, all of them are written about what had actually happened. (We mean quality journalism, not tabloid). Moreover, modern journalism has a postulate, which reads as follows: “There is only “here and now.” Live TV broadcasts with “stand-up” reporters from the scene, special radio programs – all this emphasizes the urgency of the message. Leading information programs pronounced: “Urgent news. As soon as we learned ...”. In journalistic text there is no place for something fictional (like in texts of fiction); what distinguishes it from texts of other functional styles is the simplicity of presentation. It is important that readers or spectators of any age and education could understand what the reporter was trying to tell them. Therefore, “the first requirement to the structure of sentences is to be absolutely clear. The best way to achieve this would be to use simple sentences” [22].

Journalistic piece of work represents the sequential arrangement of characters that form a single semantically integral work. A journalistic text is a small-scale piece that has a plot, a culmination and a denouement. News journalistic work is a sequential narration of events, seen through the eyes of a journalist and supplemented by the comments of eyewitnesses and people who have a direct relation to them (government officials, business representatives, various organizations и etc.).

Preparing a text is considered to be a creative process. The staff of print editions as well as television reporters have always been asking themselves “what techniques, methods in modern language and psycho-historical conditions should be used to write a journalistic piece of work which the audience will: a) read; b) understand; c) make appropriate conclusions; d) will probably thank the author?” [2]. At the same time, many representatives of the profession do not share the view that writing a text is a creative process. They know some modern methods of creating interesting stuff and use them actively to prepare contents within a short period of time. Often, when a journalist goes to the task, he already knows the future story, knows what questions to ask the interviewee, ask the operator to shoot a particular material.

Many theorists of journalism argue that informational journalism must be objective. However, reporters are sometimes not able to cover an event objectively. Having considered general concepts of journalistic text, we will proceed to a more detailed analysis and examine a journalistic text on TV.

Media texts of different types have their own peculiarities of preparation. Journalistic material on television is different from that in the newspaper or on the radio. In addition to text, TV has the video. This video illustrates the narration. Together they produce a powerful suggestive effect. “On TV, the form overshadows the content, HOW becomes much more important than WHAT. Here, the proportion of the content in the impact on the audience becomes less” [7].

Television reporters’ texts seem very simple to the print media staff, but, at the same time, they are concise and convey the essence of a problem very accurately. All other aspects are revealed by video and editing.

If you compare the press and television, the main distinguishing feature will be the implementation of different types of speech. Here we mean written and oral public speech, which are organized on fundamentally different principles. Written speech is characterized by graphical highlighting, more complex sentences, using indentation, which helps to regulate readers’ perception of the text and so on. Written language is intended for visual perception. But in television texts, respectively, journalists use the means of oral speech, such as intonation, voice timbre, pace, as well as nonverbal means (gestures, poses, proper video sequence, etc.).
In other words, “television text is a semantic and compositional unity of verbal and nonverbal components” [3].

In order to write this article, we had analyzed the news programs on federal, regional and local TV channels. We studied the texts of TV stories, introductions of TV presenters and Spiegel (announcement of the issue content) as well.

With the help of Spiegel viewers learn about what they will see in the news release. The TV presenter reads 1–2 sentences with the main thesis of the upcoming story. Sometimes, in Spiegel there appear journalists who announce their story from the scene. Spiegel is aimed at attracting the audience's attention to the issue by using striking phrases. Some news programs previews of upcoming stories are repeated a few times: at the beginning of the release, as well as before the advertising, so that a viewer did not switch the channel.

Introduction is a short text announced by a TV presenter. Some introductions are short summaries of a story. “And right now about an accident in St. Petersburg at the shipyard “Severnaya Verf”. There during the welding works on board of an Algerian patrol ship there was an explosion. One person was killed and six were injured. Three of them are in critical condition”. This is a fragment of an introduction from the news program “Vesti” on TV channel “Russia 1”, aired on 7 December, 2015. In fact, the story is already told in the introduction. In the video the reporter gives details of the accident and talks about its causes. Such fittings are most often used by participants of television programs.

Other introductions are kind of “hooks” that intrigue the viewer. In some broadcasters they are written by journalists, and presenters just read them out. In other companies they are written by presenters themselves. On some channels a couple of presenters may talk on the topic of an upcoming story and even express their own opinion.

As for the process of writing a text for a TV program, most theorists state that each text should be written from the particular to the general. “Properties of the human psyche are as follows: he wants on the TV to estimate a precise fact, example, some personality – referring to himself as standart, compared with the other person, another life experience” [8]. Thus, a lot of stories begin with a talk about someone's problem. And then they tell us what the problem is, how many people have been in the same situation, what are the ways of dealing with it etc. The story also includes comments of people who are able to solve the problem. “Valery Igorevich Karasev is a reserve officer. He first donated blood when he served in the army. And today, on the Blood Donor Day, he was awarded the title of honor, and given the award certificate and a badge.” And so begins the story of a “TV-Domodedovo” correspondent Olga Kashoric. Then Olga proceeds to tell us about the city event and about blood donation in general.

Although it is considered extremely unprofessional to reveal something in introduction and then repeat that in the report, it often happens on TV. Besides, stories and introductions may contain information which is already known to viewers. Such information is usually marked by expressions like: “As we have already told you...”, “Such incidents have already happened before...” etc. Nevertheless, in each sentence of a story the journalist is trying to tell something new, unknown to the audience. The more sensational the information, the more unique the story is. Moreover, if the text uniqueness is complemented by unique video, the value of such material increases.

There are such components of speech as narrative, reasoning or description. They emphasize dependence of content on the purpose of speech. In the news journalism narrative is used more often. “... narrative reveals closely related events, phenomena, actions as really occurred in the past. Sentences of narrative contexts do not describe actions but narrate them, i.e. they reveal the event/action itself” [17].

We say that in modern journalism everything is “here and now”. At the same time, quite often the event that made a journalist write about it had already occurred and become a newsbreak. Many materials in today’s news programs are devoted to what and how a particular politician
has said. The event has already taken place, but journalists continue talking about it and trying to find out what made him/her say so. Or there is an emergency. It is impossible to plan one; therefore, it can only be reported as a past event in the Past Tense.

The main requirements to writing a television journalistic text are clarity, precision and brevity. The text of any journalist should be easily comprehensible to the average viewer, whether they have primary or higher education. “Use simple language, avoid participial” [19]. As regards news programs, the air time is limited. Within 2–3 minutes a journalist must be able to tell us about the issue and possibly suggest its solution. So talking about what color the flags were, what the official looked like, what color the snow is, and things like that, is absolutely senseless (unless it is an important part of the material). Moreover, in a televised material there is not only text, but also “lives”, “sync”, “stand-ups”. And all of them together with the text must not be longer than 2–3 minutes. No wonder journalists on TV speak so fast. Within a limited time they have to tell everything they know about the issue of their story.

Another essential thing on television is genres used by journalists, since “genre in journalism – a special form of organization of the material, which is a set of specific substantive and structural-composite sings” [14]. “Nowadays about 20 different genres are used in broadcasting” [1]. Depending on the purpose, these genres are combined into several groups. Modern theorists sometimes classify journalistic materials according to methods of collecting and processing information. So they divide journalism into commenting, reporting, etc.

L. E. Kroichik divided texts that appear in the press, into five groups:
1. operational news – news note in all its varieties;
2. operational research – interviews, reports, accounts;
3. research-news – correspondence, comment, review;
4. research – article, letter, review;
5. research and figurative (artistic and journalistic) – essay, feuilleton, pamphlet [6].

Today in our national journalism we can see mixing genres. It means that in TV programs genre differences are becoming less noticeable when reporting information. They are hardly distinguished by the audience of the TV channel or even by professionals.

Many journalism researchers attribute this phenomenon to the decline of journalists’ professional expertise, others see it as a trend aimed at increasing the number of a TV channel viewers. Still others believe that the blurring of genre boundaries is a consequence of the impact made by postmodernism ideology and philosophy on modern journalism. The fourth “associate these features with the impact of new communication technologies and, in particular, with the emergence of hypertext as a new phenomenon of the information space” [9; 10].

Some journalism researchers wrote about genres boundaries blurring back in the 1970s. They believed that genres mixing contributed to their mutual enrichment. At the same time, genre values were reassessed, i.e. some genres were not used in the media any more, while others increased their presence. Many journalism theorists began to distinguish other genres, for example, journalistic investigation, confession, or conversation. The emergence of new genres and the death of old ones are inevitable.

Now the forms of the news presentation in electronic media have actually been turning into specific unique genres – a newsreader speaks incredibly fast and manages to tell us the news block for several minutes, inserting direct speech of participants of events and their own comments.

While preparing their materials, journalists hardly ever ask themselves: “which genre is this text?” The genre is usually identified intuitively. Exceptions might be when a journalist is working on an editorial assignment.

Television text depends on a video sequence. If an operator could not shoot how something was happening, it is not worth talking about. Therefore on television primar is a video. No visuals – no story. At the same time, duplicating video with the text is not recommended either.
Therefore, the text of a journalist on TV is squeezed into a very tight frame of a video sequence, timing, a program format, etc.

Having watched a number of television materials, we came to conclusion that the dynamics of stories is achieved through short off-screen texts. 3–4 sentences are good enough to lead to an interview or to tell you about the issue in question.

Many journalists who give master classes recommend that a report should start with the news, but not with a story about it. The word “news” itself implies something new, yet unknown. The news usually gets information occasion of journalistic material. You can talk about what happened a year or two ago, but it is better to do it in the midst of a story. “News information to a mass audience – is primarily a message about current events and issues in the country and on the international scene, that make history in the broadest interpretation of the term” [15; 20].

There is so-called “hard” news. When writing a text about it, a journalist has to answer the questions “What?”, “Where?” and “When?” it happened. The answers should be brief and clear.

Another important criterion that distinguishes texts of broadcast journalism from the print media is how figures are given in a text. Television journalists tend to approximate them. On television journalists try as rarely as possible to use numbers, and if they have to do it in their texts, they rounded data, try to compare them with something, using infographics for clarity. The newspaper can be re-read a few times, but numbers you have heard once are quite difficult to remember.

Characteristics of TV speech are based on general principles, which are caused by such factors as:
– its oral nature;
– peculiarities of its aural perception by the addressee;
– specificity of its intended audience;
– genre of TV work” [3].

The most frequent recommendation of many journalists is probably the following – “you should write so that your word would be heard, not read”. So, colloquial language is the most appropriate for television. “Swap the words, revere phrases, use intonation as possible, throw everything you can throw – ensure that, in order, to transmit the meaning of the minimum number of words” [5].

For this work, we have analyzed the text of the First Channel journalists (“Women who are ready to adopt a baby with terrible burns, was invited to the court for an interview” from 12.22.2015) and MIA “Russia today” (“The Court of Tula, interviewed for a year-old Matwey adoption” from 12.22.2015) about the one same event. This event was interview about Matwey’s adoption, a boy who suffered because of the burn of a lamp during phototherapy sessions. The role of foster mother was claimed by two women.

These two materials were written about one event, but we see the differences in the ways this news was presented. On television, right in the introduction to the story, the presenter tells us about the boy, or rather his fate which “shocked a huge number of people”. The specialists of the news agency start their text with an upcoming event, that is, the hearings which “will take place on 14 January”. The text of television journalists appeals to the emotions of the audience. From the very beginning of the story, the TV correspondent says: “She is coming up to the courthouse with unconcealed excitement.” In the text we can find the following phrases and sentences: “to cover up a terrible story”, “Natalia believes”, “It is already six months since… has been fighting for the right to become mum”, “conversation with the judge who will decide the fate of the child”, “flatly refuses to communicate’, “she could not find the strength to stay with her son”, etc.

In the text of the news agency we can read: “The accident, which received great public response”. But even this example does not have such emotional connotation, compared to: “The story … has shocked a huge number of people.” and “to cover up a terrible story”. The TV
To sum up, it is worth noting that television as a medium is very specific. The more developed technical equipment of television media is, the more evident becomes the difference between TV and the press. Today, scientists engaged in journalism, linguistics, philology, etc., are talking about “the television picture of the world” which differs from that of the print media. “Unlike newspapers and magazines, where visual images (photographs, drawings) perform a supporting, background function, in a television “language” a significant role is performed by video and audio images.”[3]. Text and visuals not only complement each other, but develop together. We cannot speak about television text without taking into account visual and audiovisual images. Meanwhile television discourse is the foundation for a television picture of the world and for transformation of knowledge about the reality in minds of those people, to whom the message is addressed. Television text differs from texts of other types because it has verbal and non-verbal sign systems. Text, together with video sequence and audiovisuals plays a huge role in influencing function of modern mass media. In addition, many people rely on television much more than on other media, since they see the events and hear what the people interviewed by journalists say. But some people do not perceive a journalist’s text due to the fact that the video and interviews predominate over it. If you ask the viewers what the journalist said, some of them will not be able to remember his words. However, they will tell you what the story was about, who appeared in it, what was shown on the screen. But if a journalist uses such phrases that can evoke strong emotions, the audience will remember the text. Or they will pay attention to a stylistic or orthoepic inaccuracy, which also can be heard on TV. Therefore, when writing a text, you need to take into account the specificity of television as a medium.

References

REFERENCE TO ARTICLE

Analysis of Factors and Effectiveness of Heads of Local Administration in Modern Russian Municipalities

Annotation: the article is devoted to the study and interpretation of the “city-manager” concept, the analysis of the conditions and factors of the professional management improvement of the local administration at the modern municipalities of the Russian Federation. The author suggests the KPI (Key Performance Indicators) indicators system to ensure the effective municipalities functioning.

Key words: city manager, professional manager of the local administration, the local government professionalism, municipal management, efficiency, KPI, performance.

Socio-economical and political reforms of recent decades have led to radical changes in the life of the Russian society. So social, political and economic conditions of modern Russia (the economic crisis, the import substitution process from the contradicting relationship with foreign trade strategic partners) require new approaches to management in a state and municipal services system.

The municipalities need to create a stable professional municipal service system. Since the primary social needs to the quality of life appears at the local places, i.e. the municipality territory. Therefore, the process of modern municipal service professionalization is particularly important. “The most important condition for achieving social objectives is professionalism. This characteristic is fixed in the federal law, and, in fact, is the main quality of the innovative executive power system. The effective work condition of the executive authority in the local government system is the municipal services professionalization. The municipal service professionalism is a highly professional employees work at the professional organization” [12].

The direct embodiment of the municipal professional principles service is on the first place, it may be implemented within a professional manager framework at the local administration municipal practice of the “city manager”.

The “City Manager” means a highly qualified professional manager, who is involved with the substitution method on the competitive position, to solve the strategic objectives and to develop the municipality. First of all, the effectiveness of the “city manager” activities depend on the regulatory framework, the mechanisms and the competitive selection procedures, the clear definition criteria of evaluation activities.

The separating process of management from ownership functions led to changes in the main management subject and to the appearance of managers as a class, that is an independent from
capitalist property and is capable to manage in the social interests. A manager is not an official, not an engineer, not a bureaucrat, not a technocrat; he is a specialist who is able to cover all aspects of management and, above all, the aspects of human relations. He is a system laborer, who is capable to use a common scientific management result in any managing sphere, to lead it in an managing system. The management is an individual worker management (control) process, workgroup, working collectives. By the way, in all foreign encyclopedia management is defined as a process of achieving organizational goals by other people hands. The subject of this process is a manager.

In the book by Burnham “Managerial Revolution” there are some controversial and ambiguous statements. But the idea, that the manager is guided by the general rules which are suitable for any sphere of government and society all in all is able to achieve the desired effect, is extremely fruitful. It is connected with the search and the need of a general theory of the management development.

In order that the management, as a possible process has reached its “peak” in the objectives implementation, its functions must be clearly and systematically fulfilled. This hypothesis is typical for all spheres of government: social, financial, technical, etc.

It is especially expressed in the management functions differentiation in the practice of the municipal management system.

The municipal management is a set of coordinated actions, processes, measures of regulatory impact of all management entities in the municipal processes in order to achieve sustainable development of the local community, creating favorable living conditions for the population due to the rational use of the local resources.

Own management revolution means that modern management has become the property of a particular community, every company or firm. A social role of a professional manager has appeared a leader, an entrepreneur, i.e. a specialist in the organization and developer of self-primary cell of the society. They organize the development of an action plan and its implementation, they encourage people to effective work, they are involved in making goals and working out the ways to achieve them with identifying resources, they oversee the work.

In the world practice, there is an organizational forms plurality and models of the local government with different schemes of local self-government branches formation and the power divisions among them. This is a very convenient system according to the special number of the municipality population, its territory size, the number and complexity of the issues, the social and political situation and many other factors. However, in general it is a combination of three main elements: a representative base, local government and senior officials. Basic schemes are listed in Annex 1.

Today, the most common forms of local self-government organization are:

1. Form “mayor-council”, or a form with a weak mayor. The population elects the Board which owns all of the municipal authority. It elects the mayor (often among its members) and appoints or approves the officials appointments that are made by the mayor.

2. Form “mayor-council”, or a form with a strong mayor. The mayor and the council elected by the population independently. The Mayor has greater powers. The appointments of the municipal employees are made by his own, but he may get the agreement from the Council for some officials. The Council is not simply able to remove the mayor from his position, although there is different impeachment. As a rule, the mayor granted the right to a suspense veto on decisions of the Council, that can be overcome by the majority of votes (usually 2/3).

3. Form “council-manager”. Elected by the population the council hires (usually by the contract) a professional manager, who manages the local area by himself. He is accountable to the Board, which may withdraw the contract in case the manager does not perform his duties properly.

4. Commission. The population elects the Commission (Commissioners), implement and represent the executive functions. This form is typical of American counties (districts).
5. A combined form, in which the mayor is also a manager. The ratio between the two powers may be different.

These models got their start in many countries. Of course, we cannot say that each model has received a clear implementation due to the specifics of each country: the mentality, historical factors but in some particular countries there are deviations of the ideal state model. But the basic principles are always based on implement. So the model of “council-manager” is an analogue of the professional control activities of the local administration, all the rules are reflected in the Federal Law of October 06, 2003 No. 131-FL “On general principles of the local self-government of the Russian Federation”.

Let us look into more detailed characteristics of the third form of the “Council-manager”. Specification of the “Council-manager” model is identical to the municipal government form characteristic, it is a professional management of the local administration. The first model of the “council-manager” appeared in the US in 1914, and was widely used in the 30’s of the last century. Currently, the management by the contract covers about 90 percent of US counties and settlements.

The effective impact of this type of management is ambiguous: as the pluralism of opinions is more popular in the country with the high-educated community, but on the other side of the same type of management approach in practice can also be more effective. Expressing this issue position, it is necessary to show the statistics, since the figures are a direct relation of forms and approaches to management. Thus, according to the research of Legatum Institute popular, the scientists who have made a rating of the living standard in 2014 named the best country to live in. The US in this ranking takes the 10th place out of 110 surveyed countries for more than two years. Russia occupies the 59th place, and in 2011 – it took the 63th place [16].

The founder of the professional control system functioning of the local administration as a municipal form of the government is necessary to consider the organization of the local self-government of the United States. The local government in the United States is characterized by a broad decentralization, a certain independence from the central government municipalities and even states, the lack of the direct subordination of the local control of the government.

For the Russian municipal practice, this process will be regressive, as local government, Russia needs indirect and at the same time, a direct support for the government agencies, it is necessary to maintain public-partnerships, otherwise the local government will be subjected to a regressive process, because of the corruption level in the country and mental characteristics of the territories. In the US there are 50 different municipal systems; all 50 states constitutions contain provisions on the organization and activity of the municipalities.

Currently, in the states of the US there are six kinds of administrative-territorial units with their local governments: the county (counties); the city (cities); the borough (boroughs); the village (villages); the town (towns): the town spikes (townships).

The “managing Board” model conceptually implies the emergence of highly qualified specialists that could take part in competitions and really become a effectively manage professional, who is hired to solve strategic tasks. Also, it should be noted the deviation in a model of intervention hired manager in the political sphere, these variations has also appeared in the Russian municipal practice. But, despite this, the model of the “council-manager” hired manager activity was the most important invention in the field of organizing the local government in the XX and XXI centuries. Since the management, the economic functions were transferred to the individual professionals, whose activities are focused on achieving the goal, the profit, etc. While the executive chief decides other contractual policy issues.

Thomas Jefferson believed that each generation needs a new revolution, because of the social institutions, the political and economic systems, the strategy is also becoming obsolete, having performed their tasks and becoming obsolete, not able to run them.

In this case, the revolutions are not a “cure”. They, as it was evidenced by the history of mankind, lead to the power people who are not able to implement their duties, they are often
the exact opposite of their promises, because the revolution do not take down the old regime prison – they have expanded them. For example, the legacy of the French and Russian revolutions resulted in the strengthening of the very evils from which suffered pre-revolutionary France and Russia: the subordination of the entire country and the uncontrollable bureaucracy expanding. The consequences of the October Revolution, as it is known, were new serfdom (and not only for farmers) and all-powerful corruption, the suffocating bureaucracy power – the very properties of the tsarist regime, against which the Russian revolutionaries protested the most.

The revolution can be a creative process, a prime example is a management revolution, when each revolution, the management, the process is improved in the framework of the effectiveness development.

But, as the revolution due to inefficient management practices, is a destructive process, and consequently, the institutions are unable to the self-development.

The revolution in the field of municipal management is sharply rising trend of the social and economic development of living in areas people. It is essential to review the functions of the municipal management in the municipal education management system can be in the Russian municipal practice.

The “city manager” is the head of the municipal administration, who is to address the current challenges and works under the contract with the city council [3]. At the same time the long-term development strategy, the public functions and the communication with authorities are laid on the functional mayor.

Also, it should be noted that in the Russian society was entered a synonym of the term “of the local administration professional manager” – the “city manager”. From a theoretical point of view, the “city manager” term is relatively identical to the term of “the local administration professional manager”. But in the conditions of the Russian municipal practices, it is more correct definition of “the local administration professional manager”, as the “city manager” in the history of Russia is different, otherwise the contents of the authority and, hence, a different operation system. In addition, the definition of “city manager” does not appear in any of the regulatory and legal sources of the Russian Federation.

On April the 22nd the International scientific-practical conference “Local institutions and local self-government: History and Modernity”, dedicated to the 150th anniversary of the local institutions in Russia, where the author conducted of a survey among the participants – experts (deputies of the representative bodies of the RF subjects, members of the Council Federation, including the first Deputy Chairman of the Federation Council Alexander Torshin AP). Experts question was asked, “Do you think the concept in relation to the” city manager “is acceptable for use in the public discourse” – 90% of respondents answered “professional manager of the local administration”, 5% – “City Manager”, 5% – “The head of the local administration on a contract basis”. [19; 20].

The benefits of this model are obvious:

– Firstly, the economic functions of the city provides a professional-manager, not a politician. He is not a member of the representative body. The head of the local administration carries out the basic powers that are reserved to it under the law and the terms of the contract. In this regard, it is not the subject of political processes in the municipality;

– Secondly, the professional manager of the local administration elected by the competition commission, which includes the representatives of both the local administration and the local council, and the regional authorities. The elected takes triple responsibility;

– Thirdly, the head of the local administration can dismiss the case of violation of the contract on his part, gathering a bilateral commission. The procedure for changing the power of maximum transparency.

The advantages of using the system of City Manager underlined today by many scientists. In particular, Doctor of Sociology, Professor O.A. Urzha said: “The appointment of the head of the
A number of bipolar tendencies were revealed by upholding the status of the local administration professional manager. The uniqueness of the “city manager” functioning form is the potential of increasing the efficiency of the municipal administration, but at the same time, the model has significant shortcomings in terms of its practical implementation. The situation of the crisis requires real action on the professional executives formation of the housing. This may be a highly qualified specialists who could move flexibly around the municipalities of Russia, participate in competitions and do not become “self-sufficient and autocratic masters” of cities, districts, villages, who were hired by the local community to solve its strategic objectives [12].

Unfortunately, today many of the factors that determine the specificity of the model, are being developed spontaneously, thereby limiting the main advantages of the contract–contractual forms of attracting professionals to the practice of the municipal management.

To be effective city manager needs to create the optimal conditions for his implementation. Firstly, the legislative framework that regulates the introduction of this model should be supported by the methodological recommendations for its implementation. This issue is relevant today. The Scientific Society in conjunction with the Society of Professional Managers needs to develop recommendations for the heads of local administrations, reflecting the specificity of its activities, as well as interaction with the head of the municipality, the representatives and the public sector. The developed document should be a scientific basis, containing in itself the rules, methods and principles for the implementation of the professional management activities of the local administration.

Secondly, it is necessary to develop a standard form of contract with the head of the local administration of the representative authorities. Since the contract with the head of the local administration is a legal precedent, the contract duplicates the legal provisions of the Labor Code, the federal law on the municipal service and “On the General Principles of the Local Self-Government of the Russian Federation”. This fact raises a number of the institutional contradictions in the head administration activities.

Thirdly, it is necessary to introduce into the educational program of the students receiving education in the “State and municipal management” the course of “specialization of the local administration manager”.

Fourthly, it is necessary to introduce a model system of the professional managers’ selection of the local administration to the federal legislation. Analyzing the features of the personal selection of the professional managers of the local administration it is necessary to developed a number of procedures for the selection of the local head administration at the federal legislative level. But the representative authority should decide independently what competitions should contain, what stagers and selection criteria for a professional manager should be. Often, the system provides a blur content of procedures, as the representative authorities rarely take initiative and use a competitive process of the substitution positions aimed at identifying more effective qualities of the candidates for the post of head of the local administration.

Blurred evaluation criteria does not provide the value of the professional and educational criteria in the competitive selection procedure, which means that the level of the effectiveness of the local administration is also minimized. It should be a mandatory legal regulation of certain competitive selection procedures for professional managers. Making independent decision must be preserved. Paying attention to such elements as personal characteristics (for example age), specific characteristics (place of residence or knowledge of the territory and the functioning elements of the particular area inherent).

When you create the optimum conditions for the functioning of the “city manager” model it needs to develop a performance evaluation system. The most effective evaluation system is
access to the KPI. KPI’s (Key Performance Indicators) came to us together with the American and Western European companies, where it has been used successfully for decades. KPI is a tool that helps to analyze the performance of certain activities, as well as the level of the set goals achievements.

Researchers show that about 80% of Russian executives are dissatisfied with existing systems in their companies performing the evaluation. Using existing algorithms, they do not see the connection between plans, performance, result and motivation. Implementation of KPI helps to change the picture completely. KPI allows to control the business activity of employees, departments and the company in a whole and to bring the enterprise to a new level. In Russia, KPI is translated as a key performance indicator. In fact, this is not entirely true. It would be more correct to call it “a key indicator of results activities”, as the English word performance does not include only the concept of efficiency, but it also is the concept of performance. Despite the apparent closeness of these terms, they have a significant difference: the efficiency expresses the relationship between the results achieved and the resources invested and it defines the company’s ability to realize their goals and plans with a given quality level, expressing certain requirements: time, cost, degree of achievement.

Effectiveness is an ability of the enterprise to focus on the result (degree of the planned results achievement) [7].

It should be noted that these kpi-indicators should be focused on the local administration. Firstly, this is due to the difference in powers of the municipality head and the head of the local administration. Secondly, the heads of municipalities for the efficiency purpose of its activity shall be guided by the Russian President by the norm of Decree from the 28 of April 2008 No. 607 “On the estimation of the efficiency of the activity of the local governments of the city districts and municipal areas”. The development kpi-indicators are the current trend in the municipalities activity.

So, Vologda region Government in 2015 decided to evaluate the City-managers kpi-performance, where one of the most successful municipalities in the area was selected as an experiment.

In the Smolensk region a similar decision was made, the main indicators were the investment attractiveness, the development of agriculture, a small business support, etc.

Thus, it must be concluded that the trend of the kpi-performance implementation geographically is expanding. But this development of KPI occurs spontaneously taking into account the preferences of the region. In this case, the most correct is to use a systematic approach to the development of indicators. The indicators should be formed according to a presidential decree “On the evaluation of the effectiveness of the local government districts. But, at the same time, differentiated indicators should be developed in connection with the division of powers, depending on the type of the municipality. This distinction can be represented as follows:

Also, it is necessary to introduce regional specificity, where the executive body of the subject will be able to introduce the problem and the relevant spheres of interaction.

It is necessary to use the “360 degree” method According to these indicators. Often this method is used for assessing personnel data. But in the practice of assessing the heads of the local administrations, this method is necessary for the teaching of objective data. The evaluation of “360 degrees” is getting data about human activities in real work situations and manifested their business qualities. Thus the information was obtained from the people who has communicated with that person at the different levels. in the case of the evaluation of the heads of the local government performance the information must be obtained from the different social groups, that is the subject of the selected authority – the head of the subject of the region, the regional government (ministers), the colleagues (municipal employees), the heads of rural settlements (on the specifics of the type of municipality) population, public organizations, the business community.
Thus, the introduction of the legislative practice of the system must be taken into account that it is typical and within the making decision representative authority it shall be taken as a basis, while having the opportunity to supplement it, to adjust according to the specific area.

The most important condition for the attainment of the social ideas and the main characteristic of modern municipal service is professionalism. This characteristic is fixed in the federal law, and, in fact, it is the main quality of the new innovative system of the executive power. The condition for the effective work of the executive authority in the local government system is the municipal service professionalization, where the key element is the “city manager”. In the connection with the reform of the local self-management sector, the scientific community and public needs to combine the efforts to develop scientific and practical models indicators to assess the effective implementation of the city manager activity. The model should be
supported not only by the local government, but it is also a potential possibility for the whole Russian society.

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Corruption As a Social Phenomenon

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Annotation: the article investigates the concept of “corruption”. We consider historical and contemporary conditions of existence and development of this phenomenon. We describe some of the approaches to the understanding of corruption. Presents the different classifications of corruption. The causes of corruption and bribery. The question of the relationship of corruption and mentality.

Key words: corruption, bribery, classification of corruption, causes of corruption, the main approaches to understanding corruption, mentality.

The history of studying of corruption says that Ururinigina – the Sumer tsar of the city-state of Lagash in the second half of the XXIV century was BC the first governor and the fighter against corruption. It cruelly punished for wastes and bribes [11]. The special attention was riveted on a problem of bribability of employees of court, not incidentally the religion condemns first of all bribery of judges, in the Koran we can read the following thought: “Don’t appropriate illegally property of each other and don’t bribe judges intentionally to appropriate part of property of other people” [16]. The law of Twelve tables provided the death penalty, to the intermediaries or judges convicted of bribery and bribery.

In Russia at the time of existence of orders (the XVII–XVIII centuries) “corruption” turned into characteristic feature of the power, under the name mandative red tape. In the XVIII century to petty Russian officials cancelled a state salary and replaced it with accidents. A little later this rule was cancelled, but monarchic servants already got used to live due to “feeding”. In the first half of the XIX century the bribery becomes a habit and becomes norm. At that time officials weren’t pursued for similar acts in any way. Such extortion generated the mass of sayings in this respect: “At mandative you won’t buy the truth for ruble”, “Every citizen likes hot bread”, “The earth loves the truth, and our head of troops hresent”, etc.

It is possible that this part of our history can be related to mentality. And here we can argue not on separate group of people (officials), and on all because in this to “mandative red tape” all segments of the population were involved. Mentality is reflected in consciousness and behavior of people, culture, policy, economy.
Corruption, according to most of scientists, is generated by national economy for this reason most often this phenomenon is studied by economists, lawyers and political scientists, sociologists are more rare, it turns out that from social and psychological features of the person it is a little studied. The successful anti-corruption policy is impossible without change of public and individual consciousness. Here positive changes in rules and examples of behavior, both public servants, and ordinary citizens are necessary. It is possible to assume that corruption is in certain dependence on historical development and mentality of society.

There is an opinion that the tendency of weakening of moral principles of society is at the moment traced. Cultural wealth and traditions pass into the background, and forward a careerism, aspiration of some people who are in power to material enrichment. All this denies common goals of the people and the nation and conducts to violation of the law.

Existence of corruption activity can be tracked in any society throughout all historical development. It doesn’t depend on a form of a state system or a political regime of this or that country. At the moment any democratic country couldn’t get rid of this harmful phenomenon entirely. However, same it is possible to tell and about the most rigid dictatorship.

Historical prerequisites to emergence of corruption in Russia we designated the principle of “feeding” in Russia. Perhaps, it isn’t enough of it, and modern corruption originates in mentality. Russians for long time of existence of the state reconciled to thought that it is angrily inevitable. Still it is possible to carry legal nihilism and absence of legal culture in society to problems of a mental order.

Feature of the Russian bribe during the pre-revolutionary period, was that ceased to be ashamed of it, bribes took everything both governors, and chairman of civil and criminal chambers and others. The bribe was legalized and entered custom, and “the applicant never came to empty-handed offices” [10].

Corruption gains new development in the XX century. This moment is marked in the history by blossoming of private business and strengthening of the power of officials. It is possible to explain it to that businessmen in competitive fight in increasing frequency began to resort to “buying up of the state” [19].

Russia the multinational country, in our territory a large number of ethnoses is located. It is logical to assume that for each ethnos the concept of a bribe will be a miscellaneous. For example, in the North Caucasus such gift as the car on birthday of the big chief perhaps isn’t perceived as a bribe, the same approximately situation will be, we will tell for example, in Buryatia, only behind an exception that there it is accepted to give a horse.

Today the corruption problem for our country has nation-wide character. The president of the Russian Federation V. V. Putin on enlarged meeting of Ministry of Internal Affairs board of Russia noted on March 4, 2015: “The statistics testifies that as a result of the taken measures we planned a tendency to decrease in level of corruption. But the facts say also that the problem is still not solved …” [15].

To speak about a corruption phenomenon, we need to consider it from the point of view of interdisciplinary approach. Such approach to understanding of corruption will allow to define a role and a place of corruption in social processes and public life.

The code of behavior of officials on law enforcement adopted by the United Nations General Assembly on December 17, 1979 says: “Though the concept of corruption has to be defined according to the national right, but it is necessary to understand that it covers commission or not commission of any action at fulfillment of duties or because of these duties as a result of the demanded or accepted gifts, promises or incentives, or their illegal receiving every time when such action or inaction” takes place [23].

Studying of the international normative legal acts says that the international community doesn’t narrow the content of corruption to bribery of officials and officials, and expands approach to studying of this phenomenon. Official plunders, lobbyism, bribery, forms of
unauthorized use of the official powers, advantage of the status of one citizen over another – all this corruption in the international understanding. It is extremely important that this definition includes lawful, lawful office behavior of officials if it was caused by the received or promised gifts in structure of corruption.

The domestic legislation defines corruption as follows:

“a) abuse of official position, bribery, taking of a bribe, an abuse of authority, commercial bribery or other illegal use by the natural person of the official capacity contrary to legitimate interests of society and state for obtaining benefit in the form of money, values, other property or services of property character, other property rights for itself or for the third parties or illegal granting such benefit to the specified person by other natural persons” [6].

One of the shortest modern definitions of corruption was offered by J. Senturiya in the 1960th years: “abuse of the public power for the sake of private benefit” [25].

To speak about corruption, it needs to be classified. At the moment different authors offer the approaches to corruption classification. We will consider some of them.

The first approach which it is necessary to mention, is the approach offered by V.A. Shabalin it consists in the following: corruption forms in public authorities share depending on criterion:

1) on corruption level: local, top, vertical;
2) on the level of public danger: corruption offense, corruption crime. [21].

V.V. Letunovsky and A.A. Ageev subdivide corruption on single, periodic and system [12].

The following model of classification consists in differentiation household (the health care, education, courts, a military appeal, law enforcement agencies) and business corruption (the sphere of interaction of business and the power regulator concerns to her) [13].

The special place in a social and legal context of the analysis of corruption is taken by classification of A.I. Gurov who considers this phenomenon as one of the main signs of organized crime:

1. Political corruption which appears at implementation of activity of officials, contradicting norms of morals and the law.
2. The corruption connected with criminal activity, based on bribery of officials.
3. Corruption forms of behavior which assume purposeful retraction of officials in criminal activity [7].

A. Haydankhaymer in turn suggested to subdivide corruption on “white”, “gray” and “black”. The principle of consent or disagreement of public opinion with existence of corruption behavior is the basis for this classification [8]. In our opinion it is necessary to stop on this classification in more detail.

1. “White” corruption. Rather similar the practician in public opinion the consent is created, i.e. these actions are integrated into culture and aren’t considered as the reprehensible. Similar actions aren’t perceived as a problem or threat.
2. As “sulfur” as corruption are called those practicians concerning whom there is no consent in public opinion.
3. “Black” corruption represents behavior which is everywhere condemned by society. Concerning it like corruption in society also there is no consent.

In addition to this corruption are divided into types depending on the scope of its distribution: international, state and corruption in the private sector [2].

I. Akhmedov in his work divides corruption depending on the degree of involvement of officials in the distribution of profits. The first type of corruption “progressive”, and the second type is corruption, based on the creation of barriers in front of entrepreneurs [1]. The first type of corruption is common in Western countries, and, according to the author, he was progressive, despite the fact that it is extremely harmful and dangerous. The meaning of such corruption is that officials involved in the distribution of the entrepreneurs profit. This occurs through the provision of a number of benefits that allow businesses to increase profits from their trades.
Another type of corruption is typical for underdeveloped countries, it is creating barriers for businesses and the imposition of a particular model of relationships.

Corruption varies in manifestations: bribery, favoritism, protectionism, lobbyism, nepotism, cronyism, appropriation of public resources for personal purposes, illegal privatization, the provision of services to relatives, friends, acquaintances.

In the framework of the sociological research corruption is studied as a complex social phenomenon which extends to all spheres of relations between the state and civil society, becoming the norm. This position adheres to the article by A.V. Dakhin: “Corruption is a social structure, that is, the set of stable and universal enough (they are adapted to existence in the various spheres of society) norms and the principles of human relations. In this case we have in mind not individual, isolated cases and persons, and social groups that support this structure as a master or as an integral conditions (source) of existence” [5]. In this context, corruption is understood as an informal system of regulation, which exists alongside the official mechanism of power.

According to experts of the all-Russia anticorruption public reception “Clean hands” from 14 January 2013 to 31 August 2014 have been 9925 of citizens about corruption. According to statistics, the level of corruption is different for regions of the Russian Federation. First place in this ranking is Moscow, the level of corruption here is at the level of 34.2%. After Moscow is the Moscow region (17.3%) and Primorsky territory (4.8 per cent). Leningrad region is on the 6th place with a level of corruption equal to 2.8%.

There is a percentage of complaints of corruption in various government bodies. It is interesting to note that the leader of the rating is the judicial system, the level of corruption here is 28.5%. Further with a small separation goes the police (20.4%), prosecutors (17.4%), the investigative Committee (15.7%) and completes the five regional authorities and local self-government with an index of 7.1%.

Specialists reception “Clean hands” in the calculations proceeded from the division of the total number of requests for certain types of corruption: entrepreneurs, ordinary citizens interact with government officials in criminal, administrative and civil proceedings, complaints consumer corruption. The calculations used the total number of requests, average size of a bribe in separate groups according to the information obtained from cases and their percentage.

Also experts say that the average size of a bribe in 2014 decreased by 27.2% compared to 2012 and was equal to 218 400 rubles [17].

O.V. Sergienko believes that “the liability for corruption for officials dramatically reduces, or actually reverses the level of critical self-evaluation” [20]. This is evidenced by the opinion of the majority of Russians in the understanding that corruption exists at the level of authorities, and has no influence on the social life of the society.

Also, according to O.V. Sergienko “the importance of the situation in public life where corruption is accepted as a norm of social interaction, even when legitimate contenders have to pay bribes in the case, if the goods owners use the rent officers order creating a deficit of public services” [20].

You can say that corrupt relationships included in the analysis of comprehension of social reality. The study of bribery suggests that the person is able to give or take bribes in certain situations. This implies that the perception of corruption appears at the level of individual choice and can be considered as a situational and forced inclusion in corrupt practices.

When people talk about the psychological characteristics of personality, which contributes to its corruption, then there is the psychological approach to the problem of corruption and bribery.

M.M. Reshetnikov defines this position as follows: “without psychologically sound approaches here hardly something can be done, because the corruption is only in its legal and economic consequences of the problem, and the original is purely psychological and human” [18].
Corrupt behavior is a type of social behavior that represents the actions of officials affecting the interests of individuals and groups in society. According to the studies of corrupt behavior is not so much determined by external circumstances, much depends on internal determinants: complex of certain qualities of personality, its attitudes, values and moral norms for the regulation of behavior, etc. [24].

In the study of personality B.D. Lyskov and T.N. Kurbatova come to a similar conclusion that “no external circumstances whatsoever can be grounds for a wrongful act if they are not laid simultaneously on the inner determinants of human activity” [14].

Citizens of Russia is very ambiguous, in our view, relate to corruption. A significant portion believes corruption is a negative phenomenon, but nevertheless, mutual service, thanks (material manifestation) and the gifts do not belong to corruption. This contradiction is due to the fact that our national culture is not defined clear boundaries between the concept of a bribe and what is considered to be greatly appreciated.

The society is very tolerant of the existence of corruption, and perceives bribery as an integral part of life. In the mass consciousness of the Russian population identify the following characteristics of the attitude towards corruption tolerance, the perception of corruption as a widespread phenomenon, not worthy of serious condemnation, condemned only “the exorbitant amounts of bribes”, as well as inconsistencies and contradictions [26]. In other words we can say that the acts of corruption themselves are not condemned, in all such situations are condemned only extremely large amount of bribes that some envy, and others bewildering.

In the papers, which talk about corruption, observed its negative sociopolitical and economic effects. Traditionally, corruption is considered an economic crime, but knowing the psychological aspects of this phenomenon, it will be easier to imagine the picture.

Psychological aspects of the phenomenon of corruption include the following positions:
1) the psychology of corrupt behavior;
2) psychology corrupting behavior, that is, those who give bribes, etc.;
3) the attitude of the society towards the problem of corruption and its specific components;
4) socio-psychological processes that affect corruption [9].

From the foregoing it becomes clear that the causes of corrupt behavior are a complex phenomenon, different in nature. Among them, economic, political, social, psychological and those that turned into a tradition and way of life.

Let us dwell on psychological reasons. In this way you can draw attention to the work of Mr. Antonyan Y.M., in which he refers to as psychological reasons as follows:

• game motivation: the motives of corrupt conduct of a person not only selfish motives, but also the unconscious desire to participate in sharp, exciting game;

From this we can say that there are at least two causes of corruptive behavior – external (visible) is greed, and deeper (semantic) is the implementation’s motives. The first person provides material benefits, needs and ambitions. Obviously, in some cases obtaining wealth an end in itself without a clear idea of what these means. Interestingly, many corrupt officials are also players, and this passion they have not understood, it exists in the unconscious sphere of the psyche, and it is another semantic motif of corruption. The game brings to participants the psychological and moral satisfaction. They are playing with fate, the law and other people. In this game they build a certain relationship with their partners. These relationships also often have a playful character.

The existence of these motives, their relationship largely determines the prevalence of corruption and its acceptance by the society, as a way of life.

• alienation of the individual from state power, which people accustomed to consider that without bribe nothing can be done, but government control is not possible;
• the mutual guarantee among corrupt officials, any of them helps, or even makes another, thus supporting and protecting itself, while “other” stores and source of income, and their own safety;
• long history of corruption, whereby corruption has become a tradition, fit into the lifestyle;
• traditional lack of solidarity of the population with laws prohibiting corruption;
• the existence of a number of posts and professions that have become desirable merely because give the opportunity for extortion and bribery; With the help of remuneration, the citizen buys the decision of your question, and this in turn raises the official self-image, because it has the ability to resolve this issue.
• low level of legal awareness of the population;
• psychological readiness to corrupting behavior;
• the phenomenon of mutual guilt of the giver and bribe taker: due to the fact that each knows that the other is wrong, this reduces the responsibility to oneself, one loses the feeling of guilt, because there is a possibility of shifting the guilt and on the other [3].

Foreign researchers believe that the greatest success in corruption schemes achieve creative, they have the ability to make unconventional decisions. It is impossible not to agree that some corruption fraud forced to admire their complexity and forethought.

These are the main directions towards understanding the phenomenon of corruption. Making a conclusion from the above, we can note the importance of the considered approaches. Each of them makes a significant contribution to the development and researching of corruption.

Corruption has a devastating impact on all spheres of activity of civil society institutions and the state. This impact is as follows:
– corruption hinders economic and social transformation;
– corruption increases the material inequality of citizens;
– corruption leads to loss of moral values in society.

And that’s not all indicators of the adverse impacts of corruption. Currently expanding the object of corruption. Corrupt deals are not limited to the purchase of something material. Now are bought and sold, and positions and titles and awards and diplomas. “The country is absolutely and completely mired in corruption” [4].

There is an opinion that the roots of corruption rooted in the mentality of the Russian person, “when to be of service to one’s neighbor (family member, friend, work colleague, “a senior officer”) is correct and decent, even contrary to the norms of the law” [22]. Russian man sees this as support and gratitude, not as the abuse of official powers. And hence another feature of the Russian character: help is always tedious to thank, because otherwise “inconvenient”. And there is quid Pro quo, and as a consequence of mutual responsibility.

Having analyzed various approaches to the study of the phenomenon of corruption, we can draw the following conclusions:
– public authorities corruption are classified according to the level of public danger and the level of manifestation of this phenomenon (V. A. Shabalin);
– depending on the scope of manifestations of corruption are divided into consumer and business (M. Levin, G. Satarov);
– corruption of differentiate depending on the degree of involvement of officials in the distribution of profit (I. Ahmedov);
– corruption can be considered as one of the main features of organized crime, in which case it is classified into political, corruption-related criminal activities and corrupt behavior (A. I. Gurov);
– corruption is classified, depending on its distribution (N. A. Akhmetova);
– there are also a classification depending on the periodicity (or frequency) of its occurrence (V.V. Letunovskiy, A. A. Ageev);
corruption is classified on the basis of agreement or disagreement of public opinion with the existence of corrupt behavior (A. Heidenheimer).

These classifications are complementary and versatile describe the phenomenon under study, that allows to consider it from many points of view.

The modern reality is that giving a bribe is very often a guarantor of the provision of services for the average citizen. The acceleration of the receipt of any benefits or the avoidance of punishment.

In our opinion a significant disadvantage in the measures to combat corruption at present in Russia is that all of these measures are offered exclusively in a legal manner. Together with these many sources suggests that legislative measures alone to combat corruption is not enough, they must be supplemented by other non-legal measures, the development of which are also sociologists, and psychologists. As a consequence, the fight against corruption is not enough recovery and the growing influence of regulatory bodies, it is necessary to investigate the person, norms and values of his consciousness, the degree of motivation in such act. Because in corruption schemes involved do not separate the institutions of civil society, not political parties in General, not robots, and people, who have their own needs and feelings. That is why in the study of corruption cannot be ignored psychological aspects of personality.

Mass propaganda is necessary to combat corruption, which will be developed with the psychological side including with use of mass media and social advertising. These measures should be aimed at developing attitude to corruption, to large, substantial, but not insurmountable evil, and triumph over social stereotypes that have developed over the years in the mass consciousness. The formation of anti-corruption policy requires the state to serious socio-cultural analysis taking into account all ethnic groups and nationalities. In Western countries the main instrument in the fight against corruption is the law in Eastern countries, it is tradition. In both cases the content is different from the mentality of our country. Therefore in Russia it is necessary to pay great attention to the study of mentality for the fight against corruption. First and foremost, it is necessary to change the attitude of society towards corruption, as something every day and ordinary. But changes are needed in relation of state and civil society institutions to this problem.

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REFERENCE TO ARTICLE
Finding the Meaning of Life As a Way of Suicide Prevention

Annotation: this article represents a suicide problem among persons under investigation, who were placed in pretrial detention. In article was reviewed correlation between suicide and hardiness, also, offered possibility to use S. Maddys’ “Hardiness-training” as a one of the ways of suicide prevention. The author analyzed existential part of hardiness and its influence on finding the meaning of life. Either were reviewed methods, which can be used for increasing hardiness level and eliminating suicidal tendencies, isolated general directions of researches in this field.

Key words: suicide, hardiness, suicide prevention, suicide among persons under investigation, cultural aspects of suicide, existential part of hardiness.

The problem of suicide in our time is become more relevant than ever due to the constant increase in the number of suicide. Around 800 thousand people in the world [17], according to the World Health Organization, annually die from suicide. It should also be noted that in fact, the suicide rate is much higher, because suicides are often recorded as the disappearance or accidents. Suicide, on a par with terrorism, pollution and wars, is a global problem of humanity, threatening the population of the Earth.

Investigation process and being in prison, of course, are stress factors that can have a direct impact on the human psyche. Often, in addition to the psychological pressure, guilt, and social isolation, the defendant may also be under pressure from the community, the administration of the detention center, neighbors in the chamber. In addition to these factors, it should also take into account that being in prison cannot be comfortable for the prisoner and linked with high stress. Although every prison has a special psychological service, whose tasks include monitoring the mental state of prisoners and prevention of suicide attempts, yet the number of suicides in prison is growing every year [4]. Particularly susceptible to such tendencies are people with low vitality. The ability to overcome life's difficulties and successfully deal with them depends on the level of resilience of the individual. However, often the ultimate goal of suicidal actions of the prisoner may not be as quickly as possible deprivation of his own life, and secondary gain [16]. For example, a prisoner may seek specific conditions or recognition of his mentally deranged.

The problem of the viability of the individual and to increase its level engaged in many well-known scientists. American psychologist S. Muddy [10], to conduct research in Illinois Phone Company found that different people react to stressful situations in different ways. During the research, scientists have identified 3 different settings that affect the individual's perception of stress. Quality responsible for the individual behavior in a stressful situation, S. Muddy called «hardiness», and also developed a technique of its increase.
Famous Russian scientists D.A. Leontiev and E.I. Rasskazova [11] modified the test Salvatore Maddi and adapted it for Russia. D.A. Leontiev first introduced into the scientific lexicon the term resilience, which is an adapted translation of the term «Hardiness», developed by Salvatore Maddi. Also, the theme of resilience engaged scholars such as the M.V. Alfimova [1], V.E. Golimbet [1], E.N. Osin [15], and others.

**Hardiness**

For the first time the term «Hardiness» was used by American psychologist S. Muddy in 1975. The scientist spent twenty years for research in Illinois Telephone Company (IBT). At this time point in the company reorganization carried out, due to the transition from public funding on a competitive basis. The principle of operation of the company has changed dramatically, and the company's employees have experienced a lot of stress due to the uncertainty of the future.

Maddy noticed that through the study of 450 managers of the company for the psychological and medical parameters, two thirds of staff due to the severe stress began to feel worse. Labor productivity falls, was increased cases of depression, cancer, migraines and some employees made suicide attempts.

However, the rest of the staff situation of severe stress had a positive impact. Their performance indicators have grown, relationships with loved ones was improved, in the process of discussing the future of the company, they have expressed valuable ideas.

S. Muddy became interested in the reasons for such different reactions to stressful situations. Group employees, “succeeded” in such a situation, Muddy called “resilient” and the other, on the contrary, “vulnerable”. Exploring these two groups of employees, scientists have isolated three different settings, the presence or absence of which determines the perception of employees of high stress.

**Commitment**

Involvement – this individual’s confidence in any situation it is better to be involved (to discuss the situation with others, to participate directly in what is happening). The high level of awareness also contributes to the involvement in the process. Alienation is the opposite of engagement.

**Control**

Control in this case means the individual belief in the need to be proactive in a stressful situation. If the situation cannot be changed, the person with high setting control accepts it as a reality, change his attitude to the problem and will try to adapt to the new conditions. The opposite qualities of the person are helpless.

**Risk Acceptance**

Risk Acceptance is a complex personality setting, characterized by the adoption of stress and change as a natural and integral part of human existence. Also it refers to the risk-taking conviction that every situation is a source of valuable experience. The sense of threat is the opposite of such qualities as risk taking.

**Coping**

1. The perception of life changes as the problems that await solutions;
2. Implementation of the necessary cognitive and behavioral steps to effectively address the problem; in cognitive steps include expanding perspective when addressing the problem and understanding the essence of the problem;
3. The ability to extract valuable experience from solving the problem, for personal growth and development;

Stress (both acute and chronic), causing physical and mental stress, which can lead to failure of performance, health, relationships with others, as well as the impact on the psyche of the individual. Congenital vulnerabilities, such as: characteristics of the nervous system, various diseases transmitted by inheritance, etc., contribute to the emergence of stress. Vitality beliefs in combination with social support contribute to implementation of the transformation
(durability) of coping, which helps to neutralize the effects of stress. Similarly, in transition stress in violation of viable work practices, increasing opposition of the organism to stress.

**Formation of hardiness in childhood**

S. Muddy and his colleagues founded an association (based on interviews conducted in the company of the IBT) between the level of resilience of the respondents and their conditions of early childhood development. They were identified features of child development, positive and negative influence on the formation of the individual resilience. Positively influenced the formation of resilience factors such as:

1. The experience of stress at early age (serious illness of respondent, as well as their loved ones, divorce of parents, frequent change of environment, financial difficulties, etc.);
2. Feelings purpose in life, developed by important adults and associated with the release of respondents' parents as a special in anything: has a special talent, playing an important role in the family;
3. Parenting confidence, high standards are maintained;

The following factors influenced negatively on the formation of resilience:

1. Lack of support from family, reassurance;
2. Lack of self-purpose, meaning in life;
3. Lack of involvement in life situations, alienation from significant adults;

Identified viable installation, coping and practices, as well as factors that promote resilience allowed Muddy and colleagues set up a training vitality (Hardiness Training).

The study of influence on the success of resilience training, health, and relationships with people of participants have shown that resilience is not an inborn trait and develops. That is, each person can learn resilience, regardless of its individual features even in adulthood.

**Hardiness training**

In the first study, the subjects were IBT managers; the focus was on directly related to how to overcome the resilience and attitude to specific issues. In the original version of resilience training it takes 15 hours and included three main techniques:

1. **Reconstruction of the situation (situational reconstruction)**
   
   When using this technique, the emphasis is on imagination, and problem resolution. Defined situations perceived as stressful; stressful circumstances discussed in the extended term. Making reconstruction situations, student learns to form his own latent assumptions that determine how circumstances are perceived as stressful, and what steps can ease the situation. Reconstructing the situation to teach a person tries to imagine the best and the worst case scenario.

2. **Focus (focusing)**
   
   It is used in case of impossibility of direct transformation of stressful circumstances. Technique developed by Y. Djindlin and represents a search for badly perceived emotional reactions (especially preventing a decision by reference to the “inner meaning”). The goal is an emotional insight, contributing to a reformulation of stress in terms of the opportunities offered to man.

3. **Compensatory cultivation (compensatory self-improvement)**
   
   If the situation cannot be transformed, it focuses on another issue that had something to do with this. Her decision to encourage a person to pay attention to what is amenable to change (it is impossible to control all).

   An additional technique of training in the initial stages of its use was the method of paradoxical intention, which was proposed by V. Frankl.

   The training included the following milestones:
   1. Determination of the stress of circumstances, to be resolved (the first session).
   2. Use of one, two or all three techniques designed to stimulate the imagination (the second, third and fourth sessions).
3. The use of emerging perspectives and understanding to develop an action plan aimed at transforming stressful circumstances favorable homework in order to apply the acquired skills and discussion of the results (the fifth, sixth and seventh session).

**The existential component of resilience**

Existential psychology views human life as a series of varied in type and importance of the election. Do people think about it or not, but all his life he chooses and rejection of the decision – it is also a choice.

All choices are either committed to the choice of immutability, permanence, past, repetition, that is something familiar, usual, or to the choice of the unknown, of the future, something new, unusual, unfamiliar.

The choice of the past, the immutability of safer, less risky, but it means giving up the potential enclosed in an unknown and therefore entails the emergence of the so-called existential guilt over missed opportunities. Regular choice invariably leads to the accumulation of existential guilt, which, accumulating, leading to increases the feeling of meaninglessness and emptiness of life.

The choice of the future, the unknown, on the other hand, is less secure, can lead to failure, it is contrary to the desire for stability, but that it contains opportunities for growth and personal development. Regular choice of the future, according to existential psychology, is more desirable because it leads to the incessant development of personality and a sense of fullness of life. However, the choice of the future is always accompanied by existential anxiety due to the lower predictability of possible consequences.

In contrast to the fear of having a particular item, it does not have an alarm. Fear, anxiety and the existential anxiety (angst) associated with the anticipation of unpleasant events, but the fear and anxiety are situational, whereas existential anxiety associated with being-in-the-world to the absolute impossibility of accurate predictions of the consequences of their actions, it's terrible in the face of uncertainty, which is riddled with all of life. Existential anxiety inseparable from life is associated with awareness of the inevitability of a limb of his existence.

Thus, each person experiences existential anxiety, the difference is only in relation to it. Attempts to deal with existential anxiety lead to escalation in its pathological form. For the same, to take existential anxiety and live with it, it takes a special courage, existential courage.

S. Muddy believes the key to the viability of sustainability in the existential anxiety, operationalization of existential courage.

**Attitudes to suicide in different cultures**

In today's culture, suicide is a global problem of humanity, affecting all sectors of public life. There are many different organizations and services, which are aimed to preventing suicide and providing individual psychological, medical and material assistance to individuals who show suicidal tendencies. Many countries conduct suicide statistics and reducing the number of suicides is included in the policy of the state, along with the economic development policies, the protection of borders and other areas. However, it was not always. The ratio of suicide varied according to cultural traditions and geographical location, socio-economic situation in the country and many other factors. Sometimes and somewhere suicide was not a serious social problem and in some cases perceived as a way of the revenge or willpower sign.

**Ancient Greece and Ancient Rome**

In ancient times suicide was considered as the supreme manifestation of the will of man and was not condemned. Also endorses suicide in the name of a higher purpose, for example, the well-being of society. Many cases of suicide in history became a legendary, and were an example of self-sacrifice for the common good. In the time of Greco-Persian wars, many ancient Greek warriors were to die, to prevent the Persians to conquer their homeland. As an example, a well-known 300 Spartans, who were kept the defense in the narrow gorge of Thermopylae, and almost all were killed. Only one soldier can alive in this battle, but he was banished by the
society. Hoplite, who was sent to inform residents of Athens victory in Marathon battle, covered more than 40 kilometers and fell dead, having only to convey the good news to citizens. Also, suicide could be imposed as a punishment for anti-social behavior. The greatest philosopher of the time, Socrates was convicted of “corrupting the minds of young people” by decision of the court, and drank poison hemlock, actually committed suicide.

In ancient Rome, suicide also wasn’t carried a negative connotation and was acceptable. For instance, the Roman philosopher Seneca cut his wrists by the decree of Emperor Nero.

**Medieval Europe**

In medieval Europe dominated the ideas of Christianity, from the point of view that suicide is a mortal sin. It was impossible to repent, and therefore suicide was doomed to eternal torment in Hell. Suicide victims are not serviced in the church and funeral bureau, they were forbidden to be buried at the general cemetery. Family of self-killer also provided covered with shame and could not lead a normal life.

However, at the same time we know many examples of suicide in the Middle Ages, which were not condemned by society and not the contrary have been the subject of admiration. Joan of Arc was burned at the stake for the attempted mass uprising and has been recognized as a heretic. She could avoid such a fate, acknowledging his guilt, but did not give up her beliefs, for which she was subjected to penalty. The well-known scientist Giordano Bruno was also burned at the stake for his beliefs. He is one of the first who suggested that the stars are the likes of Sun, and space is not limited to our solar system. Soon, the scientist was in the hands of the Inquisition, and was sentenced to death. Saint Sebastian, the Christian martyr, was beheaded by Roman legionnaires for his religious beliefs. He was accused of preaching Christianity and was sentenced to death. Roman warriors tied him to a tree in the woods and shot from a bow, but Sebastian was able to survive. He was able to escape, but instead went to the emperor with new evidences of his faith. Holy was immediately arrested and executed again, this time permanently.

**East**

In the eastern culture suicide was considered as an acceptable way to solve problems, and also used in various religious rituals. According to ancient Indian tradition, wife which lost her husband must be burned at the stake, to accompany her husband in the afterlife. In China, suicide is considered as a one of the best ways of revenge. Suicide Spirit, committed suicide at the threshold of the offender at home, could take revenge on the enemy for many years.

In Japan, suicide is an integral part of culture and society is not condemned. One of the oldest Japanese traditions of suicide is seppuku. It was practiced by ancient Japanese warriors – samurai. Warriors had strict notions of duty and honor, which often led to commit suicide. Samurai could commit seppuku to avoid the shame, or, on the contrary, to prove loyalty to his master. If Master died, the samurai were supposed to follow him. Also samurai could be sentenced to suicide for especially grave crimes. Seppuku is practiced in Japan to this day. For example, the famous Japanese writer of 20th century, Yukio Mishima, made an attempt to “theatrical coup”, capturing army general and committing seppuku.

The topic of suicide is very often appears in Japanese culture, becoming a leading leitmotif of many literary works, films, paintings and other works of art. Also one of the places of suicide in Japan is Aokigahara forest. Located at the foot of Mount Fuji, the forest is a favorite destination for those who want to commit suicide. Every year in the forest are about one hundred bodies of suicide victims and residents of neighboring villages are obliged to notify the police about the appearance of strangers in the vicinity of the forest. Despite the efforts of the authorities, Aokigahara forest is still on the most popular suicide places, on a par with the Golden Gate Bridge in California and others.

The above examples confirm the fact that suicide is not always perceived as a negative phenomenon, and not always be condemned by society. In many cultures, suicide is considered
a manifestation of will power and was more admired, and some cultural and even impossible to imagine without the suicide phenomenon. That raises the serious ethical and philosophical question: “Can the person just kill himself, if he wants it?” A social attitude to suicide is not only negative and some people say, that suicide is a personal choice of each other and cannot be condemned. Someone may convinced, that there is a lot of different situations, and in some cases suicide can be justified. On the other hand, most of suicide attempters have been in stressful situation and can’t give a sober assessment of their condition. Well-known psychological phenomenon – “Tunnel vision”, impede person to see other ways of solving problems. As we can see, society opinion about suicide problem rather is ambivalent.

Finding the meaning of life, as a way of prevention of suicide

In modern suicidology loss of the meaning of life is one of the most important factors leading to suicide. It is also believed that the worst thing to treat suicidal behavior caused by an existential crisis, if person see no reasons to wake up every morning and continue his life. Out of the existential crisis may be harder than out of the crisis, which crisis caused by, for example, job or property loss.

Finding the meaning of life is the cornerstone of such a direction as an existential psychology, emerged from philosophical existentialism. According to representatives of this trend, human life is initially empty and meaningless. Each of us creates own meaning of life, which in turn allows us to overcome the fear of death and live. Well-known psychotherapist, founder of logotherapy, Viktor Frankl, in his books “The Unheard Cry for Meaning” [5], “Psychologist in the camp” [6], “Man’s Search for Meaning. An Introduction to Logotherapy” [6] and others repeatedly expressed the idea that finding the meaning of life has an effect on an individual’s ability to survive. During the Second World War, he was arrested and sent to the concentration camp Theresienstadt. While he was in the camp, Viktor Frankl, together with other psychologists and social workers assisted the prisoners and helped them to survive in difficult conditions. Also, scientists note that people who have a purpose in life (they missing their families, unfinished business, and others) showed great will to live and survive in most cases. Viktor Frankl considered that has survived only thanks to the fact that he wanted to publish a book about the years, which he spent in a concentration camp (his life at that time was full of meaning). In his book “Man’s Search for Meaning. An Introduction to Logotherapy” Viktor Frankl directly links the increase in the number of suicides among young people with the loss of the meaning of life [6]. He explains this by the fact that the younger generation has greater benefits than their parents’ generation. They do not need to earn a piece of bread and the worries about lodging or clothing.

Modern Austrian psychoanalyst Alfred Langley also links that suicide is phenomenon to the lack of meaning in life [12], because of the lack of meaning in life, or its replacement by false values such as universal recognition, money, career, etc. the individual is immersed in a state of existential vacuum, it becomes lethargic and shows signs of a depressive state, which, in turn, without proper treatment leads to suicide. One of the most effective ways of dealing with existential vacuum and emotional burnout Langley believes finding the true meaning of life.

Z. Freud, founder of psychoanalytic study, considered, that every person has two unconscious instincts: libido and mortido, instincts of life and death, respectively [7]. Libido disposes us to procreation, helps people to survive and plays a great role in creative processes. Due to consciousness, we can sublimate energy of libido into paintings, books, sports and etc. On the over hand, we have a mortido, which responds to our destructive behavior. Everyday life reminds us about wars and death. We see it on the streets, in our homes, on TV, at cinema and it does not go unnoticed. Freud thought that mortido is a true reason of wars, suicide, homicide, destruction of the environment and other negative processes. Death is inseparable part of the human life and it’s affects in all directions of human activity. So, in brief, Austrian psychologist held the position of determinism. Mortido and libido is common to all people, consequently suicide is
common to all people too. Z. Freud considered that suicide is a regular part of human life and cannot be a sign of a psychological illness. Also, Freud was sure that suicidal behavior is curable. Through psychoanalyst, person can understand the roots of his behavior and overcome it.

The existential psychotherapist Irvin Yalom believes finding the meaning of life one of the integral parts of psychotherapy and believes that virtually all mental illness in one way or another connected with the loss of the meaning of life [18, 19, 20]. With disappearance of the meaning of human life encompasses the fear of death, which is common to all members of our family. In the presence of the meaning of life an individual can successfully confront this fear and continue to live. The phenomenon of suicide, according to Yalom, also arose from the fear of death. Person is afraid that death may overtake him at any time, and tries to use suicide establish control over it. In his books “Existential psychotherapy”, “Looking at the sun: a life without fear of death”. “Mom and the meaning of life” and others, therapist leads a large number of examples where the loss of the meaning of life led to suicide.

Based on the above data it can be concluded that the acquisition of the meaning of life, from the standpoint of psychology, exerts a therapeutic effect and is one way of overcoming the existential crisis, and can also be used as a method for removing the manifestation of some forms of suicidal behavior.

Finding the meaning of life is a fundamental human need, largely determines its entire life. The loss of meaning in life, in turn, leads to emotional burnout, depression and other serious diseases, even to suicide. Although related to the phenomenon of suicide differed depending on cultural traditions, political and economic conditions and other factors still need to recognize that suicide is a global problem of humanity, along with environmental pollution, terrorism and war. According to the World Health Organization (WHO), every 40 seconds somebody on our planet consciously dies, filling the ranks of the many people who have chosen suicide. Despite the fact that in our time, developed a large number of effective programs for prevention and early prevention of suicide, though further research is needed in this area, to reduce the number of suicides and to give the thousands of people across the globe the chance to live a full and wonderful life. This can be done, including by means of finding the meaning of life, the absence of which, according to many scientists and science leaders often leads to suicide.

The phenomenon of the viability of the individual is directly linked with the reduction of existential anxiety. The existential component of resilience is one of the most important components of the phenomenon, and, in the opinion of Muddy, is an effective way to combat existential crisis.

Based on the analysis of the phenomenon of resilience, as a socio-psychological categories and its relationship with the acquisition of the meaning of life, as well as the cultural dimension of suicide, you can draw the following conclusions:
1. The viability is closely linked with the problem of finding the meaning of life and the struggle with existential anxiety, which in turn may lead to suicidal tendencies.
2. Individuals with low levels of resilience are at risk and most vulnerable to suicidal tendencies.
3. Training viability may be used as a method for preventing suicide.

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The History of Development in Armenia Freedom of Conscience and Religion

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Annotation: freedom of conscience and freedom of religion are based on the secular nature of the Russian state, in which no religion can be established as state or obligatory. Religious associations shall be separated from the state and equal before the law. Consider the historical moment in the history of Armenian religion. adoption of Christianity as the state religion in the territory of modern Armenia., BB 1st century apostle Thaddeus and in the 2nd century apostle Varfolomay, do promotion and spread of Christianity in the lands of Armenia.

Key words: freedom of conscience and religion, human and civil rights, the European Court of Human Rights, the legislation of Armenia.

Gradually, as the historical development of political and legal doctrines, as well as in the public consciousness alleged understanding of the need for legal protection of people holding different worldviews. Today, the majority of domestic and foreign jurists include freedom of conscience to the core values of modernity, the basic democratic rights and freedoms [4].

The ideas of the humanists of the Renaissance and the Reformation, the Enlightenment, the creators of the first liberal constitution in the eighteenth and nineteenth centuries et al. Researchers were further developed in the United Nations documents and other international organizations [11].

Legal grounds of freedom of conscience includes a number of international legal instruments, among which we should highlight such as the Universal Declaration of Human Rights of 1948, the International Covenant on Civil and Political Rights, 1966 European Convention on Human Rights 1950 Declaration on the Elimination of all forms of intolerance and of discrimination based on religion or belief in 1981

Declaration of 1948 served as a model in determining human rights standards for the new constitution adopted in many countries, including Russian Federation. Taking a course to build
the rule of law in the late ’80s, the Russian Federation has undertaken to bring its national legislation into conformity with the provisions of international legal instruments [10].

Russia’s commitment to the universally recognized principles and norms of international law indicates h. 4 Art. 15 of the Constitution of the Russian Federation: “Universally recognized principles and norms of international law and international treaties of the Russian Federation are an integral part of its legal system If an international treaty of the Russian Federation stipulates other rules than those stipulated by law, the rules of the international agreement” [14].

Reaffirming the commitment to the universally recognized principles and norms of international law, the Constitution enshrined as a legal basis for such civilized norms of freedom of conscience (Article 28) and the secular state (Article 14).

In accordance with Article 28 “Everyone shall be guaranteed freedom of conscience, freedom of religion, including the right to profess, individually or jointly with others, any religion or no religion, to freely choose, possess and disseminate religious and other convictions and act in accordance with them.” Art. 14 declares “1. Russian Federation – a secular state No religion may be established as state or obligatory 2. Religious associations shall be separated from the state and equal before the law....” Part 2 of Art. 19 complements Art. 14 and Art. 28. It states: “The State guarantees equality of rights and freedoms, regardless of ... religion, beliefs, membership of public associations or other circumstances” [19].

In addition, the Russian Federation Constitution, confirmed as a legal basis for such rules as ideological diversity (Art. 2, Art. 13), the equality of rights and freedoms of man and citizen, regardless of their attitude to religion, beliefs, prohibition of all forms of limitations of human rights on the grounds of religion (Art. 2, Art. 19).

The h. 2 tablespoons. 29 stressed: “Propaganda or campaigning inciting... religious hatred and enmity... The propaganda of religious superiority....”. In addition to h. 3 tbsp. 59 found: “A citizen of the Russian Federation in case his convictions or religious belief contradict military service and also in other cases established by federal law has the right to substitute alternative civilian service”. Noteworthy h. 2 tablespoons. 55, which is fixed as follows: “in the Russian Federation no laws shall be, abolish or infringe the rights and freedoms of man and citizen”. The actual application of this provision depends on the development of the principles of the relevant rights and freedoms. However, it should be stated that, with respect to the right to freedom of conscience in Russia it does not work. The laws in one way or another and infringe the rights and freedoms of the individual are published, both at the federal and regional levels.

The proclamation of freedom of conscience is the most important achievement of mankind and the sine qua non of legal democracy. As the transformation of the legal and political systems-theoretical legal concept and the content of the freedom of conscience perceives the general scientific tendency to expand, freed from the binding to the concepts of “religion”, “religion”. Freedom of conscience has been regarded through the prism of human rights and freedoms, acting as a legal basis for freedom of the individual. The problem of the relation of freedom of conscience and freedom of religion is a discussion takes place, their identification and mixing. Freedom of conscience includes the diversity of forms of ideological orientation systems, philosophical freedoms. Freedom of religion must be considered not only an integral part of the freedom of conscience, but also as it absorbed [12].

In the context of the exercise of freedom of conscience is not solved is the problem of the relation of individual and collective freedom. Freedom of conscience includes individual and / or collective form. The collective freedom of conscience should be regarded as a derivative of the individual (in the framework of the right of association).

According to the author, the freedom of conscience – the system right in the system of human rights, fundamental inalienable right of each to meet the ideological needs, gives meaning to
existence on the basis of free ideological choice and lawful behavior based on said choosing without restrictions in other civil rights and liberties, or their loss [1].

The content of the freedom of conscience include the right, individually and or together with other available form, choose, change, distribute, convictions and act in accordance with them, without prejudice to the freedom and personal dignity of others [20].

Awareness of diversity and respect for the relationship of faith and knowledge of different people in the community is a major aspect of freedom of conscience in the realities of the present.

Freedom of conscience is the core of human identity – it can be said that the right to be human. Free choice is the ideological basis of the free choice of political, legal, democratic and social state.

From the implementation of the system-dependent right: the individual’s ability to fulfill your potential in a person; to overcome the contradiction between the trends caused by advancing the development of civilization and human nature; the state’s ability to sustainable development without social upheavals and shocks; the ability of the international community to find ways to address the global challenges facing humanity.

In a global context of freedom of conscience is a prerequisite for overcoming the fragmentation of humanity, international integration and solving complex global problems.

Freedom of religion is inextricably linked with the notion of individual freedom, which in turn is an essential component of individual freedom. According to Professor F.M. Rudinsky, individual freedom is realized outside the state framework, “mediates and is manifested in the system of social relations and relations, expressing such an important integral of the good person, as the sanctity of life, dignity, conscience, personal security man. A specific feature of individual freedom (as opposed to political, economic, cultural) that it embodies individually unique human abilities and provides the possibility of self-determination of the individual. The true individual freedom is the prohibition of illegal interference in the private lives of citizens, the denial of totalitarian control over the individual”.

In turn, individual freedom embodied in civil human rights. “These rights individualize personality contribute to the manifestation of the best spiritual interests, aptitudes, personal skills. They guarantee a seamless choice of different behaviors in individual freedom”.

It should be noted that in legal science there is no consensus about the place of the freedom of conscience in the human rights system. According to the author, the freedom of conscience, freedom of ideological choice is the foundation of freedom as such, the backbone of human rights law system. It appears not entirely correct to say that one right is more important than the other. But without the proper exercise of freedom of conscience of the whole system of human rights is subject to threats.

Free choice is the ideological basis of the free choice of political, legal, democratic and social state. The encroachment upon the freedom of conscience accompanied by an increased risk of transition to non-alternative political system to the authoritarianism of power to the massive violations of human rights, to the growth of xenophobia, intolerance, discrimination and violence on their soil.

We can not say that the question of the content of freedom of conscience and his relationship with the other key categories settled finally and definitely. The same applies to the theoretical, and as a result of legislative restrictions on freedom of conscience, as a result of its decision at the discretion of the authorities.

Freedom of conscience is a multidimensional phenomenon, affecting various aspects of society. Accordingly, there are numerous approaches to the understanding of freedom of conscience [15].

For the first time pronged approach was proposed F.M. Rudinskiy, who believes that “the multidimensional nature of this freedom determines the fact that it can be the subject of study
of various social sciences: philosophy, ethics, political science, law... So, when we speak of freedom of conscience in the moral and philosophical sense, we have to mind, first of all, the freedom of man in the sphere of moral relations, the ability to act according to the dictates of their conscience, while respecting social, including the rule of law... in sociological terms freedom of worship – spiritual value, an important social benefit, the company created as a result of historical development... in political terms, the exercise of freedom of conscience – one of the aspects of democracy, its socio-political content is determined by the nature of the social system, the nature of state power, the political regime, the level of development of science and culture, the church’s role in the political and spiritual life of society, historical traditions that exist in the country, other factors”. Subsequently, the aspect approach began to adhere to many researchers.

The theoretical legal sense approaches to the problem of freedom of conscience include two related meanings: a subjective right and as an objective law, i.e. legal institution.

Freedom of conscience as a subjective right implies the possibility of the person to have beliefs and to act in accordance with them, provided wrongfulness behavior [9].

In legal terms, freedom of conscience is regarded as a legal institution, i.e., as a set of legal norms regulating social relations that arise in the implementation of this freedom. In other words, the legal institution of freedom of conscience is a legal dimension of this freedom.

The most obvious indicators of the state of implementation of the freedom of conscience and freedom of religion are the numerous violations of the rights of individuals and religious communities, which are manifested in the form of discrimination, intolerance, xenophobia and violence on their soil.

At the same time there are serious problems, such as the classification of violations of the constitutional freedom of conscience and freedom of religion, and in the definition of key concepts. The fact that the system research on the subject, until recently, were not carried out [17].

Under intolerance and discrimination based on religion or belief is commonly understood as any distinction, exclusion, restriction or preference based on religion or belief and having the purpose or effect of nullifying or removing the recognition, enjoyment or exercise, on an equal footing of human rights and fundamental freedoms. This concept originates from the Latin word discriminatio (distinction) in a certain basis (race, gender, religion, etc.).

The term “xenophobia” theory developed very weak and does not apply to the Russian legal system. Accordingly, the relationship of wrongful acts and xenophobic views, under which they are made, are not always obvious and question the correctness of its detection is debatable. It is believed that xenophobia (from the Greek ξένος – alien and φόβος – fear) is hatred, intolerance or aversion to anyone or anything alien, unfamiliar, unusual.

According to the author, from a legal point of view it is more correct to use the concept of discrimination, intolerance and xenophobia «based on ideological affiliation» rather common «on the grounds of religion or belief».

This approach is based on the awareness of the lack of legal definition of «religion» and the narrowness of the concept of «belief». It is understood that the world is a system of views on the world and place him as a man, on the relation of man to the reality around him and to himself, as well as due to these views, basic life attitudes of the people, their ideals, beliefs, principles, values. Accordingly, the conviction is an element of philosophy, which gives a person or social group confidence in their views, knowledge and assessments of reality.

Among the most important guarantees of freedom of religion and protection against discrimination are constitutional principles of secularity and equality of religious associations (Article 14), equality of rights and freedoms, regardless of... religion, beliefs (Part 2, Article 19), etc. Violation of the principle of secularism as a disavows certain types of guarantees and safeguards system as a whole.
In domestic science, law enforcement and the activities of state bodies is no common understanding of the secular state. Often the dominant understanding of the secularity of the state as a secular (non-religious). Thus, one concept is defined through another indefinitely, creating a ground for the abuse in government [5].

This is the only legally correct interpretation of secularity as the ideological neutrality, implying indifference of the state towards religion ruled in favor of political compromise and cooperation with the state government for the benefit of religious organizations. As a result, Russia is only declared as a secular state, but in reality it is not indifferent to the various ideologies, conducting their selection.

According to the author, a secular state – ideologically neutral state, not fundamentally accept any worldview as the official ideology, providing everyone the opportunity of free ideological choice. State Secularism implies its indifference to the ideological sphere, i.e. the rejection of the special control (non-interference, subject to the law), non-identification (because of the impossibility of creating scientific criteria), the rejection of special privileges, office and equidistance from ideological organizations. in the Russian Federation, the violation of the constitutional principle of state secularism manifests itself in the form of clerical indoctrination of government and public administration, law enforcement agencies, the state (and municipal) education system.

Clerical indoctrination states – a violation of the ideological neutrality lead to coalescence of the state institutions in one of the religions, doctrinal which are used as the state ideology [7].

The principle of secularism (ideological neutrality) state as a guarantee of freedom of conscience is not compatible with the alignment of the hierarchy of religious communities on the basis of discussion in Religious sciences and obviously non-legal concepts of «traditional religions (religious organization)» – «non-traditional religions (religious organization)» – «sect» and with regard to Islam, «traditional Islam» – «non-traditional Islam» – «Wahhabism».

The principle of secularism (ideological neutrality) state is not compatible with the struggle of the state of the «spiritual security», with the «socially dangerous religions», «religious extremism», «Islamic terrorism». It is understood that the suppression of unlawful acts must be carried out by means of criminal justice, regardless of what screen the mentioned acts are covered.

The principle of secularism (ideological neutrality) state is not compatible with the special legal regulation «religious», including «Missionary» activity. Activities relevant entities should be regulated on the general public to non-profit associations the legal basis.

It seems appropriate detailed interpretation of the constitutional principle of secularity as the ideological neutrality in the federal law.

In accordance with the Constitution and current legislation of the Russian religious (confessional oriented) education, both within the state (municipal) schools, and outside it, must be voluntary and financed by themselves believers and religious organizations. It seems appropriate to securing the provision in the Federal Law «On Freedom of Conscience and Religious Associations» and the Federal Law «On Education».

State research of a problem of freedom of conscience (and related categories) has a dominant influence on its implementation, as is the system with respect to legislation and enforcement, i.e. it lies in their base.

It is inadequate scientific-theoretical perspective developed of freedom of conscience and the secular state determined the systemic nature of violations in this area [6].

The scientific novelty of the research lies in the fact that the constitutional foundations of the state of freedom of conscience and religion in Armenia for several centuries. The stages of development of the religious situation in the country, revealed the problem of freedom of conscience and religion in Armenia:

1. Istoricheskie traditions of the Armenian people in matters of religion;
2. The model of public relations in Armenia on the basis of the legislation on the state department of the church. Church in Armenia is considered as separation but in practice, the state operates the state church model Armenian apostolic church. As in the past, and in this infringed the rights of other faiths, but not in the open;

3. Legislation on freedom of conscience and religion requiring improvement and equalization of the rights of religious organizations. The study begins by examining topics such as freedom of conscience and religion in Armenia, the historical situation of the people in a different time period in Armenia, in the aspect of religion and freedom of conscience, legal regulation, as well as the attitude of the state towards the church. Consider the historical moment in the history of Armenian religion. Proclamation of Christianity as a state religion in the 1st century apostle Thaddeus and in the 2nd century, the apostle Bartholomew, do promotion and spread of Christianity in the lands of Armenia. At this time, the Armenian people did not accept this religion, and began to survive and destroy the religion, only 301. Christianity in Armenia was declared the state religion. It was a moment of origin of faith and religion in Armenia, and select the time that the state to adopt Christianity as a faith and recognized state [13].

7–11 Mid-century Armenian religion and freedom of conscience. This period was terrible for the Armenian people. On their land the invaders have come the Arabs and banned Christianity, people forcibly converted to the Islamic faith. During this period was complete chaos in the freedom of the Armenians in the criteria of freedom of conscience and religious belief, this time characterized by the destruction of the holy things, prohibited the construction of temples. The following centuries in the life of the Armenian people, is the period of 11–18 century in the Armenian lands were of war and conquest, religion and freedom of conscience of citizens is taken into account, it was forbidden. The new period after the Armenian Genocide of 1915–1923. In 1917. After the February Revolution, it was made interim government, which decided on the abolition of religious and national restrictions and self-determination of nations. Consider the following period in the life of Armenians. For many people who live in the territory of Armenia, the relationship to the church is a symbolism (attribute), the value of national identity, and not only the faith of his soul. in the history of Armenia, there is such an essential point, as the conflict in Nagorno-Karabakh, which was the period of 1988-1994 were expelled from Armenia Azerbaijanis- almost all Muslims, and almost all of Azerbaijan's Armenians in the results in the two states there were numerous refugee community [2].

During the period of hostilities was adopted important legislative act «On freedom of conscience and religious organizations» and the Constitution of the Nagorno Karabakh Republic. These normative legal acts were the following: granted all citizens the right to freedom of thought, conscience and religion. During this period of time in the military Nagornom-Karabakh began distributing other religious organizations. Organizations were illegal, since it is not officially recognized, were not recorded. It was believed that participation in the activities of these organizations, it is a betrayal and said that these organizations want to divide society. Question to unofficial religious organizations decided (1992-1994) as follows. State Defense Committee adopted a decision which prohibits the activities of unregistered religious organizations. At the same time seriously regulating the activities of registered organizations. During the hostilities in the Nagorno-Karabakh Republic infringed the rights of citizens of other faiths, as during the war in the territory of Armenia was a numerous number of people of different nations and religions. State authority of the Armenian state infringes on the rights of people in the field of religion, arguing the fact that different religions and religious society is decomposed into various groups, spread anti-patriotism, the manifestation of cosmopolitanism. State authorities have banned various religious denominations wishing to strengthen the cohesion of society and the people, for the successful course of the war [8; 13].

The war was over and went to the irreversibility of democratic processes. Armenia started to show tolerance towards other religious organizations.
In the 21st century, the independence of conscience and religion in Armenia. In Armenia, for this period there are about 220 religious organizations and structures. Of these – all religious organizations other than the Armenian Apostolic Church, the Catholic, Orthodox and Armenian Evangelical Church. First place captures the Armenian Apostolic Church of the exceptional institution in the field of Armenian, standing for more than 1700 years. The main share of the population of more than 3 million. 90% – thought themselves followers of classical church. Of course, and among them are many well as those associated with the church is not so much his religiosity, as developed over the centuries of national and religious traditions. Of the operating church institutions substantial proportion of denominations Protestant denominations: Evangelicals, Pentecostals, Baptists, Adventists, and Methodists. The number of their followers, according to the assumption of the Office for national minorities and religious organizations in the Republic of Armenia Government, is about 50 thousand. Man. For more active in their preaching activities belong mainly Protestants: Evangelicals and the «Word of Life», and «Jehovah's Witnesses» and Mormons. In contrast to these denominations, known almost all over the country, greatly thinned Baha’i community. As a religious organization registered and Armenian pagans, whose ideology is based on a whole lineage of the nation. According to their data, the number of the Gentiles in the country amounts to 3 000 people, they are six priests and one – the supreme [18].

In Article 1 the legislator immediately highlights the situation: in the Republic of Armenia ensures the freedom of conscience and religion of citizens. The law specifies the set of points for the registration of a religious organization, which the legislature has prescribed a multitude of facts, and it is for that to the activities of religious organizations on the territory of the Republic of Armenia acted less as officially recognized that Armenia is officially the Orthodox Armenian Church. The legislator tightens the procedure of registration of religious organizations, argues that that, the set represented religious communities and organizations that are not a religious purpose, and political purpose and organization funded by foreign countries. This point is not satisfied with the state power, and he is afraid of the government, so he has taken steps to complicate the registration of religious organizations. In Part 6 of the Act highlighted important aspects is the relationship of religious organizations and the state. Article 17: The State has no right to interfere in the affairs of the Church, has no right to force people to violent acts of a particular faith. Public authorities can not control the church, but also the church can not participate in the government. Armenian apostolic national church as a national church should be protected by the Republic of Armenia [16].

Article 18 of the Law regulates that the state does not finance the activity of religious organizations, as well as on the activities of the Armenian apostolic national church. But citizens have the right of religious organizations together with all citizens to participate in public and political life of the state [2]. Conclusions on the topic discussed. Freedom of conscience is a person's freedom of choice between religious values created by different religious organizations, as well as freedom of choice, and this is different from the freedom of religion, between religious and non-religious spiritual values. Having considered the brightest of normative legal acts of the Republic of Armenia regulating the issues of freedom of conscience and faith religious, you can draw the following conclusion. Both the Constitution and the law enshrines the freedom of thought, conscience, religion. It is for this legislation has increased the existence of different sects with different objectives, sometimes bad for the people themselves and the state, it is certainly a sect, which promoted the expansion powers. For, in order that would stop in the state, or reduced the number of sectarian and religious organizations of various bad influence on the political system, the government of Armenia must toughen rules of procedure and registration of religious organizations, which have a negative impact on the freedom of conscience.
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**REFERENCE TO ARTICLE**

Socio-Economic Problems of a Mortgage Note

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Annotation: the article examines the obligation ensuring the citizens' demands in housing that is most demanded in the current socio-economic conditions – mortgage. Relationship between a pledgee, creditor and mortgagor – borrower was subjected to survey. Peculiarities and a procedure of provision of immovable property to ensure performance of obligations under a loan agreement are singled out in the article. The most acute problems in sphere of mortgage note are revealed, inter alia, in comparison to foreign legislation. The area of application of results is contractual relationship arising on basis of credit agreements. Academic originality of a present work consists in specification and development of scientific views about credit mortgage-backed obligations, definition of a concept of apartments as a subject of mortgage, proposals on issues of development of legal mortgage relationships. A conclusion that residential mortgage is one of the most priority national directions requiring certain control on the part of a state, but not interfering in contractual relationship between participants of a civil turnover, is made. For achievement of research objectives a dialectical, comparatively legal method and, formally, a legal method of scientific cognition were used.

Key words: a creditor, a pledgee, a borrower, a debtor, a credit agreement, mortgage.

Introduction

It is difficult to overestimate significance of mortgage in modern world. The instrument of mortgage is one of the important socio-economic directions of development of the country.

Mortgage is one of the most marketable ways of provision of discharge of obligations. It is related to transfer for provision of discharge of obligations of the immovable property being a guarantee of a return of obligations. Advantage of mortgage is that it concerns objects relocation of which is without disproportionate detriment to their designation is impossible, as well as those subject to state registration the creditor has the priority right to satisfaction of his requirements before other creditors.

Civil law relations originating between the creditor and borrower who later on make a contract of mortgage as security for the principal obligation in the quality of a pledgee and mortgagor are the object of research. Norms of civil law regulating a procedure of provision of immovable property for cover of fulfillment of obligations under the credit agreement are the subject of this paper.

The purpose of the paper consists in revealing the most acute problems in sphere of a mortgage note, making the comparison of Russian legislation to foreign.


For achievement of research objectives the following methods of scientific cognition were used: A general scientific (dialectical method) and concrete scientific (particular) (a, formally, legal comparative-legal).
The method of dialectic which accommodates analysis and synthesis allowed revealing basic approaches to understanding of the substantive content of mortgage note category reveal peculiarities of a concept of apartments as of a subject of mortgage.

The method of a comparative-legal approach was applied during decision of a number of practical issues such as objects of mortgage, conditions, and volumes of liabilities et al. Formally the legal method was used at estimate of norms constituting a subject of research and during substantiation of recommendations on perfection of legal regulation of relations of participants of a civil turnover.

Results
1. For purposes of support and provision of citizens with affordable housing categories of citizens having the right to state support must be defined (as it is done in the framework of the subprogramme “Fulfillment of state obligations for backing with housing of categories of citizens established by federal legislation”); the individual rules where the respective privileges to acquisition of housing, the rules of repayment of a mortgage credit, indexing, the reduced interest rates, reduction of cost of registration of documents will be consolidated must be developed. In particular, to define and delimit categories of citizens with consideration for their features: Poor, large, young families, disabled persons of the Ist, IIInd and IIIrd group, state civil servants, soldiers, and to provide state support with consideration for socio-economic problems and material possibilities of each separate group.

2. We believe the state in cooperation with credit institutions must develop purposeful policy in promotion of availability of mortgage credits since for the government this is the basis of stability of a state system and welfare of the society, for banks – this is one of the factors of stability of a banking system because it provides credit recovery.

3. So as to prevent crisis situations related to economic instability of the rate of foreign exchange and oil prices, granting mortgage credits in currency of the Russian Federation appears adequate.

4. It is expedient to borrow positive experience and envisage a possibility of use of methods and experience of these countries from the laboratory test result of systems of social support of borrowers in the European countries with a condition of adaptation of a system to realities of Russia.

Discussion
The main task of social state policy is to provide its citizens with affordable housing. The important components for acquisition of affordable housing are respective acquisition prices and acceptable terms.

In our country this problem is given great attention which is expressed in passing of federal laws aimed at legislative provision of formation of affordable housing market. So, by the Government Decree of December 17, 2010. No. 1050 “About the federal target program “Dwelling” for 2015–2020” a release and sale of state housing certificates in the framework of the subprogramme “Fulfillment of state obligations for backing with housing of categories of citizens established by federal legislation” and application of a form of an agreement on provision of a subsidy from the federal budget to the budget of a subject of the Russian Federation are determined [2].

Therefore for separate categories of citizens the individual rules where the respective privileges to acquisition of housing, the rules of repayment of a mortgage credit, indexing, the reduced interest rates, reduction of cost of registration of documents will be consolidated, must be developed. For example, state support to militarymen is regulated by the Federal law of 20.08.2004 No. 117-FL “Concerning the Savings and Mortgage System of Housing Provision for Militarymen”.

The mortgage housing lending programmes must contribute to solution to one of the most important social problems namely of a housing problem [9].
Let’s consider how much the terms of grant of mortgage-backed credits are changing in time as availability of credits changes [7].

In 2011 there was a program on mortgage credits on the following conditions in Sberbank of Russia: Initial installment confirming a fact of paying of a part of value of a property has been not less than 50% of value of property, the interest rate on a credit – 8%, a maximum term of a credit 8 years. Let’s assume that if the value of immovable property 2,500,000 rubles, the initial installment is 1,300,000 rubles, the credit 1,100,000 rubles, 392,935.01 rubles will constitute the interest on a loan. The total amount of a loan is 1,492,935.01 rubles.

In 2015 PJSC “Khanty-Mansi bank Otkrytie” granted a mortgage credit on the following conditions: Initial installment confirming a fact of paying of a part of value of a property has been not less than 30% of value of property, the interest rate on a credit – 11.95%, a maximum term of a credit 30 years. Let’s assume that if the value of immovable property 4,169,560 rubles, the initial installment is 2,369,560 rubles, the credit 1,800,000 rubles, 4,822,519 rubles will constitute the interest on a loan. The total cost is 6,622,519 rubles.

Unfortunately loans for a short term are taken out for citizens sufficiently complexly because it is necessary to have an initial installment of more than 50% of interest it is better and all – 70–80%, value of immovable property the high monthly fees, but the majority of citizens are paid and there are incomes lower than an average, plus a complex economic situation of all emerged in the country for this moment.

In the foreign countries the state uses measures of support of persons who have taken mortgage. For example, an adjusted system of social support of borrowers exists in Germany. Depositors of construction savings offices receive annual premiums for their savings (to 10 per cent to an accrued sum). After receipt of a home loan the state uses direct cash grants when redeeming interest, for example part of a credit damping interest at the birth in the borrower’s family of a child and the indirect (tax benefits) form of assistance to a borrower depending on property state, composition of his family, etc. In a number of countries the subsidies are defined by targeted government and municipal programs for various categories of borrowers” [11].

Particular attention must be given to a concept of a discipline of mortgage, a mortgage debenture.

Under the contract of mortgage one party – a pledgee who is a creditor on a mortgage-backed obligation – has the right to receive satisfaction of its monetary claims to the debtor for this liability from value of mortgaged immovable property of the other party (a mortgagor mainly in front of other creditors of a mortgagor) during exceptions established by a federal law (art. 1, paragraph 1, of the Law on mortgage). Thus mortgage has advantages in comparison to other means of backing of obligations [6].

There exist two grounds of an emergence of a guarantee: To force of an agreement (agreement of the parties) and force of a law.

Mortgage can be established in accordance with Russian legislation in force on basis of a contract as security for a liability under the credit agreement, credit agreement or another liability including an obligation based on purchase and sale, a lease, contract, another agreement, infliction of harm et al [8].

In accordance with art. 334.1, paragraph 1, of the Civil Code of the Russian Federation (further the Civil Code of the Russian Federation) and art. 1, paragraph 2, of the Federal law No.102-FL of 16.07.1998 “Concerning Mortgage (Pledge of Immovable Property)” (further Law
on Mortgage) pledge by virtue of a law arises on basis of a federal law at the occurrence of circumstances specified in it (further mortgage by virtue of a law). At the same time the law must indicate what property and provision of fulfillment of what obligation is recognized as found in pledge [17]. Directly the law is the grounds for an emergence of mortgage by virtue of a law in the following cases:

- During purchase and sale on a time plan of a payment (art. 488, paragraph 5, of the Civil Code of the Russian Federation);
- For provision of fulfillment by a rent payer of his obligations to its receiver for a payment of rent (art. 587, paragraph 1, of the Civil Code of the Russian Federation);
- During acquisition of a residential house or apartment by means of a credit of a bank or another organization if nothing else is provided for by a law or contract (art. 77 of the Law on mortgage);
- for securing executions of a developer's obligations under the contract of participation in share construction the following property is deemed mortgaged by the participants of share construction (point 1,2,3 is art. 13 of the Law): а) A plot of land provided for construction of an apartment building and/or another real estate, belonging to a developer by the property right or the a lease's right per the mentioned plot of land and for apartment building being constructed in this plot of land (to be created) to another immovable property; In the case b) the object of construction not in progress is of state registration of the developer's property the such object, v) residential and/or non-residential premises, the apartment building belonging to composition and/or a different property, in the case of the state registration of the developer's property building right, right (federal laws of No. 214-FL of 30.12.2004 “Concerning participation in share construction of apartment buildings and other property and amendment of some legislative acts of the Russian Federation”) [12].

In accordance with the art. 5, the paragraph 1, of the Law about their mortgage under the agreement on mortgage immovable property, specified in the article 130, the paragraph 1, of the Civil Code of the Russian Federation, rights to which are registered in the way set for the state registration of titles to real estate of estate transactions, inter alia, can be laid [19]:

1) Plots of land with an exception of plots of land specified in article 63 of the present Federal law;
2) Enterprises, as well as buildings, constructions, and other immovable property used in enterprise;
3) Residential houses, apartments, and sections of dwelling houses and apartments consisting of one room or several isolated rooms;
4) Dachas, garden houses, garages, and other buildings of the consumer purpose;
5) Air and sea vessels, vessels of internal sailing, and space facilities [1].

As a subject of mortgage, one can, especially, allocate apartments because their status is not legislatively established [20].

As to apartments, accurate understanding of the purpose of premises is important in this respect: The residential or non-residential one as thus the features exist during conclusion and execution of a contract. For example, if living quarters belonging by the property right to a natural person are the subject of mortgage, the agreement cannot envisage a condition about imposition of collection for mortgaged property in an extrajudicial way in such a way of implementation as reserving mortgaged property by a pledgee [14].

Since 2008 the practice on eviction of the borrowers who received a credit under the program of a national project “Affordable housing” who did not manage to pay assumed mortgage credits has started to emerge in Russia. The Agency is making such claims for a mortgage housing credit. Collection of property is occurring through sale of it at the auction. For the borrowers there is another dwelling, the one smaller of area, is not provided, they are discharged without an address [4].
Sometimes it even occurs that even with consideration for initial installment, monthly payments which the borrower paid during 5 years and more after that financial difficulties originated and a borrower began to commit violations on crediting of a credit to an account, delinquencies fit, the fines, property in sale of it do not cover all the sum of their debt to a pledgee.

According to item 3 of article 54 of the Law on mortgage upon mortgagor’s application if there are reasonable excuses a court has the right of deferral for a term of up to one year of the decision about imposition of collection for mortgaged property if a pledger is a citizen regardless what property is pledged under the mortgage contract by this citizen, provided that the pledge is not bound to exercising entrepreneurial activity by this citizen [5].

The above norm is universal, and is applicable to living quarters and non-residential premises [18]. The status of a subject is important here [13]. But then a question why for the citizen there are the apartments where one cannot constantly live arises and he does not carry out entrepreneurship. Moreover, in accordance with tax legislation the taxes on non-residential premises are higher than on residential ones. A system of tax benefits exists on the residential premises.

If this situation is compared to the foreign, for example, British legislation, there is an absolutely different system.

They have mortgage transactions with a purchase of immovable property for the subsequent lease. It is particularly important these premises have the status of residential premises. Natural persons, as well as legal entities can be the subjects. The subject of mortgage can be acquired and inherited. At the same time the lessors using mortgage have tax advantages, interest rates lower than for acquisition of residential premises without a lease [15].

A situation of Russian borrowers significantly deteriorated at the place, especially of the debtors who were taking out loans in dollars and euro after ruble rate drop [16].

In the opinion of a number of experts, introduced US sanctions with the European countries as well against Russia, in a regard to actions in Ukraine, became one of the causes of an economic crisis in Russia. In the opinion of other experts, the cause of crisis is oil price drop, but not the sanctions. In a regard to a crisis the sum of debt of currency debtors doubled.

The borrowers who were drawing credits to security of non-residential premises with the subsequent lease found themselves in a more advantageous situation. These borrowers respectively simply increased rent, but even sale of non-residential premises does not place a borrower to a hopeless provision so as he does not lose housing.

The borrowers who were taking out currency loans for acquisition of the living quarters that are their only housing found themselves in a critical situation [3].

The state proposed the banks to suit borrowers for a meeting and restructure liabilities expressed in foreign currency into national currency at the preferential rate of ruble.

But not all the creditors met halfway to the debtors, because the bank was the commercial organization of which extraction of profit is the objective and not everyone wants to lose a possibility to receive excess earnings.

On the other hand, the main lot of currency borrowers were guided by their interests, at receipt of a credit in foreign currency, too because the interest rates on currency credits were lower than on credits expressed in rubles.

An opinion exists that “state support is one of the options of resolution of the current situation credits an organization in its form pre capitalization under a condition of restructuring of liabilities expressed in foreign currency into national currency proceeding from the rate of a ruble in a relation against foreign exchange as at the date of a credit agreement or another date of operation of stable ruble rate” [10].

Such position is not attractive on the basis that state support is carried out at the expense of budget funds and, as we, we know budget funds – means of taxpayers are namely ours. It is
believed one needs to undertake restructuring of liabilities at the rate of a ruble which will be set as compromise between the rate which was already making of some banks before a crisis and the current exchange rate that some banks began to do.

Also the creditor could consider a situation and possibilities of a borrower in an individual way, choosing an optimal solution in the current situation.

**Conclusion**

Generalizing conducted research, one can make the following conclusions.

Legal control of a state of such socially important sphere as housing should order and systematize legal mechanisms of mutual responsibility of the parties during conclusion of a contract. From the lender’s side, it is necessary to introduce a duty of preventing the possible negative effects when choosing long-term credits in foreign currency, the obligation to provide more favorable conditions when selecting credits in national currency, and the borrower must estimate his / her chances.

In comparison to terms of foreign mortgage debentures there are high interest rates on credits being granted for a purchase of residential real estate in Russia. If in Europe the interest on a mortgage housing credit is 2–3%, they are even higher in Russia amounting to from 13.95%. At the same time regarding the deposits such interest rates are set which will not earn the profit, but only cover inflation, allowing merely to retain money.

Establishment of the respective norms of law which contain the principles of social justice is the main task of government control.

Comparing and analyzing foreign legislation, but taking into consideration peculiarities of Russian economy, history, mentality, one can determine the most corresponding and effective legal means which will help to achieve the best results.

But the state should not interfere in contractual relationship of participants of a civil turnover because a constitutional principle of freedom of economic activity will be thus violated.

Only the law is a tool for resolution of individual and group social tasks.

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Theoretical Approaches and Legal Framework
for the Formation of the Concepts
of “Service” and “Internet Service”

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Annotation: the article deals with the history of the concept of “service” in the modern civil law, examines a number of legislative and theoretical approaches to the concept of “service”, distinguishes the role of internet services in the world today, examines the standpoints of different authors on the content of the commitments relating to internet services. The author of the article offers her own classification of the obligations on the provision of internet services.

Key words: services, Internet services, Internet.

Like most of the definitions used by the modern civil law, the concept of “service” is of ancient origin. For the first time, the legislative consolidation of services agreement occurred in the Roman private law. In ancient Rome, there were several types of employment contracts: location conductio rerum (things), locatio conductio operarum (services), location conductio operis (labor).

Under a services contract (locatio conductio operarum) one party (locator, i.e., the employee) assumed an obligation to provide the other party (conductor – the employer) with certain services, and the employer undertook to pay for these services the remuneration provided for by such services contract. In accordance with the rules of this agreement the employee would provide the employer with its capacity for implementation of labor.

Given the widespread popularity of slavery in Ancient Rome, such a contract did not enjoy a great popularity – hard physical works were performed by slaves, and the labor of people of intellectual professions – lawyers, doctors, teachers, according to the Roman law was not paid for by private individuals. During the period of the Roman Republic a law was passed according to which such persons were paid remuneration – honorarium – from the state treasury. Thus, the services contract was used primarily for household works. According to the well-known expert on Roman law, professor I.B. Novitsky, in contrast to the works contract, which was designed to provide the finished result of works by the contractor, the subject of the services contract was considered by the Romans as performance of individual services as directed by the employer whereby the employee, who undertook to perform the said works for a fee, in fact became a slave [13]. It was the availability or absence of materialized result of employee’s actions that became a criterion for differentiation between works contracts and services contracts in Roman law. Such an understanding of the results of works and services delivery was transferred from Roman law to the Roman-Germanic Law system.

The history of Russian State and Law also witnesses the long practice of using such a contractual structure in our country. Compensated rendering of services has been regulated
in the Russkaia Pravda by Yaroslav the Wise, the Law Codes of 1497 and 1589 of princes of Moscow, the Council Code of 1649. In case of concluding of such a contract, a free man became a vassal of the feudal lord. Such contract differed from slavery by the fact that the employee retained his rights, the contract was concluded for a specific term or to perform particular works, after finishing of which the employee received a fee and left. The legislation provided for the possibility of early termination of the contract and payment of penalties by the party improperly fulfilling the terms and conditions of the contract.

A significant contribution to the establishment of the legal status of paid services agreement was made in the 19th century during the preparation of the Law Book of the Russian Empire. This law enshrined an employment agreement to regulate a significant number of services which was ancestorial for the modern paid services agreement.

According to Article 2201 of the Civil Laws Code household services; agricultural, handicraft, factory and plant works, trade and other crafts; services on the discharge of other types of works and jobs, not prohibited by law can constitute the subject of employment agreement [9].

The Law Book of the Russian Empire regulated the rights and obligations of the parties to the agreement, the term of the agreement, the payment, the form of agreement and the consequences of non-compliance to it, in a word, all the essential terms of the agreement. In such form the services agreement existed until the revolution of 1917.

In Soviet times the services agreement has lost its role in the economy. It was replaced by the employment contract – in the socialist society there could be no relationships in which one person performs work for another. The category of “service” in the legislation encountered occasionally. Thus, in the Civil Code of the RSFSR of 1922 services were mentioned only as a contribution made by a party to a simple partnership (Article 277). Article 228 of the Civil Code of the RSFSR of 1964 states that “the organization, which paid for goods and services, shall obtain from the other party a document certifying the payment of money and its grounds”.

Such disregard for services is related to the fact that there were two spheres in the USSR centrally planned economy: material production sphere and non-productive sphere. Namely due to the material sphere the increment of the national income and GDP occurred. In turn, the non-productive sphere existed only through the allocation of funds from the national income. Thus, the research conducted by economists of the USSR had a specific direction, “everything is subordinated to one goal – obtaining information about the tangible product production” [17].

This approach can be easily explained if we recall that the Soviet Union used the Marxist theory of economy. In accordance with the definition given by Karl Marx, “...a service is nothing but the beneficial effect of a use value of goods or labor embodied in goods, other services, by contrast, do not leave tangible results, existing apart from the performer of these services; in other words, their result is not suitable for the sale of goods” [10].

The existing ideology has led to the fact that only household services to the population were included in the non-productive sector of economy. As noted by A.Yu. Kabalkin, the greatest attention was paid to relations of service to public, established in the retail trade, public catering, in the performance of various works under orders of the population, rental of household goods and other property for personal use, the transportation of passengers and baggage, storage of things, in the transactions of the USSR Savings Bank, in the state personal and property insurance, lease of residential premises, in the area of cultural services, etc. [5].

All other services were not in demand, which had not the best possible effect on the Soviet economy. As a result, in the 70s of the 20th century the interest in the study and development of the concept of services re-emerged in the scientific community. Two approaches to the “services” concept appeared at the time. Some scientists have considered services to be an activity itself, a specific form of labor, and others considered services to mean a result of labor, the useful effect of activity [6, 23]. As noted by L.V. Sannikova, these approaches to the nature
of services have been combined in the definition of services, which is given in GOST R 50646-94 “Public services. Terms and Definitions” approved by Decree of the Russian State Statistics Committee dated February 21, 1994 No. 34): “… the result of direct interaction between the performer and the consumer, as well as the performer’s own activities to meet the needs of the consumer.” Based on the above definition, services consist of two parts: the result and the process [18].

Complications in development of a common approach to the concept of “service” are contributed by the fact that, despite the availability of Chapter 39, “Paid services agreement”, in the modern Civil Code of the Russian Federation, the concept of “service” is not enshrined in the Code. Moreover, Article 783 of the Civil Code of the Russian Federation states that a paid services agreement shall be regulated by the general provisions of labor contract and the provisions of consumer work contract if it does not contradict the special rules for paid services, as well as the features of a subject of a paid services agreement [1], which also indicates the imperfection of legal regulation in the paid services sphere.

The lack of legal regulation by civil law of relations associated with the provision of services is compensated by the adoption of a number of regulatory legal acts dealing with various kinds of service activities and setting forth the notion of “service” for the respective types of social relations. Paragraph 2, Article 779 of the Civil Code of the Russian Federation enshrines certain types of such relations, for example, contracts for provision of communication services, medical, veterinary, auditing, consulting, information services and other [1].

Currently, the legislature gives a definition of a “service” in paragraph 5, Article 38 of the Tax Code of the Russian Federation dated July 31, 1998 No. 146-FL: “For tax purposes the service shall mean any activity the results of which are not expressed in material terms, and are implemented and consumed in the course of this activity” [23]. There are proposals in the national legal literature to use the given definition, including in the application of civil law [12].

It should be noted that in addition to the Tax Code of the Russian Federation references to “service” can be found in other regulatory legal acts. The concept of financial services such as banking services, insurance services, services in the securities market, services under the lease agreement, as well as services provided by a financial institution and associated with the involvement and (or) placement of funds from legal entities and individuals can be found in the Federal Law “On Protection of Competition” [3].

As L.S. Kozlova notes, in the Russian Constitution the concept of “services” is defined as a type of material activities (Article 8, 74); in the Civil Code of the Russian Federation – as an object of civil rights (Articles 128, 129); in the Russian Federation Law “On the Fundamentals of Social Services” – as actions to assist the clients of social service. Federal Law dated 06.10.2003 No. 131-FL “On General Principles of Local Self-Government in the Russian Federation” does not establish the concept of “municipal services”, however, it contains some provisions for “social services” (Articles 14–16) [8].

One of the reasons that influenced the spontaneous elaboration and consolidation of the “services” category in various regulatory legal acts is the fact that the service industry is very diverse, for example, All-Russia Classifier of Services Rendered to Public contains a variety of services, divided into different categories [14; 15].

Within this research it is worth noting that in the national civil law there is a view of services both as an object of civil law regulation, and as an object of civil rights. In Article 128 of the Civil Code of the Russian Federation the “provision of services” refers to the objects of civil rights, which means that rights and obligations may arise in relation to them. As noted by L.V. Sannikova, “the legal nature of services as an object of civil rights is to commit actions to change the status of immaterial benefit. Immaterial benefits serve as an object which is exposed in the activity of the performer in provision of civil services”.

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In turn, the services as an object of civil and legal regulation are “a certain kind of social relations, the economic substance of which is to provide services” [18]. Thus, any service has a certain property value, which is expressed in its cost in the market of similar services.

The lack of a single, universally accepted definition of “services” generates a large number of interpretations of this concept. O.S. Ioffe interpreted the services agreement as an activity of such types that are not or do not have to be embodied in a material, much less a materialized result” [4]. D.I. Stepanov considers services to be “certain legitimate operation i.e. a number of feasible actions of the performer, or any activity that is the object of obligation, having intangible effect, unsustainable material result or materialized result associated with other contractual relations, and characterized by the properties of feasibility, inseparability from the source, instant consumability without formalization of quality…” [22]. At the same time L.B. Sitdikova gives the following definition: “...services means actions (activities) of a legal entity or a citizen – service provider, aimed at achieving certain intangible results that meet the needs of subjects – service receivers, having independent property value and consumed in provision of services” [21]. S.V. Khaludorova has her own vision of the concept of “service”, under which the author understands “…a beneficial action of one person, the service provider (legal entity or individual), aimed at the satisfaction of nonmaterial needs, benefits of another person, the service receiver, and implemented in the process of service provision, the result of which has a certain value” [7]. M.N. Maleina considers services to be “a specific action, the result of which has no material embodiment and is inseparable from the personality of the performer. At the same time a service has a result – satisfaction of property, aesthetic, information needs, provision of health and safety, acquisition of skills, experience, behavioral patterns...” [11].

Analysis of the above opinions allows us to conclude about what features the concept of “service” has. The service is an activity of the performer aimed at achieving a specific goal, satisfying the customer’s needs. The results achieved in course of provision of services have no material embodiment and are inseparable from the identity of the performer.

However, as was noted by L.V. Sannikova, “…the disclosure of services nature through the description of characteristics that distinguish them from the goods (things), which are referred to as: intangibility, changeability of quality, impermanence (perishability), the continuity of production and consumption, also has not led to adequate reflection of a service...” [17]. This problem is associated with the fact that the nature of some services cannot be disclosed by the features defined by L.V. Sannikova. These services include, in particular, Internet services.

It is obvious that the life of a modern man is impossible without the use of information technologies. The need for data transmission and storage of large amounts of data causes the popularity of the worldwide communication network “Internet”. As M.V. Demianets notes, “currently most of the relations connected with the implementation of communication relations by individuals, citizens and legal entities for the organization of transactions, offers for sale or purchase of a product or service, business relations, are based on the use of the Internet and means of mobile communication” [2].

The massive use of the opportunities offered by the Internet has made urgent the issue of legal regulation of Internet services.

In accordance with the provisions of Part 2 Article 779 of the Civil Code of the Russian Federation governing the paid services agreement, the rules governing the paid services agreement shall apply to all contracts for provision of services, except as expressly listed in this article. Thus, it can be argued that the contract for provision of Internet services is executed by the conclusion of a paid services agreement.

The stated point of view is confirmed by the opinion of L.B. Sitdikova, according to which the nature of legal relations in the Internet is the relationship between the parties, in which the subjects are constituted by the services (internet services), and the object of impact is
information that allows us to classify a group of the above relationship as a kind of agreement for provision of paid information services [18].

It must be noted that the lack of uniform criteria on the basis of which it is possible to define the concept of “services” generates controversy about what types of obligations are directly related to Internet services.

This question has many answers. For example, M.V. Demianets classifies Internet services on the basis of the type of information process (i.e. those actions with the information that the contracting parties implement or are going to implement) and identifies the following types:

- services on transmission, distribution, storage, use, protection of information;
- hosting service, i.e. allocation by the operator (performer) of host services and provision to the customer of server space for use, which further allows the customer to place information and obtain access to it through the Internet;
- user connection to the mail server. This service consists in the registration of any person (customer) at the hosting provider. In this case, both the service on use of computing capacities by hosting provider (under which software technology and space on a server are provided) and the hosting service are provided, as the messages received for the client of the e-mail service (customer) are stored on the server of the performer (hosting provider), until the customer transfers the information to its computer;
- service on connection to the communication services and communication services, such as mobile Internet, and others;
- service on access to “cloud” computing. This technology platform (“cloud” computing) allows providing the general public with various services on use of hardware and software technologies for the purposes specified in the agreement on the use of “cloud” computing [2].

V.V. Petrovsky distinguishes the obligations related to the provision of Internet services, depending on the moment, at which stage the provision of services is associated with the use of Internet – at the stage when an obligation arises or at the stage of its execution, as well as the obligations the basis of which is data transmission and the obligations the execution of which represents data transmission. At the same time the author notes that “...this classification is rather arbitrary, as often the same obligation arises and is executed through the Internet...” and identifies the following types:

1. Communication services. The person providing these services sends and receives messages, regardless of their content. They are divided into:
   - services on connection of user terminal equipment to the Internet;
   - e-mail services enabling to transmit and receive information in the form of e-mails and store it at your service provider;
   - services on placing of information resource of a subscriber in a public telecommunication network station to provide network users with access to information resource (Internet hosting services).

2. Services on processing and communication of information, the content of which is the processing and transmission of information having certain qualities. The provider of these services undertakes to provide the user with the access to a specific information resource or certain information. Examples of such services would be: advertising on the Internet; market research on consumer behavior in the network; statistical services to provide information about the popularity of a particular resource; the provision of distance learning services; online counseling, and so on [16].

The definition of Internet services given by S.V. Petrovsky is of considerable interest: Internet services are services the content of which is to perform certain actions or data transmission activity through the public international telecommunications network Internet [16].

L.B. Sfidikova reduces legal relationship in the Internet to two types: dissemination of information using the Internet and provision of access to information using this network [20].
Dissemination of information using the Internet can be done in two different ways: by placing information for public access and through the direct exchange of information between users in private correspondence.

The above points of view of the authors are highly valuable, as they are characterized by a comprehensive approach and allow developing the following types of Internet services:

1. Internet services in information transfer. This includes search, processing and dissemination of information using the Internet (Internet advertising, distance learning, data collection and analysis of statistical data, marketing research of consumer behavior on the web, etc...). The essence of these services is in the immediate value of the transmitted information.

2. Internet communication services. Services on connection of user equipment to the Internet communications services (mobile Internet, etc.). The person providing the services receives and transmits the information, regardless of its content (e-mail, Skype, applications that allow users to share attachments).

3. Hosting services. Through the use of computing capacities of hosting provider user has a possibility to place and store information on the Internet (providing server space for the Web site, information, “cloud” storage).

Thus, the study of approaches to the concepts of “service” and “internet service” allows us to conclude that the number of opinions on the essence of the concept of “service” in the doctrine of the Russian law is sufficiently large. Most lawyers determine the nature of services through its attributes. However, the attributes of services relied on by the lawyers throughout the history of the development of civil law, namely intangibility, impermanence (perishability), continuity of production and consumption, do not allow to characterize a number of services, the provision of which became possible due to the emergence of such phenomenon as the telecommunication network “Internet” i.e. Internet services. Currently, internet services are virtually unstudied, and require a detailed study because of their indisputable relevance in the modern world.

References

REFERENCE TO ARTICLE

The Role of Self-Regulatory Organizations (SRO) in Civil Legal Relations

Annotation: there is uncertainty whether self-regulatory organizations refer to the entities of public law or private entities.

Russian legislator, on the one hand, has defined SRO as non-profit, based on the membership of subjects of professional and business activity (i.e., not created on the state initiative) organizations. On the other hand, they are organizations with authority to adopt regulations of professional business activities and control over their observance. Vesting of these powers on SRO has led to the fact that among scholars involved in research of questions of creation and activity of Russian self-regulatory organizations, the different points of view of their legal nature have been put forward: some of them have classified the SRO as subjects of public law, and the others consider them as private law entities. In scientific literature one can find opinions that SRO is a new legal form of legal entities that they belong to a special group of entities—“self-regulating”.

The authors consider different points of view of scientists about the legal nature of self-regulatory organizations and make a conclusion about the presence of self-regulating organizations of the characteristics peculiar to both the private entity and the entity of public law, which allows us to talk about their mixed legal nature.

Key words: self-regulation, legal nature, legal personality, non-profit organizations, entrepreneurship.

Introduction

In accordance with the paragraph 1 of article 3 of the Law on self-regulating organizations self-regulatory organizations are non-profit organizations, established for purposes provided for by this Federal law and other Federal laws, based on the membership, uniting entities of entrepreneurial activity on the basis of the unity of the branch of production of goods (works, services), or market-produced goods (works, services), or unifying subjects of professional activity of a certain kind.”

Article 2 of the same Law defines self-regulation as the self and initiative activity conducted by subjects of professional and business activity, and consists of the development and establishment of standards and regulations of such activity, and of the control over their observance.

The law on self-regulating organizations (hereinafter – SRO) in certain areas similarly enshrines the concept of the phenomena in question. For example, according to the article
31 of the Federal law “On advertising” self-regulating organization in the field of advertising are the association of advertisers, advertisement producers, advertisement distributor and other persons, created in the form of Association, Union or non-profit partnership for the purpose of representing and protecting of members’ interests, development of the requirements of the observance of ethical norms in advertising and control over their fulfillment.

Article 2 of the Federal law “On insolvency (bankruptcy)” determines self-regulatory organisation of arbitration managers as a non-profit organization that is membership-based, created by citizens of the Russian Federation, information about which is hosted in the unified state register of self-regulatory organizations of arbitration managers, whose activities purposes are the regulation and support of activities of arbitration managers.

According to the article 22 of the Federal law “On appraisal activity”, the self-regulatory organization of appraisers is a non – profit organization established for the regulation and control of the evaluation activities, included in the unified state register of self-regulating organizations of appraisers, and united on the basis of membership of appraisers.

Thus, the legislator has defined SRO as a non-profit, membership-based organizations that consist of professional subjects and subjects of business activity (i.e. not created by the initiative of the state), on the one hand. And, on the other hand, as organizations with powers to create regulators of a professional and entrepreneurial activity and control over their observance.

The empowerment of SRO with these powers has led to the fact that among the scholars involved in research of questions of creation and activity of Russian self-regulating organizations, the different points of view on their legal nature have been put forward: some classified them as subjects of public law, and the others to the entities of private law.

Before the adoption of Federal law No. 99, the right to carry out certain activities only upon compliance with the conditions about membership in self-regulatory organization (SRO) was fixed by some federal laws.

In the Civil Code of the Russian Federation, such provisions were absent, only a necessity of licensing in cases provided for by law was fixed in the Code (e.g., pursuant to par. 2 paragraph 3 of article 49 of the Code in its previous edition).

This norm was amended, now it indicates, in particular, that the right to exercise the activity for which it is necessary to be a member of SRO, arises from the moment of entry into the organization (clause 3 of article 49 of the Civil code).

In this regard there is a necessity of the analysis of the legal nature of self-regulatory organizations.

The educational and monographic works of the following authors were focused at the named topic: Kozlova N.V. (2003), Yastrebov O.A. (2009). Some aspects of the problem were analyzed in articles of the following authors: Volkov A.M. (2010); Denisov S.A. (2008); Zurina I.G. (2009); Sitdikova L.B. (2009, 2012); Tretyakova S.B. (2013).

The complex research of the different aspects of the problem was made in dissertation of Basov A.V. (2008).


During the research special public powers of self-regulatory organizations, based on outsourcing, have been highlighted.

It is established that the self-regulatory organization possess features of a public law legal entity because of predominance of public purposes in its’ activities.

It has been revealed, that the self-regulatory organizations are the private-law associations of entrepreneurs for consolidating professional interests. The main purpose of the SRO as a subject of private law is the regulation of relations between its members and consumers of their goods, works and services.
Despite the fact that SROs are the non-profit organizations, they are limitedly engaged in property relations.

**Methodology**

During the study the authors relied upon general and private methods of cognition: historical, legal, formal-legal, comparative legal, sociological and others. The main method is a system-structural which helped to reveal the legal nature of self-regulatory organizations in connection with other phenomena, as well as the existing problems in this area.

The combination of legal, historical and comparative legal methods allowed us to identify specific impact of the historical conditions at the development of self-regulation in Russia, in particular the combination of the of private and public legal nature.

Formal legal method made it possible to analyze legal rules governing self-regulatory organizations activity describing features of self-regulatory organizations (SRO), attributing them to subjects of private and public law.

On the basis of the sociological method, suggestions and recommendations are based with respect to the specific information obtained from official sources, materials, periodicals, Internet resources, standards, legal-reference systems and the media the grounded conclusions were made.

Systemic-structural method provided the authors with the opportunity to review the self-regulatory organizations as subjects of public and private law.

**Results and discussion**

During the research we came to the conclusion, that the self-regulatory organizations do function both as participants of social relations and as public regulators performing normative and control functions, thereby realizing private and public interests.

The conclusion is made on vesting on self-regulating organizations of the private-law legal personality, the contents of which are subjective rights and obligations inherent to the Russian non-profit organizations as subjects of rights, and the special rights and duties associated with their role in process of self-regulation, which are implemented as a result of participation in a discretionary relations in certain limits provided by legislation.

Thus, we came to conclusion about SRO’s mixed legal nature and its complex legal personality, containing mutually conditioned public-legal competence and civil legal personality.

Ambiguous legal nature of self-regulatory organizations has generated a lot of debate in the scientific community.

So, O.A. Yastrebov had considered possible definition of self-regulatory organizations as the public subjects of law, because they, in his opinion, are empowered with some public powers as a result of outsourcing, i.e. the mechanism of excretion of certain activities outside the scope of authority of the executive branch through contracts with outside performers on a competitive basis [18].

A similar position is shared by A.M. Volkov. He considers that the transfer of such state powers as the development of standards and rules of professional or business activities, the supervision over compliance with the requirements of the specified standards and regulations by the members of self-regulatory organizations, the application of disciplinary measures against members of the self-regulatory organization, to self-regulatory organizations, are the signs of the legal entity of public law [19].

I.G. Zhurina, considering them as a kind of non-profit organizations, notes that they belong to the entities of public law in the case of the predominance in their activities of public goals, on the achievement of which, in her opinion, the will of the uniting persons should be directed, and the availability of a special order of creation [20].

In scientific literature one can find opinions about the SRO as a new legal form of legal entities, to refer such organizations to a special group of subjects – “self-regulating” created not for the regulation of solely private law relations, because there are no public functions that can be transferred to the individuals in this area, and so forth.
As noted Sitdikova L.B., in national civil law until the legal fixation of the concept of “self-regulatory organization”, the term “self-regulation” was not defined as a category of private law, and it has been used only to define the role of civil law as the regulator [15].

The scientific position of scientists that recognize their dual nature seems fair. So, A.V. Basova believes that, on the one hand, self-regulatory organizations are the private-law associations of entrepreneurs consolidating professional interests. And on the other hand, they “perform public functions of regulation and control over business activities of its members” [1].

To determine the legal status of SROs in Russia, one should look at their socio-legal nature. In our view, it consists of the following.

1. Self-regulatory organizations create regulators of social relations (samples and measures of behavior) in the form of a set of standards and rules, sanctions, mandatory for participators in professional and business activity.

2. SRO by creating samples and measures of behavior, stand as the element of the mechanism of social and legal regulation. For this self-regulatory organizations are vested with supervisory functions and funds to implement them. in particular, they give “permission” to conduct certain activities in form of tolerances, accreditations, produce membership of self-regulatory organization, they form and use compensation fund, check the activities of its members, apply disciplinary responsibility in case of violations, and so on.

Self-regulatory organizations participate in ordering, stabilization of social relations arising in connection with the observance of the SRO members of the applicable laws, including rules that determine the parameters for the conduct by them of entrepreneurial or professional activity.

Moreover, self-regulatory organizations organize relationships between their members and the consumers of their goods, works and services. According to S.B. Tretyakova these relationships are viewed as “...the relationship between members of the SRO and the self-regulatory organization itself” [10; 17].

3. Since the self-regulatory organizations are involved in the ordering of social relations, they aim to meet the interests of the subjects, which are involved in them. The analysis of the basic rights, duties and functions of SROs provided for in article 6 of the Law on self-regulating organizations, allows making a conclusion on the powers they possess.

In addition to the possibility of the regulation of the professional entrepreneurship activity of its members, which serves as the means of realizing public (public) interest, and consists of the regulation of social relations in a particular field, self-regulatory organizations also represent the interests of its members in their relations with public authorities of the Russian Federation, public authorities of subjects of the Russian Federation and bodies of local self-government, that violate the rights and legitimate interests of the self-regulatory organization, its member or threaten such violation, and so on.

Thus, self-regulatory organizations are, on the one hand, participants of the public relations, and, on the other, they regulate certain social relations in the sphere of professional and entrepreneurial activities, which are defined by law, performing normative (create regulators) and controlling functions. In addition, the Russian self-regulatory organizations implement both private and public interests.

The manifestation of the dual nature of SROs is reflected in the legislation of Russia. Their private character is determined, for example, by the fact that the self-regulatory organization – are the collective subjects of law, created in the form of a legal entity. In accordance with paragraph 3 of article 3 of the Law on self-regulating organizations, they are non-profit organizations which are registered in the Unified state register of legal entities by decision of the relevant territorial administration of the Ministry of justice of the Russian Federation.

The definition of collective subject of law, created in the form of a legal entity, as the participant of property relations is established in Russian law (article 48 of the civil code), as
well as grounded by science, which traditionally distinguishes four basic qualifying features of a legal entity: a) organizational unity; b) separateness of property; c) independent proprietary responsibility; g) participation in civil turnover on its own behalf.

Russian self-regulatory organizations are the nonprofit organizations that, in accordance with paragraph 1 of article 2 of the Federal law “On nonprofit organizations” (hereinafter – the Law on non-profit organizations), do not have profit as their primary purpose and do not share the profits among the participants, and in accordance with section 1 of article 14 of this law do not have the right to engage in entrepreneurial activities.

Despite these norms, the legislation establishes a list of property relations (including limitation of transactions), in which SRO do participate, determines sources of their property forming, establishes the procedure for the establishment of a compensation fund and use of its assets (articles 12–14 of the Law on self-regulating organizations). In this regard, it should be stated that the participation of self-regulating organizations in the property relationship is limited, but not excluded.

In addition, in accordance with article 3 of the Federal law “On noncommercial organizations”, the SRO has the right to own property and to exercise their property rights to these assets for its obligations (except for the compensation fund and other cases established by law), be the participant in the proceedings (plaintiff and defendant), have independent balance, accounts in banks, etc.

Thus, it is possible to conclude that the granting of the civil-law legal personality to the self-regulating organizations. The content of this legal personality are subjective rights and obligations inherent to the Russian non-profit organizations as subjects of rights, and the special rights and duties associated with their role in the process of self-regulation, implemented as a result of participation in a discretionary relations in certain limits, determined by the legislation. Such rights and obligations arise in connection with the provision of corporate management, forming of the property of the SRO, the placement of the compensation Fund, the selection of additional responsibility measures, the definition of how to interact with their members and so on (articles 12, 14–19 of the Law on self-regulating organizations).

The private-law character of self-regulatory organizations is also indicated by the provisions of article 3 of the Law on self-regulating organizations, in accordance with which the SRO are created on the basis of membership by the subjects of professional and business activities and on their own initiative and not by the state. In article 5 of the same Law the principle of voluntary membership is established.

Exceptions are the cases when federal laws for separate self-regulatory organizations require mandatory membership (e.g. for those subjects of professional and business activities that perform work affecting the safety of capital construction objects, for auditors and audit firms, appraisers, arbitration managers, etc.).

The obligatory membership in SRO cannot be regarded as a lack of freedom of will and passivity, because the potential member of the considered subject of law always has in the alternative, the rejection from membership and from carrying out professional and business activities. In other words, the creation or establishment of self-regulated organizations by the subjects of professional and business activities are the decisions of the mentioned subjects, and are not “initiated” by the state.

In Russia the SRO independently, without participation of the state, form the management bodies (general meeting, permanent collegial body, executive body and other), including special bodies (article 15 to 19 of the Law on self-regulating organizations). Thus, they organize their own corporate governance and also implement the admission to membership and exclusion from them.

The self-regulatory organizations by engaging in property relations and also forming management bodies, perform the function on the organization and provision of corporate
governance of SROs. Creation and activity of Russian self-regulating organizations aimed at implementation, including the private (and corporate) objectives: creating conditions for professional and entrepreneurial activities (development of competitiveness, getting profit, etc.).

On the other hand, the legal status of the Russian self-regulatory organizations bears a public legal nature, due to the following:

1) the presence of public significant (public) purpose of the establishment and activity of the Russian self-regulatory organizations, consisting in the regulation of social relations in the field of professional and business activity enshrined in law (section 1 of article 3 of the Law on self-regulating organizations);

2) Russian self-regulatory organizations on the basis of rules of law are vested with public powers in establishing rules and standards and other means of regulation of the professional and business activity, and state powers for monitoring of the implementation, the provision of which is mandatory and is associated with positive responsibility of SRO for their implementation (articles 3, 4, 6 of the Law on self-regulating organizations). Their content is determined by the awareness of public interest and balanced with him in private (corporate), which together regulate the field of professional and business activity.

The vesting of the Russian self-regulatory organizations by state powers allows speaking about a public legal personality of the SRO. In addition to the powers such a legal personality includes the subject matter of reference (a certain type of professional and business entities, united in a self-regulatory organizations), the object of influence (social relations in the sphere of professional and entrepreneurial activities) and the state control over their execution. The material basis for the exercise of state powers constitutes the corporate and property relations, in the implementation of which the rights and obligations that compose the content of legal personality, are exercised;

3) the activity of SROs is aimed at the fulfillment of the following public functions: a) creation of regulators of the professional and business activity (articles 3, 4, 5 of the Law on self-regulating organizations); b) methodological support professional and entrepreneurial activities (article 6 of the Law on self-regulating organizations); b) protection of rights and legitimate interests of members of self-regulatory organizations (article 6 of the Law on self-regulating organizations); d) protection of rights and legal interests of consumers of goods, works and services, performed by members of the self-regulatory organization (article 9, 10, 12, 13 Law on self-regulating organizations); d) provision of control over the activities of members of self-regulatory organization (article 9 and 10 of the Law on self-regulating organizations); e) interaction with state authorities, local authorities and third parties on questions of monitoring and improving the system of self-government (article 20, 21, 22, etc. of the Law on self-regulating organizations);

4) the law provides for the self-regulatory organizations a special procedure of identification, associated with the peculiarities of their creation: the presence of the additional registration in the register of SRO, obtaining a special permit, accreditation, etc. (article 3 of the Law on self-regulating organizations, article 48 of the Federal law “On securities market” and other);

5) for the exercise of powers, in accordance with article 19 of the Law on self-regulating organizations, the Russian SROs create specialized structures exercising monitoring powers in relation to members of self-regulatory organizations and examining cases on the application in relation to their disciplinary measures.

Conclusion
Thus, SRO have characteristics both of private law and public law. This allows to make a conclusion about their mixed legal nature and, consequently, of complex legal personality, which contains public law competence and a civil law legal personality, which are mutually connected. The formation of a special legal array for the regulation the establishment and activities of self-
regulatory organizations, and the available legal practice on this issue, shows the impossibility
to regulate SRO on the basis of the general rules of law about collective subjects of law, and
requires the allocation of self-regulatory organizations in particular as an independent subject of
law.

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The Essential Characteristic of Research Activity of Bachelors on Direction “Organization of Work with Youth”

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Annotation: this article describes characteristics of scientific research activity of students of the specialty “Organization of work with youth”. Reviewed by FSES of HE preparing 39.03.03 “Organization of work with young people (undergraduate level)”. The article describes in detail the tasks to be solved by research. Lists the main types of research activity of students of specialty “Organization of work with youth”. To reveal the essence of research activity at the University defines the following main concepts: science, study, student, University.

Key words: research, science, study, student, University.

At present, the study of problems of higher education adopts a deeper and more systemic in nature. We are searching for rational forms and methods of education, expanding the introduction in educational process of active technologies of learning. The question involved in research activities particularly relevant for students enrolled in higher education institutions [17].

Consider students in higher professional education, namely students of specialty “Organization of work with youth”. This specialty was established on a pilot basis in 2003 (in accordance with the order of the Ministry of education of the Russian Federation dated 12.08.2003 No. 3310), and was referred to the interdisciplinary group of specialties. The implementation of this educational program was carried out in accordance with the Provisional requirements for the minimum content. Professional training in youth work began in more
than thirty universities of the Russian Federation; among them was the Russian state social University. The scope of professional activity called authorities on youth Affairs. The majority of subjects was due to the directions of the Strategy of state youth policy [15; 16; 20]. Order of the Ministry of education and science of Russia dated 12.07.2005 No. 197 removed from the specialty status of the experiment and in the same year was adopted the State educational standard of higher professional education in the specialty “Organization of work with youth”.

For characteristics of scientific research activity organization of work with young people have been studied following regulatory legal acts:
2. Order of the Ministry of education and science of the Russian Federation (Ministry of education and science) of 19 November 2013 No. 1259 Moscow “On approval of the Procedure of organization and implementation of educational activity on educational programs of higher education – programs of training of the teaching staff in graduate (postgraduate)”;
3. Order of the Ministry of education and science from 20.10.2015 No. 1173 “On approval of Federal state educational standard of higher education in the direction of training Organization 39.03.03 youth work (undergraduate level)”;
4. FSES of HE preparing 39.03.03 “Organization of work with young people (undergraduate level)”, recommendations on the organization of educational process in high school (Annex to the letter of the Ministry of education and science of the Russian Federation of 22 February 2006 No. 06-197).

Consider in more detail the FSES of HE preparing 39.03.03 “Organization of work with young people (undergraduate level)”. The present Federal state educational standard of higher education is a set of requirements, obligatory at realization of the main professional educational programs of higher education – bachelor training in the direction of 39.03.03 “Organization of work with youth” (further respectively – the undergraduate program, preparation direction). The training program of bachelor in organization is a full-time, part-time and correspondence forms of education. The term education in an undergraduate program: full-time education, including vacation granted after passing the state final examination, regardless of applied educational technology, 4 years. The area of professional activity of graduates who have completed the bachelor degree program includes: complete and integrated solutions for the implementation of youth policy in the fields of labor, law, politics, science and education, culture and sports, communication, health, interaction with state and public structures, youth and children’s public associations, employers. The objects of professional activity of graduates who have completed the bachelor degree program are: socio-cultural processes in the youth environment; the ways and forms of influence on youth; Federal, regional Executive authorities, local governments implement the functions of the state youth policy and youth work [5].

Types of professional activities that prepare graduates to enter the bachelor program:
– scientific research;
– organizational and management;
– analytical;
– social-design;
– organizational and mass;
– production;
– socio-technological [5].

The undergraduate program consists of the following blocks: courses (modules), practice, state certification. As a result of the development of the undergraduate program the graduate should be formed of General cultural, General professional and professional competences [5].
As was mentioned above, one of the types of professional activities that prepare graduates to enter the bachelor degree program is research. In the Federal law “On science and state scientific and technical policy” dated July 12, 1996 research activity is an activity aimed at obtaining and applying new knowledge, including fundamental scientific research, applied research [3].

In research of bachelor training in the direction of Organization of work with young people includes:
– collection and systematization of scientific information on youth issues;
– preparation of reviews, abstracts, preparation of abstracts and bibliographies on youth subjects;
– participation in seminars, scientific-practical conferences, trainings;
– participation in the preparation of empirical research on youth issues.

To reveal the essence of research activity at the University, a definition of the following basic concepts: science, study, student, University.

Science is a special kind of cognitive activity aimed at obtaining, validating and systematization of objective knowledge about the world, man, society and knowledge, on the basis of which the transformation of human reality.

Research is the search for new knowledge or systematic investigation to establish facts, but in a more narrow sense is a process of learning something.

Student (Russian Federation) – all students of professional education institutions.

High school is an educational institution of higher professional education and carry out research activities.

Federal Law “On education in the Russian Federation” States: “Higher education aims at training highly skilled personnel in all basic directions of socially useful activity in accordance with the needs of society and the state, the needs of the individual in intellectual, cultural and moral development, deepening and expansion of education, scientific-pedagogical qualification” [4].

Research work is a self-conducted study on the student, revealing his knowledge and ability to apply them to solve specific practical problems. It should be logically complete in nature and demonstrate the ability of the learner to competently use a special terminology to make his points clear, and to argue the proposals.

Objectives of research activities are:
– development of skills of independent research activities and their application to the solution of actual practical tasks;
– analysis of existing domestic and foreign science theoretical approaches falling within the scope of the performed study;
– conducting independent research on selected issues;
– demonstrate abilities to organize and analyze the study data;
– inculcation of interest to scientific activity.

The main types of research activity of pupils are:
– the problem-reference work – an analytical comparison of data from different sources to highlight the problems and design solutions;
– analytical and systematizing the work – the observation, recording, analysis, systematization of quantitative and qualitative indicators of the studied processes and phenomena;
– diagnostic and prognostic work – study, follow-up, explanation, and prediction of qualitative and quantitative changes in the studied systems, phenomena, processes;
– inventive-rationalization work – the improvement of existing and design of new devices, mechanisms, devices;
– experimental research – verifying assumptions about the acceptance or rejection of the hypothesis experimentally-empirically;
exploratory design work – development and defense of the project.

According to the Federal law “On education in Russian Federation”: “The Goals of integration of educational and scientific (research) activities in higher education are staffing research, improvement of quality of preparation of students on educational programs of higher education, attracting students to research under the guidance of researchers, the use of new knowledge and achievements of science and technology in education” [4].

Student conference and publication of works of students [10] are the most used forms of training and research activities. As well as the introduction of such forms as annual contests of student works, participation in the activities of public research laboratories. in addition, in order to increase students’ motivation for research work it is proposed to introduce additional courses and scientific circles.

The research activity of the students brings together scientific activity and educational process that has a positive impact on education, ensuring the effective inclusion of the students in the process of lifelong education, helping to improve the quality of training. Proper organization and proper management of research activities allows students to fulfill a number of educational objectives and to perform “public order” of highly qualified, competitive specialist [10].

Scientific-research work of students is organized in the form of:
– independent search work;
– research in the period of training and pre-diploma practice;
– course and diploma projects;
– problem-based learning in the classroom (studying, research of a specific problem);
– mini-research of new products in different fields;
– seminar presentations;
– tutorials-contests;
– experimental work [13].

The research activity of bachelors three tasks: education, developmental and educational.

Educational task allows you to activate the mental activity of bachelors, to gain additional knowledge in the course of the study, to study the structure of the research in the field of psychology, pedagogic, culture and art.

The educational task is the formation of independence and responsibility, ability of planning and organizing their activities.

Developmental task is to develop creativity and the creative potential of bachelors, their cognitive, personal capabilities and abilities.

Bachelors, with the opportunity to engage in research activities, acquainted with the methods of scientific cognition and research.

Increase the percent of student participation occurs at the undergraduate level, this is related to the fact that students are forced to do research, after identifying the theme of final qualifying work. The main problem of involving students in the junior years is associated with a number of problematic issues: low school level, low motivation of students and teachers, the workload, the lack of skills of independent analysis of the material, the lack of databases of previously conducted studies.

The problem of research work of students, primarily connected with the correct forms of research activity, and the teacher’s task is to correctly match the capabilities and interests of students with the requirements of the curriculum. It is very important that the students showed interest and activity. The motivation of students, primarily laid by the teacher during lectures, group and practical exercises, including the development, expansion and updating of knowledge. Theoretical knowledge the students receive from the scientific literature. Professional knowledge and skills of students are formed through training, participation in research and project activities. The main role is played by the autonomy of the students in the process of collection and analysis of information.
The main purpose of research activity of students is the increase of professional level of specialists’ training by involving them in various activities (scientific, technical, technological, engineering, creative), work with modern scientific methodologies, scientific literature, participation in various scientific schools, in which students can gain both theoretical and practical results.

In the conditions of modernization of education, transition to quality evaluation criteria, training of specialists academic activities of students is increasingly becoming a research. Ensuring the quality of higher education today is impossible without the integration of teaching and research activities.

The research activity of the students brings together scientific activity and educational process that has a positive impact on education, ensuring the effective inclusion of the students in the process of continuous education, promoting the improvement of quality of specialists’ training [10].

The fundamentally important question of the efficiency of vocational education professionals working with young people is the question of the involvement of students in research activities. Formation of research competence of students in the process of their professional training is still not yet a subject of special study. However, on the necessity of studying this problem stated in many documents [6].

Our chosen perspective is relevant, in demand. The involvement of students in research activities during their training at a University will contribute to the development of potential learners in the interests of the state and society.

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5. FSES of HE preparing 39.03.03 “Organization of Work with Young People (undergraduate level)”, recommendations on the organization of educational process in high school (Annex to the letter of the Ministry of education and science of the Russian Federation of 22 February 2006 No. 06-197).


REFERENCE TO ARTICLE
State of Environmental Components and the Quality of Agricultural Products in the Conditions of Increasing Anthropogenic Load

Annotation: the article reflected the state of the components of the environment and the quality of agricultural products in the context of increased anthropogenic load. The purpose of the study was to examine the accumulation of heavy metals in the components of the environment and patterns of their migration in agroecosystems of Sterlitamak district of Bashkortostan Republic. The study on the content and distribution of heavy metals in environmental media and products of plant and animal origin in the territory of Sterlitamak district of Bashkortostan Republic. The species specificity agrophytocenosis plants in the accumulation of heavy metals.

Key words: soil, heavy metals, agro-industrial area, content background, concentration, excess.

Natural and climatic conditions, the presence of minerals in the Bashkortostan Republic led to its powerful industrial potential.

More than four thousand industrial enterprises and organizations are sources of emissions, the fleet consists of about 1.2 million. Units of motor vehicles [16].

Along with the enterprises of metallurgy, mechanical engineering, power engineering, oil refining, chemical industry, the construction industry in the Republic operates a large network of oil and gas pipelines, resulting in increased human impacts on the biosphere components, resulting in a complex association of elements in the soil and living organisms, altering their functional properties depleting potential of assimilation and adaptation reserves.
The leading industries are the oil-producing and oil-refining industry, chemical, petrochemical and mechanical engineering.

In connection with the polytypic character of anthropogenic impact, manifested in the Russian Federation, including the Bashkortostan Republic, the need for regional study of the elemental composition of all parts of the food chain, especially the distribution patterns of elements in agroecosystems, bordering the industrial centers, where crop production economically and livestock due to close proximity to the consumers and processing enterprises.

Thus the area of the Republic is the agricultural Sterlitamak District, characterized by the close proximity to the sources of pollution, including heavy metals.

A list of the most characteristic of heavy metals, scattered as a result of anthropogenic impact on the territory of the district, is presented in Table 1.

Table 1

<table>
<thead>
<tr>
<th>Sources of pollution</th>
<th>Heavy metals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agrochemical agents</td>
<td>Pb, Cd, Zn, As, Hg, Cr, Ni</td>
</tr>
<tr>
<td>Engineering</td>
<td>Pb, Zn, Cu, Cr, As, Al</td>
</tr>
<tr>
<td>Petrochemical industry</td>
<td>Hg, Zn, Cu, Cr, As, Al</td>
</tr>
</tbody>
</table>

In Sterlitamak city, which is the administrative center of the district there are large chemical industry enterprises («Soda», «Caustic», «Rubber») and mechanical engineering, the company building industry, fertilizer plant. Anthropogenic pollution Ni, Cr, Pb, Zn, Fe occurs in the production of the following products: the cathode polyelectrolytes, metal oxide anodes for electrolytic process, dry mixes, cement, machine tools, pipe layers, bulldozers, pile driving, drilling and exploration equipment.

The observations of air quality in Sterlitamak city held on 5 stationary observation network for the state of the station environment.

The stations are divided into «urban background», located in a residential area, «industrial», located near the business and «auto», mounted near the highways and in areas with heavy vehicular traffic.

The data obtained by the monitoring stations, show that in the period from 2008 to 2012 there was a decrease in gross emissions into the air of Sterlitamak city (Table 2). A great contribution made by the electricity companies of more than 20% in air pollution.

Table 2

<table>
<thead>
<tr>
<th>Sources</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stationary</td>
<td>60,9</td>
<td>62,5</td>
<td>59,6</td>
<td>61,5</td>
<td>57,4</td>
</tr>
<tr>
<td>Transport vehicles</td>
<td>58,5</td>
<td>40,6</td>
<td>46,3</td>
<td>41,3</td>
<td>32,3</td>
</tr>
<tr>
<td>Total</td>
<td>119,4</td>
<td>103,1</td>
<td>108,9</td>
<td>102,8</td>
<td>89,7</td>
</tr>
</tbody>
</table>

In 2012, the city heating plants in the applicable fuel decreased the proportion of fuel oil and industrial plants gas cleaning plants destroyed more than 90% of harmful substances in the exhaust air, thereby reducing their emissions. At the same time it increased the amount of emissions from vehicles due to increased freight volume and fuel consumption.
In 2012, emissions of pollutants into the air amounted to 89.7 thousand tons, that is, one person has to 0.326 tons per 1 hectare territory – 8.23 tons. Specific emission of harmful substances into the atmosphere per unit area of Sterlitamak city almost two and a half times higher than in Ufa, and almost 140 times higher than the national average. The level of air pollution in the city was determined mainly by high concentrations of formaldehyde, benzo (a) pyrene, nitrogen dioxide, carbon monoxide, dust. In 2012, in Sterlitamak city API5 (air pollution index) was at 14 [16].

On the territory of the Bashkortostan Republic in recent years there has been a decrease in the volume of pesticide application: however, the average level of pesticide load per hectare of arable land in the agricultural area is one of the highest and was 0.51 kg, whereas in the Republic the figure – 0.16 kg. In addition, the saturation of mineral fertilizers in the region reached 140.5 kg/ha, which is several times higher than the national average [17].

Despite a number of measures to improve the situation in the field of environmental protection, taken by the Government of the Republic and the decline in industrial production in general ecological conditions on the study area is quite complex. This is due to the effects of the work of enterprises, lower or stop their activities, the influence of cross-border transfers of polluted air masses from the industrialized centers, intensive chemicals used in agriculture, increasing the number of vehicles and cargo.

The territory of the agro-industrial Sterlitamak district of Bashkortostan Republic, subject to the direct influence of the plurality of sources of pollution, which determines the active dispersion of heavy metals and can have a negative impact on natural resources and human health.

The content of heavy metals in the territory of Sterlitamak district.

To identify patterns of heavy metals distribution area of agro-industrial district was conditionally divided into 3 zones.

The samples were carried out in the territory of the farm «Roshinsky» were selected based on their distance from large industrial center.

A set of specific heavy metals is dictated by the specifics of the study area of anthropogenic load and chemical elements involved in the production cycle.

Due to the fact that in the agricultural area of the proportion of local products in the nutrition of the population, including the gardens, large enough, and the water for drinking purposes comes mainly from wells and boreholes, analyzed the content of heavy metals accumulating environments: snow, soil; groundwater and food.

This is also due to the fact that the flow of heavy metals in the human body occurs in chains: soil – plant – man, soil – plant – animal – man, soil – water – people [5; 6; 13; 22].

Soil samples were collected in accordance with the «Guidelines for assessing the degree of air pollution settlements metals on their content in the snow cover and soil» [12]. The selection of spot samples performed by the envelope diagonally. Soil sample preparation for the determination of heavy metals were carried out on the basis of the method of measurement of the mass fraction of acid and forms of mobile forms of metals (copper, lead, zinc, nickel, cadmium) in soil samples by atomic absorption method [10; 11]. To remove the mobile forms of heavy metals from used soil-ammonium acetate buffer solution at pH – 4.8. For chemical degradation of soil samples in the gross determination of heavy metals extractant served 5 M nitric acid solution.

Sampling was carried out of crop production directly in the places of their growth in the private farms of citizens, in accordance with GOST 27262-87 [8]. Spot samples were taken at 4 – 5 locations. The combined sample of 1 kg, packed in polyethylene bags. Of the combined sample average sample was taken.

Data on the content of heavy metals in the snow indicate that their distribution with respect to Sterlitamak city unevenly (table 3 and 4, picture 1).
Maximum pollution coefficients for Pb, Cd, Ni, Mn characterized snow, attributable to the first inspection zone. The highest pollution observed on Ni, Pb and Cd, are greater than the contents of these metals on the background version respectively 3.6; 2.4 and 2.2 times. Summary fouling factor in the area of 9.54 vs. 8.97 and 3.95 in the second and third zones.

Apparently, the pollution in the first zone is influenced by emissions of several enterprises of the chemical industry and machine building, located in Sterlitamak city, as well as the presence of a major highway near a given conditional zone.

It should be noted that the second zone has the highest pollution by Cr and Fe, which is obviously due to the presence in the emissions are more resistant to precipitation of these elements forms.

Also through this town are two roads, which mainly moves freight.

Table 3

<table>
<thead>
<tr>
<th>Indicator</th>
<th>1st zone</th>
<th>2nd zone</th>
<th>3rd zone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pb</td>
<td>2.40</td>
<td>2.27</td>
<td>1.47</td>
</tr>
<tr>
<td>Cd</td>
<td>2.23</td>
<td>1.62</td>
<td>1.62</td>
</tr>
<tr>
<td>Cu</td>
<td>1.18</td>
<td>1.18</td>
<td>1.18</td>
</tr>
<tr>
<td>Zn</td>
<td>1.75</td>
<td>1.75</td>
<td>1.38</td>
</tr>
<tr>
<td>Ni</td>
<td>3.60</td>
<td>3.35</td>
<td>1.30</td>
</tr>
<tr>
<td>Mn</td>
<td>2.00</td>
<td>1.67</td>
<td>1.25</td>
</tr>
<tr>
<td>Cr</td>
<td>1.75</td>
<td>2.25</td>
<td>1.50</td>
</tr>
<tr>
<td>Fe</td>
<td>1.63</td>
<td>1.88</td>
<td>1.25</td>
</tr>
<tr>
<td>Zc</td>
<td>9.54</td>
<td>8.97</td>
<td>3.95</td>
</tr>
</tbody>
</table>

Table 4

<table>
<thead>
<tr>
<th>pH</th>
<th>Pb</th>
<th>Cd</th>
<th>Cu</th>
<th>Zn</th>
<th>Ni</th>
<th>Mn</th>
<th>Cr</th>
<th>Fe</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st zone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.74±0.07</td>
<td>0.0036±0.0002</td>
<td>0.00029±0.00005</td>
<td>0.0013±0.0001</td>
<td>0.014±0.0005</td>
<td>0.0072±0.00012</td>
<td>0.00024±0.0006</td>
<td>0.0007±0.0001</td>
<td>0.013±0.002</td>
</tr>
<tr>
<td>2nd zone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.51±0.11</td>
<td>0.0034±0.0001</td>
<td>0.00021±0.00002</td>
<td>0.0013±0.0002</td>
<td>0.014±0.0002</td>
<td>0.0067±0.0005</td>
<td>0.0020±0.0002</td>
<td>0.0009±0.0003</td>
<td>0.015±0.001</td>
</tr>
<tr>
<td>3rd zone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.28±0.04</td>
<td>0.0022±0.0008</td>
<td>0.00021±0.00004</td>
<td>0.0013±0.0003</td>
<td>0.011±0.0002</td>
<td>0.0026±0.0003</td>
<td>0.0015±0.0003</td>
<td>0.0006±0.0001</td>
<td>0.010±0.003</td>
</tr>
<tr>
<td>Background sample</td>
<td>5.87±0.06</td>
<td>0.0015±0.0002</td>
<td>0.00013±0.00001</td>
<td>0.0011±0.0004</td>
<td>0.008±0.0002</td>
<td>0.0020±0.0004</td>
<td>0.0012±0.0004</td>
<td>0.0004±0.0001</td>
</tr>
</tbody>
</table>

The lowest ratio of total snow contamination is marked for the third research area. This is determined, above all, the remoteness of the farm from the industrial Sterlitamak city, as well as the shielding effect of the hills located between the settlements.

However, despite the fact that the snow is in the third zone of least contaminated studies, but it is exceeded for 18 – 62% of all studied background content elements.
When comparing the content of heavy metals in water samples from the snow MPC of these elements for drinking water purposes, exceedances of hygienic regulations has not been established. Calculation of pollution factors as the relationship concentrations of metals to the respective MPC (maximum permissible concentration), reveals the proportion of contribution of each element to the overall pollution. It established that the greatest contribution to the contamination of drinking water is made to the water: Cd (49,5%), Pb (20,8%), Ni (10,8%), Fe (8,7%).

According to the analysis results, the pH of the snow to selected samples site agro area ranges from 5,87 to 7,74. The average value of a weakly acidic pH value characterized in snow samples (pH = 6,6) reaction. The greatest deviation from pH values corresponding uncontaminated sediments found in the first zone, the smallest in the third zone. This fact is consistent with the location of these areas in relation to the industrial city and the predominance of northern winds during the winter months, carrying gas and dust emissions from businesses in the direction of the first zone.

A study of soil conditionally allocated us agroindustrial district zones showed that the content of total forms of heavy metals in all the investigated samples does not exceed hygienic standards (Table 5).

<table>
<thead>
<tr>
<th>Indicator</th>
<th>1st zone</th>
<th>2nd zone</th>
<th>3rd zone</th>
<th>MPC(RPC)</th>
<th>Background content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pb</td>
<td>11,07±0,07</td>
<td>11,04±0,12</td>
<td>10,36±0,20</td>
<td>32</td>
<td>5,42±0,07</td>
</tr>
<tr>
<td>Cd</td>
<td>0,23±0,01</td>
<td>0,22±0,01</td>
<td>0,19±0,01</td>
<td>(0,5)</td>
<td>0,06±0,01</td>
</tr>
<tr>
<td>Cu</td>
<td>23,50±0,08</td>
<td>21,13±0,07</td>
<td>21,42±0,67</td>
<td>(33)</td>
<td>16,55±0,82</td>
</tr>
<tr>
<td>Zn</td>
<td>46,97±0,69</td>
<td>43,54±0,49</td>
<td>41,47±1,37</td>
<td>(55)</td>
<td>36,09±1,01</td>
</tr>
<tr>
<td>Ni</td>
<td>58,68±0,57</td>
<td>59,40±1,11</td>
<td>62,98±2,27</td>
<td>(20)</td>
<td>30,91±1,24</td>
</tr>
<tr>
<td>Mn</td>
<td>490,00±4,5</td>
<td>521,70±8,6</td>
<td>457,20±22,3</td>
<td>1500</td>
<td>469,40±7,8</td>
</tr>
<tr>
<td>Cr</td>
<td>80,56±0,20</td>
<td>75,25±2,94</td>
<td>82,89±0,55</td>
<td>-</td>
<td>68,92±1,75</td>
</tr>
<tr>
<td>Fe</td>
<td>32099±233</td>
<td>31945±379</td>
<td>31494±1125</td>
<td>-</td>
<td>20982±472</td>
</tr>
</tbody>
</table>
However, comparison of the content of heavy metals studied plots with background indicates significant pollution of Cd (3.3 – 4.5 times); Ni (1.9 – 2.1 times); Pb (1.8 – 2.0 times); Fe (1.3 – 1.6 times) (Table 6). Excess than the background observed for other metals. According to the individual elements (Pb, Cd, Cu, Mn) observed a decrease in their concentration in the soil, as we move away from the industrial center.

**Table 6**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>1st zone</th>
<th>2nd zone</th>
<th>3rd zone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pb</td>
<td>2.04</td>
<td>1.93</td>
<td>1.79</td>
</tr>
<tr>
<td>Cd</td>
<td>4.50</td>
<td>3.33</td>
<td>3.33</td>
</tr>
<tr>
<td>Cu</td>
<td>1.35</td>
<td>1.33</td>
<td>1.32</td>
</tr>
<tr>
<td>Zn</td>
<td>1.23</td>
<td>1.29</td>
<td>1.18</td>
</tr>
<tr>
<td>Ni</td>
<td>2.10</td>
<td>1.92</td>
<td>1.94</td>
</tr>
<tr>
<td>Mn</td>
<td>1.15</td>
<td>1.00</td>
<td>1.02</td>
</tr>
<tr>
<td>Cr</td>
<td>1.08</td>
<td>1.08</td>
<td>1.08</td>
</tr>
<tr>
<td>Fe</td>
<td>1.52</td>
<td>1.60</td>
<td>1.31</td>
</tr>
<tr>
<td>Zn</td>
<td>7.97</td>
<td>6.48</td>
<td>5.97</td>
</tr>
</tbody>
</table>

The average content of total forms of Cd, Pb, Cr, Zn in soil gardens 1.1 – 1.6 times higher than the concentration of similar elements in the soil sampled from the production areas (Table 7).

**Table 7**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>1st zone</th>
<th>2nd zone</th>
<th>3rd zone</th>
<th>MPC(RPC)</th>
<th>Background content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pb</td>
<td>11.68±0.42</td>
<td>12.58±0.50</td>
<td>20.31±0.89</td>
<td>32</td>
<td>5.42±0.07</td>
</tr>
<tr>
<td>Cd</td>
<td>0.23±0.01</td>
<td>0.23±0.00</td>
<td>0.25±0.01</td>
<td>(0.5)</td>
<td>0.06±0.01</td>
</tr>
<tr>
<td>Cu</td>
<td>25.64±1.14</td>
<td>20.50±0.24</td>
<td>22.69±0.63</td>
<td>(33)</td>
<td>16.55±0.82</td>
</tr>
<tr>
<td>Zn</td>
<td>63.24±3.43</td>
<td>71.77±3.14</td>
<td>74.47±2.03</td>
<td>(55)</td>
<td>36.09±1.01</td>
</tr>
<tr>
<td>Ni</td>
<td>59.65±0.79</td>
<td>62.79±3.81</td>
<td>61.61±1.05</td>
<td>(20)</td>
<td>30.91±1.24</td>
</tr>
<tr>
<td>Mn</td>
<td>457.90±5.60</td>
<td>409.2±10.1</td>
<td>409.60±5.7</td>
<td>1500</td>
<td>469.40±7.8</td>
</tr>
<tr>
<td>Cr</td>
<td>130.60±3.27</td>
<td>98.43±2.29</td>
<td>106.23±0.80</td>
<td>-</td>
<td>68.92±1.75</td>
</tr>
<tr>
<td>Fe</td>
<td>27411±288</td>
<td>23131±485</td>
<td>22567±108</td>
<td>-</td>
<td>20982±472</td>
</tr>
</tbody>
</table>

When comparing the total content of heavy metals with their values exceeded the MPC installed on the Zn and Ni in all samples of soil gardens. The excess Zn content in the soil to 1.5 RPC (roughly permissible concentration) detected in the second and third zones, Ni 3.5 to RPC in the 2nd zone.

Based on the mean values of total forms of metals each zone implies that for the first zone there is accumulation of soil Cu, Mn, Cr, Fe, in the third zone has a high, in contrast to other areas, Zn and Pb content.

On the plot of the 1st zone on all elements observed excess of background concentrations (Table 8). For the second area smaller than the background marked by the concentration of Cu and Cr; for the third zone – Zn, Cr and Fe.
Table 8

The Coefficients Exceeding Background Concentrations of Mobile Forms of Heavy Metals in the Study Area

<table>
<thead>
<tr>
<th>Indicator</th>
<th>1st zone</th>
<th>2nd zone</th>
<th>3rd zone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pb</td>
<td>3.07</td>
<td>4.21</td>
<td>3.64</td>
</tr>
<tr>
<td>Cd</td>
<td>2.19</td>
<td>4.50</td>
<td>2.64</td>
</tr>
<tr>
<td>Cu</td>
<td>2.80</td>
<td>0.80</td>
<td>1.80</td>
</tr>
<tr>
<td>Zn</td>
<td>1.06</td>
<td>1.14</td>
<td>0.89</td>
</tr>
<tr>
<td>Ni</td>
<td>1.46</td>
<td>1.36</td>
<td>1.18</td>
</tr>
<tr>
<td>Mn</td>
<td>1.10</td>
<td>1.08</td>
<td>1.15</td>
</tr>
<tr>
<td>Cr</td>
<td>1.10</td>
<td>0.36</td>
<td>0.36</td>
</tr>
<tr>
<td>Fe</td>
<td>3.19</td>
<td>1.16</td>
<td>0.76</td>
</tr>
<tr>
<td>Zc</td>
<td>8.97</td>
<td>6.61</td>
<td>5.42</td>
</tr>
</tbody>
</table>

Analysis of mobile forms of metals in soils agro area showed that the most contaminated Cu, Zn, Cr and Fe was the first zone; Pb, Cd, Mn – 2nd zone; Ni – Zone 3 (Table 9).

Table 9

Average Content of Mobile Forms of Heavy Metals in the Soil of Industrial and Agro-Industrial Gardens Area, Mg/Kg*

<table>
<thead>
<tr>
<th>Indicator</th>
<th>1st zone</th>
<th>2nd zone</th>
<th>3rd zone</th>
<th>MPC</th>
<th>Background content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pb</td>
<td>0.36±0.01</td>
<td>0.39±0.02</td>
<td>0.27±0.02</td>
<td>6.0</td>
<td>0.14±0.02</td>
</tr>
<tr>
<td></td>
<td>0.69±0.03</td>
<td>1.02±0.13</td>
<td>1.04±0.06</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cd</td>
<td>0.05±0.001</td>
<td>0.063±0.005</td>
<td>0.055±0.002</td>
<td>-</td>
<td>0.036±0.009</td>
</tr>
<tr>
<td></td>
<td>0.077±0.008</td>
<td>0.081±0.001</td>
<td>0.097±0.004</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cu</td>
<td>0.19±0.01</td>
<td>0.16±0.01</td>
<td>0.17±0.02</td>
<td>3.0</td>
<td>0.05±0.02</td>
</tr>
<tr>
<td></td>
<td>0.23±0.01</td>
<td>0.23±0.03</td>
<td>0.18±0.02</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zn</td>
<td>1.99±0.34</td>
<td>0.46±0.01</td>
<td>0.39±0.01</td>
<td>23</td>
<td>0.36±0.04</td>
</tr>
<tr>
<td></td>
<td>3.47±0.58</td>
<td>6.72±0.78</td>
<td>5.58±0.44</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ni</td>
<td>0.80±0.01</td>
<td>0.60±0.03</td>
<td>0.86±0.02</td>
<td>4.0</td>
<td>0.61±0.06</td>
</tr>
<tr>
<td></td>
<td>1.15±0.01</td>
<td>0.84±0.02</td>
<td>0.64±0.01</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mn</td>
<td>35.3±2.6</td>
<td>56.8±4.9</td>
<td>49.5±3.8</td>
<td>140</td>
<td>60.8±11.2</td>
</tr>
<tr>
<td></td>
<td>67.9±4.5</td>
<td>98.3±6.0</td>
<td>109.3±10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cr</td>
<td>0.66±0.01</td>
<td>0.54±0.01</td>
<td>0.47±0.03</td>
<td>6.0</td>
<td>0.50±0.12</td>
</tr>
<tr>
<td></td>
<td>0.48±0.01</td>
<td>0.61±0.01</td>
<td>0.52±0.02</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fe</td>
<td>6.36±0.94</td>
<td>1.62±0.20</td>
<td>2.39±0.20</td>
<td>-</td>
<td>1.93±0.24</td>
</tr>
<tr>
<td></td>
<td>6.94±0.37</td>
<td>1.33±0.09</td>
<td>1.38±0.07</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* In numerator – soil production sites; the denominator – gardens.

Picture 2 shows the average content of mobile forms of heavy metals in soil, sampled from the production areas.

The average content of mobile forms of the investigated elements in soil gardens above the average concentrations of these metals in the soil of industrial areas – on the Ni and Cu in 1.2 times; Cd 1.5 times; Mn 2.0 times; Pb 2.7 times; Zn 5.5 times. Perhaps this is due to the uncontrolled application of mineral and organic fertilizer to the soil of private farms residents, which could adversely affect the quality of the grown crop production.
As the data in the literature review, the most negative effect both on the productivity, and the chemical composition of the plant have movable mold heavy metals. The total contamination of the soil is characterized by a gross amount of heavy metals, the availability of components for the plants is determined by their mobile forms. Therefore, the content in the soil of the mobile forms of heavy metals – the most important indicator of the sanitary-hygienic situation in the given territory. [1; 2; 7; 9]

The results of the studies show a very large share of mobile forms of Cd and Mn in all the studied areas, which primarily may be due to high technological forms part of the movable elements (Table 10).

<table>
<thead>
<tr>
<th>Indicator</th>
<th>1st zone</th>
<th>2nd zone</th>
<th>3rd zone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pb</td>
<td>3,8</td>
<td>5,6</td>
<td>5,3</td>
</tr>
<tr>
<td>Cd</td>
<td>29,3</td>
<td>81</td>
<td>47,5</td>
</tr>
<tr>
<td>Cu</td>
<td>0,6</td>
<td>0,2</td>
<td>0,4</td>
</tr>
<tr>
<td>Zn</td>
<td>0,9</td>
<td>0,9</td>
<td>0,7</td>
</tr>
<tr>
<td>Ni</td>
<td>1,4</td>
<td>1,4</td>
<td>1,2</td>
</tr>
<tr>
<td>Mn</td>
<td>12,4</td>
<td>13,9</td>
<td>14,6</td>
</tr>
<tr>
<td>Cr</td>
<td>0,7</td>
<td>0,2</td>
<td>0,2</td>
</tr>
<tr>
<td>Fe</td>
<td>0,02</td>
<td>0,007</td>
<td>0,005</td>
</tr>
</tbody>
</table>

The vegetables produced with gardens, and milk, taken in the private sector, measured normalized elements – Pb and Cd, regional pollutants – of Ni, Cr and Cu, Zn, Mn and Fe. These data suggest that of the investigated products, according to the average content of the studied elements is secure by Cr – potatoes in all areas of the research; cabbage in the first zone; carrots in the third zone (Table 11).

Chrome, obviously, is a regional pollutant vegetables. According to calculations, 20 carrot samples, 80 – potatoes, 10 – 260 beet studied contain Cr in concentrations exceeding the MPC (Table 12).
Among other elements exceeded maximum permissible concentrations of Cd in 10 potato samples, 20 samples of beet; Zn by 10 samples beet; for Pb and Ni samples exceedance is not detected.

### Table 11

Average Heavy Metal Content in Some Types of Plant Material Selected in Home Gardens, Mg/Kg

<table>
<thead>
<tr>
<th>Crop</th>
<th>Pb</th>
<th>Cd</th>
<th>Cu</th>
<th>Zn</th>
<th>Ni</th>
<th>Cr</th>
<th>Mn</th>
<th>Fe</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0,5</td>
<td>0,03</td>
<td>5,0</td>
<td>10,0</td>
<td>0,5</td>
<td>0,2</td>
<td>-</td>
<td>50,0</td>
</tr>
<tr>
<td><strong>MPC, mg/kg</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1st zone</td>
<td>2,29</td>
<td>0,04</td>
<td>0,16</td>
<td>0,23</td>
<td>0,02</td>
<td>-</td>
<td>-</td>
<td>7,73</td>
</tr>
<tr>
<td>Carrot</td>
<td>0,06</td>
<td>0,11</td>
<td>0,63</td>
<td>0,17</td>
<td>0,01</td>
<td>0,07</td>
<td>0,07</td>
<td>0,73</td>
</tr>
<tr>
<td>Potatoes</td>
<td>0,08</td>
<td>0,25</td>
<td>0,36</td>
<td>0,51</td>
<td>0,15</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Beet</td>
<td>0,12</td>
<td>0,15</td>
<td>0,50</td>
<td>0,75</td>
<td>0,22</td>
<td>0,18</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Cabbage</td>
<td>0,08</td>
<td>0,10</td>
<td>0,40</td>
<td>0,60</td>
<td>0,12</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Note: «-» – there are no regulations.

### Table 12

The Content of Heavy Metals in Products of Plant Origin

<table>
<thead>
<tr>
<th>Crop</th>
<th>Content of metal, mg/kg</th>
<th>The number of samples exceeding the MPC</th>
<th>The average rate of excess</th>
<th>The distribution of samples per band of MPL, %</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>average</td>
<td>minimal</td>
<td>maximal</td>
<td>&lt;0,10</td>
</tr>
<tr>
<td>Lead</td>
<td>0,067±0,004</td>
<td>0,013±0,002</td>
<td>0,136±0,040</td>
<td>0</td>
</tr>
<tr>
<td>Carrot</td>
<td>0,053±0,012</td>
<td>0,002±0,001</td>
<td>0,340±0,069</td>
<td>0</td>
</tr>
<tr>
<td>Potatoes</td>
<td>0,074±0,003</td>
<td>0,034±0,005</td>
<td>0,112±0,028</td>
<td>0</td>
</tr>
<tr>
<td>Beet</td>
<td>0,010±0,001</td>
<td>0,005±0,001</td>
<td>0,017±0,004</td>
<td>0</td>
</tr>
</tbody>
</table>

| Cadmium  | 0,013±0,001 | 0,003±0,001 | 0,030±0,009 | 10   | 1,01   | 25,0      | 50,0      | -          | -          |
| Carrot   | 0,021±0,001 | 0,005±0,001 | 0,042±0,008 | 20   | 1,31   | -          | 12,5      | 37,5      | 12,5       |
| Potatoes | 0,169±0,08  | 0,74±0,10   | 2,97±0,53   | 0    | -      | 12,5      | 62,5      | 12,5      | -          |
| Beet     | 0,207±0,05  | 1,41±0,11   | 2,75±0,39   | 0    | -      | -          | 75,0      | 25,0      | -          |
| Zinc     | 0,021±0,001 | 0,005±0,001 | 0,042±0,008 | 20   | 1,31   | -          | 12,5      | 37,5      | 12,5       |
| Nickel   | 0,143±0,004 | 0,065±0,009 | 0,184±0,030 | 0    | -      | 25,0      | 62,5      | -          | -          |
| Carrot   | 0,203±0,010 | 0,081±0,007 | 0,373±0,036 | 0    | -      | 25,0      | 50,0      | 25,0      | -          |
| Potatoes | 0,131±0,004 | 0,059±0,008 | 0,201±0,023 | 0    | -      | -          | 50,0      | 50,0      | -          |
| Beet     | 0,168±0,007 | 0,095±0,009 | 0,308±0,053 | 20   | 1,30   | -          | 12,5      | 37,5      | 25,5       |

| Chromium | 0,298±0,004 | 0,235±0,051 | 0,349±0,033 | 80   | 1,49   | -          | -          | -          | -          |
| Carrot   | 0,156±0,003 | 0,124±0,014 | 0,224±0,030 | 10   | 1,12   | -          | 12,5      | 37,5      | 25,5       |
The test plants are characterized by low capacity accumulator with respect to the studied elements (Table 13).

<table>
<thead>
<tr>
<th>Crop</th>
<th>Pb</th>
<th>Cd</th>
<th>Cu</th>
<th>Zn</th>
<th>Ni</th>
<th>Cr</th>
<th>Mn</th>
<th>Fe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrot</td>
<td>0,005</td>
<td>0,407</td>
<td>0,028</td>
<td>0,052</td>
<td>0,002</td>
<td>0,0002</td>
<td>0,049</td>
<td>0,0002</td>
</tr>
<tr>
<td>Potatoes</td>
<td>0,001</td>
<td>0,407</td>
<td>0,018</td>
<td>0,047</td>
<td>0,002</td>
<td>0,0006</td>
<td>0,015</td>
<td>0,0003</td>
</tr>
<tr>
<td>Beet</td>
<td>0,005</td>
<td>0,089</td>
<td>0,028</td>
<td>0,087</td>
<td>0,002</td>
<td>0,0002</td>
<td>0,011</td>
<td>0,0001</td>
</tr>
<tr>
<td>Cabbage</td>
<td>0,009</td>
<td>0,019</td>
<td>0,045</td>
<td>0,126</td>
<td>0,008</td>
<td>0,0005</td>
<td>0,029</td>
<td>0,0003</td>
</tr>
</tbody>
</table>

**Table 13**

Correlation analysis of communication content in the soils of the mobile forms of metals accumulation in vegetables grown revealed significant positive strong relationship (\( r = 0,70 \) – 0,87) for Pb in the beet, Cd in the carrot and beet, beet in Cu; medium strength (\( r = 0,33 \) – 0,56) for Pb in potatoes and carrots, Cd, Cu, Mn in potatoes, beets in Cr, Fe in potatoes and beet, Zn all vegetables (Table 14).

<table>
<thead>
<tr>
<th>Crop</th>
<th>Form of metals in soil</th>
<th>Pb</th>
<th>Cd</th>
<th>Cu</th>
<th>Zn</th>
<th>Ni</th>
<th>Cr</th>
<th>Mn</th>
<th>Fe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carrot</td>
<td>Gross</td>
<td>0,06</td>
<td>0,88</td>
<td>0,73</td>
<td>0,44</td>
<td>-0,48</td>
<td>-0,21</td>
<td>0,38</td>
<td>0,12</td>
</tr>
<tr>
<td></td>
<td>Mobile</td>
<td>0,41</td>
<td>0,76</td>
<td>0,20</td>
<td>0,33</td>
<td>-0,10</td>
<td>0,24</td>
<td>0,27</td>
<td>0,08</td>
</tr>
<tr>
<td>Potatoes</td>
<td>Gross</td>
<td>0,18</td>
<td>0,56</td>
<td>0,21</td>
<td>0,63</td>
<td>-0,13</td>
<td>0,56</td>
<td>-0,38</td>
<td>0,41</td>
</tr>
<tr>
<td></td>
<td>Mobile</td>
<td>0,33</td>
<td>0,35</td>
<td>0,52</td>
<td>0,56</td>
<td>0,02</td>
<td>0,20</td>
<td>0,33</td>
<td>0,38</td>
</tr>
<tr>
<td>Beet</td>
<td>Gross</td>
<td>0,54</td>
<td>0,86</td>
<td>0,23</td>
<td>0,56</td>
<td>0,19</td>
<td>-0,75</td>
<td>-0,61</td>
<td>0,29</td>
</tr>
<tr>
<td></td>
<td>Mobile</td>
<td>0,71</td>
<td>0,87</td>
<td>0,70</td>
<td>0,48</td>
<td>0,03</td>
<td>0,31</td>
<td>0,16</td>
<td>0,46</td>
</tr>
</tbody>
</table>

**Table 14**

In the form of the gross metal content in the soil and in the roots and tubers of a direct link for Pb, Cd, Cu, Cr, Mn, Fe (\( r = 0,38 \) – 0,88), for Ni direct link has been established. Inverse correlations identified for the Mn content in the potato, Ni in carrots (\( r = -0,38 \) and \( -0,48 \), respectively), Mn beet (\( r = -0,61 \)), for the content of Cr (\( r = -0,75 \)) in beet and total forms of metals in the soil. Established correlations can be used for indirect estimation of metal contamination of the environment objects.

It is known that heavy metals to animals come primarily with food and water. Milk cattle as a biological environment is an integral indicator reflecting the pollution of the environment [15; 21].
Analysis of the results showed that heavy metals in concentrations exceeding hygienic standards (Table 15) were found in samples of milk.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>1st zone</th>
<th>2nd zone</th>
<th>3rd zone</th>
<th>MPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pb</td>
<td>0.254±0.072</td>
<td>0.114±0.007</td>
<td>0.127±0.030</td>
<td>0.1</td>
</tr>
<tr>
<td>Cd</td>
<td>0.007±0.001</td>
<td>0.008±0.001</td>
<td>0.004±0.001</td>
<td>0.03</td>
</tr>
<tr>
<td>Cu</td>
<td>0.017±0.001</td>
<td>0.018±0.003</td>
<td>0.017±0.002</td>
<td>0.5</td>
</tr>
<tr>
<td>Zn</td>
<td>2.190±0.09</td>
<td>2.200±0.28</td>
<td>4.560±1.05</td>
<td>5.0</td>
</tr>
<tr>
<td>Ni</td>
<td>0.008±0.001</td>
<td>0.020±0.002</td>
<td>0.009±0.001</td>
<td>0.1</td>
</tr>
<tr>
<td>Mn</td>
<td>0.022±0.004</td>
<td>0.012±0.001</td>
<td>0.027±0.003</td>
<td>-</td>
</tr>
<tr>
<td>Cr</td>
<td>0.085±0.014</td>
<td>0.048±0.001</td>
<td>0.059±0.003</td>
<td>0.1</td>
</tr>
<tr>
<td>Fe</td>
<td>0.740±0.02</td>
<td>0.670±0.01</td>
<td>0.630±0.03</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Note: “–” – there are no regulations.

Thus, the excess of the permissible level of Pb detected in milk samples taken in the 2nd and 3rd zones (up to 1.5 MPC), the first zone (up to 2.6 MPC).

The drinking water is not revealed exceedances of health standards on any metal.

For water samples 2nd zone is characterized by the highest content of Cu, Zn and Fe. The maximum Ni content is detected in the water of third zone.

Potable water is characterized by a slightly alkaline reaction (pH = 7.48 – 7.67) and high hardness (8.0 – 11.3 °R (rigidity index)). All water samples revealed exceeding the hygienic requirements for hardness [4].

State of the environment in the industrialized regions and cities characterized by high development pressure [3; 14; 19]. One of the most common types of man-made change is the environmental pollution by heavy metals, capable of accumulating in human and animals, incorporated in a metabolic cycle.

This problem is very relevant and in the Bashkortostan Republic – the region with peculiar climatic conditions and developed industry.

The largest contribution to the pollution of the natural environment of the Bashkortostan Republic with heavy metals are making businesses of oil refining, chemical, mining and metallurgical industries, as well as the use of chemicals in agriculture and road transport.

Materials of State report on sanitary and epidemiological situation in the Bashkortostan Republic indicate that the subject of the Russian Federation refers to the territories of the relative risk indicators of primary and general morbidity of the population who have a tendency to grow.

The list of investigated heavy metals was formed, based on the specifics of anthropogenic load the study area and the elements found in a series of industrial enterprises located in Sterlitamak district.

Analysis of climatic conditions allowed us to estimate the study area as unfavorable for dispersion of emissions with low self-purification ability, seasonal changes in natural conditions with the constant exposure to man-made industrial facilities.

Environmental pollution by heavy metals determines the need to examine their content in components of the environment and in human foods [18; 20]. In connection with this eco-geochemical assessment of the components of the environment was conducted and studied characteristics of migration of heavy metals in agrobiocenosis Sterlitamak district of Bashkortostan, experiencing intense human impacts due to the presence of a large number of industrial enterprises.
A special place in the assessment of pollution emissions from industrial enterprises takes analysis of the storage medium, especially soil and snow. The study of these components to evaluate the state of air in places where there are no fixed positions, set the priority sources of pollution and high-risk areas of possible adverse health effects.

Given that most of the harmful chemicals in the human body comes from food of plant and animal origin, studied the content of heavy metals in the main types of crop production, and milk.

Evaluation of heavy metals in environmental components and human foods allows timely identification of adverse trends, to predict the state of the environment under the existing or proposed level of anthropogenic impact, to make management decisions to change the modes of nature.

References

1. Alekseev U.V. Heavy Metals in Agricultural Landscapes. SPb.: Publishing house PIYAF RAN, 2008. 216 P.

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