

# CONTENTS

## MANAGEMENT PROBLEMS: GOVERNMENT APPROACH

**IVANOVA Lenara Khakimovna,**  
*Minister of Labour and Public Social Protection  
of the Republic of Bashkortostan*

## MODERN APPROACHES TO PUBLIC EMPLOYMENT PROBLEMS SOLVING

*The article deals with unemployment, the most topical current problem of the Russian labour market. On the basis of the theoretical analysis there are given practical recommendations on employment security of the country's labour force, unemployment lowering to the minimum, socially acceptable level.*

**Key words:** *labour market, unemployment, public employment, career-guidance activities, wages.*

**SAMIRKHANOV Amirkhan Mirkadamovich,**  
*Chairman of Trade Unions Federation  
of the Republic of Bashkortostan*

## TRADE UNIONS IN THE SOCIAL PARTNERSHIP SYSTEM

*The priority lines of the Republic trade unions activity are the protection of trade-unions' members rights and legitimate interests, social partnership system development, stabilization of labour market situation, solving of current social and economic problems, timely payment of wages, pension indexation and many other questions. Their settlement will allow to create favourable socioeconomic conditions for the population of the Republic.*

**Key words:** *trade union, sociopolitical organization, social and economic problems, social and labour relations, social partnership, social responsibility.*

**TERNOVAYA Lyudmila Olegovna,**  
*Doctor of Historical Sciences Professor  
of the Sociology and Management Department  
of Moscow State Automobile and Road Technical University*

## CONSUMER RIGHTS PROTECTION: ECONOMICS, POLITICS AND ETHICS

*The article is devoted to the problem of evolution of perception of values of the consumer society through the prism of economic, moral and legal aspects of consumerism and anticonsumerism. The connection between these movements and the state of the global economy, the origin of ecological movement and ecological culture, the reasons for appearance of non-traditional methods of expressing the relations of the opponents of unrestrained consumption to the manufactured goods are revealed in the article.*

**Keywords:** *consumer society, consumerism, anticonsumerism, ecological movement, rights protection.*

**NIGMATULLINA Tanzilya Altafovna,**

*Candidate of History, Director of Bashkir Institute of Social Technologies (branch of) Educational Institution of Trade Unions of Higher Professional Education «Academy of Labour and Social Relations»*

**PARFYONOVA Svetlana Rafatovna,**

*Candidate of Law, Head of «Civil Law and Procedure» Chair, Director Deputy on Educational Activities of Bashkir Institute of Social Technologies (branch of) Educational Institution of Trade Unions of Higher Professional Education «Academy of Labour and Social Relations»*

## **SOCIAL TECHNOLOGIES AS AN INSTRUMENT OF TECHNOGENEOUS CATASTROPHE PREVENTION**

*The ongoing globalization at the edge of XX–XXI centuries is one of the key processes of global economy development. Acknowledging the positive influence of globalization on the economic system development modern researches agree in opinion that its negative impact has been causing definite anxiety. In the connection with a great deal of recent ecological, social and technogeneious accidents the problem of creating modern technologies allowing to forecast and withstand them has become urgent. One of the ways of fulfilling this task the authors see in the development and application of social technologies at technogeneious objects which can provide sociotechnical stability with the adjusted management system at all levels, territorial, regional, inter-regional and global.*

**Key words:** *globalization, technogeneious accidents, ecological safety, sociotechnical projecting, life activity safety.*

## **ECONOMIC INNOVATIONS**

**GAIDUK Vadim Vitalyevich,**

*Deputy President of the Academy of Sciences of Bashkortostan Republic, Doctor of Political Sciences*

## **INVESTMENTS IN THE ECONOMICS OF BASHKORTOSTAN REPUBLIC THROUGH THE PRISM OF ECOLOGICAL CONSCIOUSNESS**

*The article is devoted to the questions of investments in the economics, introduction of new technologies in the manufacturing work taking into account the regional peculiarities of Bashkortostan Republic. An emphasis is put on the reduction of environmental footprint, development of «green» activities of population, increase the level of industrial and ecological safety.*

**Key words:** *economic relations, investments, «green» technologies, energy complex, acrylic production, ecological indices, rates.*

**BEZZUBKO Larisa Vladimirovna,**

*Doctor of Science in Public Administration, Professor at «Management of Organizations» Chair of Donbass National Academy of Civil Engineering and Architecture*

## **THE DEVELOPMENT OF COMMUNAL CONFLICTOLOGY**

*The article is devoted to conflict resolution in the communal area. The main protagonists are the suppliers and consumers of public services. The author gives a description of the major conflicts between suppliers and users of public services, conflicts in the course of business, asset management companies in the sphere of housing and communal services. The author proposes to single out Communal Conflictology as a peculiar specialization in Conflict Management area.*

**Key words:** *conflict, communal conflict management, utility service providers, utility service consumer.*

**ILYINA Luiza Askhatovna,**

*Candidate of Economics, Associate Professor at «Finances, Money Circulation and Economic Security» Chair of the Federal State Budget Educational Institution of Higher Professional Education «Ufa State Aviation Technical University»*

**ILYIN Sergey Vasilyevich,**

*Candidate of Economics Associate Professor at «Management in Social and Economic Systems» of the Federal State Budget Educational Institution of Higher Professional Education «Ufa State Aviation Technical University»*

## **SOCIAL ENTREPRENEURSHIP: PROSPECTS AND BARRIERS OF DEVELOPMENT**

*The article discusses theoretical issues, legislative support and institutional conditions for the development of social entrepreneurship in the Russian Federation and its regions. The authors identify main constraints and prospects of its development in modern conditions. Mechanisms of social entrepreneurship project support are studied.*

**Key words:** *the mechanism of state support, social enterprise, social entrepreneurship, social projects, socially oriented non-profit organizations.*

**BARZAYEVA Madina Akhyatovna,**

*Senior Lecturer at «Economics and Management in Oil-and-Gas Industry» of the Federal State Budget Educational Institution of Higher Professional Education «Grozny State Oil Technical University after Academician M. D. Milliontchikov»*

## **THE PERFECTION OF JOB NEED EVALUATION METHODS IN LABOUR MARKET IN EXCESS MANPOWER REGIONS**

*The article highlights modern trends in the labour market of the labour oversupply region. The technique of measuring of the labour surplus degree in the regional labour market through the definition of the maximum permissible level of unemployment and the calculation of the additional job need in the economy of the object of the study.*

**Key words:** *criterion of labour surplus, labour market, jobs, maximum acceptable level of unemployment.*

## **PUBLIC-PRIVATE PARTNERSHIP: MODERN CHALLENGES**

**BALABENKO Yelena Vladimirovna,**  
*Candidate of Economics, Associate Professor  
at «Management of Organizations» Chair of Donbass  
National Academy of Civil Engineering and Architecture*

### **THE USE OF INTERNATIONAL EXPERIENCE IN THE DEVELOPMENT OF PUBLIC-PRIVATE PARTNERSHIP IN UKRAINE**

*The article provides an overview of international experience of formation and implementation of public-private partnership. Two main areas of development of this type of partnership in foreign countries are considered (projects in the spheres of infrastructure and service). The peculiarities of the public-private partnership use are detected, namely the correlation between the level of socioeconomic development of the country and priority sectors for application of public-private partnerships in them. The key areas of public-private partnership development in Ukraine are formed.*

**Key words:** *public-private partnerships, foreign experience, projects, infrastructure.*

**SABIROVA Zemfira Emilevna,**  
*Senior Lecturer at «Entrepreneurship and Finance Law»  
of the Federal State Budget Educational Institution  
of Higher Professional Education «Bashkir Academy  
of Public Service and Management at the President  
of the Republic of Bashkortostan»*

### **THE USE OF THE PUBLIC-PRIVATE PARTNERSHIP MECHANISM IN THE PRACTICE OF GRANTING OF SOCIALLY SIGNIFICANT HOUSEHOLD SERVICES TO THE POPULATION OF THE REGION**

*The article discusses organizational, economic, institutional, legal and information mechanisms of the practice of granting of socially significant municipal services in the system of social service of population on the principles of public-private partnership. The main problems impeding consumer service enterprises development in conditions of the formation of a socially-oriented model of the Russian economy and modernization of social services sphere of the region are revealed.*

**Key words:** *mechanism of public-private partnership, consumer service enterprises, socially significant domestic services, market-based mechanisms, state regulation of the sphere of services.*

## REGIONAL ECONOMY

**VESHNEVSKAYA Anna Valeryevna,**

*Post-graduate, Assistant Lecturer*

*at «Management of Organizations» Chair of Donbass  
National Academy of Civil Engineering and Architecture*

### MAIN PROBLEMS AND WAYS OF THEIR SOLVING IN THE UKRAINIAN BUILDING COMPLEX

*This article analyzes the current situation in the Ukrainian building industry with the purpose of revealing the main factors containing progress of this branch of the economy of our country. The ways and directions of their solving are offered aimed at the economical growth of the Ukrainian building complex particularly and the domestic economy as a whole.*

**Key words:** *building, building market, investment activity, contraction of funding sources, off-budget investments.*

**BEZZUBKO Boris Igoryevich,**

*Assistant Lecturer at «Management*

*in Nonproductive Sphere» Chair of Donbass State University  
of Management of the Ministry of Education and Science of Ukraine*

### IMPROVING INSTITUTIONAL MECHANISM OF STRATEGIC URBAN PLANNING

*The paper suggests ways of improving institutional mechanism of developing policy papers on the city level. The author analyzed options for creating special bodies, their advantages and disadvantages.*

**Keywords:** *city, institutional arrangements, strategy, planning.*

**ROMANOVA Natalya Vladimirovna,**

*Candidate of Economics, Associate Professor*

*at «Economy of Social Sphere» Chair of Department  
of Economics of the Federal State Budget Educational Institution  
of Higher Professional Education  
«Moscow State University after M. V. Lomonosov»*

**KOVALYOV Anton Sergeyeovich,**

*postgraduate of Department of Economics  
of the Federal State Budget Educational Institution  
of Higher Professional Education  
«Moscow State University after M. V. Lomonosov»*

### MANAGEMENT OF CULTURE SPHERE EFFICIENCY

*The economic growth of Russia in the last decades has allowed the authorities to provide the cultural sphere with additional resources, financing as execution of the current programs and support of a minimum level of funding, and investment in innovative projects and development of*

*reforms in the cultural sphere. The problems of programs budget performance do not permit to evaluate social and cultural effects of innovations to the full extent. Not only all levels of public administration but society as well are interested in the achievement of the new efficiency level of project performance.*

**Key words:** *cultural sphere, culture management efficiency, innovations in the culture sphere, strategic planning of the cultural sphere.*

***KHIZBULLINA Rezeda Ziyazetdinovna,***

*Candidate of Pedagogy, Associate Professor  
at «Physical Geography, Regional Ethnography and Tourism»  
Chair of the Federal State Budget Educational Institution  
of Higher Professional Education «Bashkir State University»*

***KHISAMUTDINOVA Albina Fanisovna,***

*Senior Lecturer at «Tourism and Hospitality»  
Chair of the Federal State Budget Educational Institution  
of Higher Professional Education «Ufa State University of Economics and Service»*

## **THE ORGANIZATION OF EXCURSION SERVICE IN SANATORIUM ESTABLISHMENTS OF THE REPUBLIC OF BASHKORTOSTAN**

*The article contains the short review of excursion programs in the largest sanatoria of the Republic of Bashkortostan with their short description. The conclusion is made that the organization of such excursions allows to expand public conception of the unique historical, cultural and ethnographic features of the Republic of Bashkortostan.*

**Key words:** *sanatorium-and-spa complex of the Republic of Bashkortostan, excursion service, museum, historical and cultural potential of the Republic of Bashkortostan.*