
CONTENTS

REGIONAL ECONOMY

NIGMATULLIN Irek Gazizovich,
Candidate of Economic Sciences,
*the Deputy of the State Assembly – Kurultai of the Republic of Bashkortostan,
the Member of the Fiscal, Tax, Investment Policy and Territorial Development
Committee of the State Assembly — Kurultai of the Republic of Bashkortostan,
Professor of the Management and Hospitality Industry Chair
of Bashkir Institute of Social Technologies (branch)
of the Academy of Labor and Social Relations (Ufa)*

INFLUENCE OF CREDITING OF REAL SECTOR ON THE DEVELOPMENT OF ECONOMY OF THE BASHKORTOSTAN REPUBLIC: PRIORITIES OF THE FINANCIAL POLICY

The analysis and assessment of crediting rates of real sector of economy by the commercial banks of the Bashkortostan Republic on the basis of financial indices is carried out in the article. The key priorities of development are marked out.

Key words: *crediting, bank, financial policy, real sector of economy.*

GATAULLIN Venir Zinnurovich,
Candidate of Economic Sciences,
*Associate Professor of the Management and Hospitality Industry Chair
Of Bashkir Institute of Social Technologies (branch)
of the Academy of Labor and Social Relations (Ufa)*

PROBLEM OF USE OF INNOVATIVE POTENTIAL IN THE BASHKORTOSTAN REPUBLIC IN THE CONDITIONS OF THE MARKET

The specifics of the market relations in the Bashkortostan Republic in connection with the geographical and national features and the existing way of life of the population, and also the problem of effective use of innovative potential in relation to the conditions of the market relations in the interests of the republic are considered in the article.

Key words: *market relations, economic transformations, innovative potential, economic reforming.*

GALIKEEV Razit Nabiakhmetovich,

*Candidate of Economic Sciences,
Associate Professor of the Management and Hospitality Industry Chair
of Bashkir Institute of Social Technologies (branch)
of the Academy of Labor and Social Relations (Ufa)*

ASSESSMENT OF INFLUENCE EXTENT OF RESOURCES ON EFFICIENCY OF AGRICULTURAL PRODUCTION

The state and use of resources of the agricultural enterprises in the Republic of Bashkortostan are investigated in this article. As a result of the analysis and the assessment of resources on extent of their influence on production efficiency the main reasons which are slowing down the progressive advance of agrarian and industrial complex are established. Actions for more effective use of resources by domestic agricultural producers are also offered.

Key words: *production, resources, assessment, agriculture, efficiency.*

BUKANINA Tatyana Vedineyevna,

*Senior Lecturer of the Management and Hospitality Industry Chair
of Bashkir Institute of Social Technologies (branch)
of the Academy of Labor and Social Relations (Ufa)*

YOUTH PROBLEMS IN AGRARIAN SECTOR OF ECONOMY OF THE BASHKORTOSTAN REPUBLIC

The youth role in the modern development of agrarian sector of the Bashkortostan Republic is considered in the article. The results of researches of the opinion of rural youth on the development of agrobusiness, farmer movement, revival of rural way of life are given.

Key words: *agro-industrial complex, agroorganization, unemployment, farm.*

INNOVATIONS IN ECONOMY

BYSTROV Alexander Ilyich,

*Candidate of Technical Sciences,
Associate Professor of the Economy, Informatics and Audit Chair
of Bashkir Institute of Social Technologies (branch)
of the Academy of Labor and Social Relations (Ufa)*

USE OF THE METHOD OF THE SOLUTION OF BALANCE TASKS IN OIL PROCESSING SCHEMES FOR THE OPTIMAL CHOICE OF TECHNOLOGICAL PROJECTS WITH THE MOST ADVANTAGEOUS ECONOMIC INDICATORS

The description of method of the balance analysis of economic cost indexes when processing oil-gas condensate raw materials in oil refineries with use of various technological schemes is given in the article. Possibilities of use of the method for the analysis, optimization of processing, forecasting of volumes of release of products taking into account economic efficiency are stated. The example of the selection of the most cost-effective one of the three considered projects is shown.

Keywords: *carrying system, diagram of the processing of oil and gas commodities, fixed mathematical model, cost-effectiveness.*

ISMAGILOV Nail Amirkhanovich,

*Doctor of Economic Sciences, Associate Professor,
Head of the Management and Hospitality Industry Chair
of Bashkir Institute of Social Technologies (branch)
of the Academy of Labor and Social Relations (Ufa)*

GAUGE THEORY OF COST AS A LAW OF COST DOUBLING

The gauge theory of cost as a new direction in the theory of costs is considered in the article. The economy model according to D.M. Keynes in reconstruction is presented in the form of 10 factors of production.

Key words: *cost theory, economy development, capital, gauge, matrix, investments.*

CURRENT TRENDS IN ECONOMY

NIGMATULLINA Tanzilya Altafovna,

*Candidate of Historical Sciences, Associate Professor,
Director of Bashkir Institute of Social Technologies (branch)
of the Academy of Labor and Social Relations (Ufa)*

BRANDING AND CHANNELS OF ADVANCE OF THE TERRITORY: FROM TACTICS TO FORESIGHT

The marketing technologies of branding of various regions of Russia and formation of image of territories are considered in the article. The author gives innovative town-planning projects as examples such as „Innopolis” (the Republic of Tatarstan, Kazan) and „Olonkho’s Earth” (Yakutia), discloses the potential opportunities of Ufa, the capital of the Republic of Bashkortostan, for the forthcoming high-quality changes.

Key words: brand, investments, investment appeal, megalopolis, uniform economic zone.

EDUCATION AND ECONOMY

BEZZUBKO Larisa Vladimirovna,

*DSc in Public Administration, Professor,
Management Of Organization Chair of Donbass National
Academy of Construction and Architecture*

GONCHAROVA Lada Aleksandrovna,

*PhD in Economics, Associate Professor,
Management Of Organization Chair of Donbass National
Academy of Construction and Architecture*

EXPERIENCE OF TRAINING OF SPECIALISTS IN THE UKRAINIAN HIGHER EDUCATIONAL INSTITUTIONS

The article examines the experience of learning in the institutions of Ukraine. The authors give suggestions and recommendations to improve training of specialists.

Key words: higher education, university, training, specialists.

BYSTROV Alexander Ilyich,

*Candidate of Technical Sciences,
Associate Professor of the Economy, Informatics and Audit Chair
of Bashkir Institute of Social Technologies (branch)
of the Academy of Labor and Social Relations (Ufa)*

TIMOFEYeva Marina Yuryevna,

*Candidate of Chemistry,
Bashkir Institute of Social Technologies (branch)
of the Academy of Labor and Social Relations (Ufa)*

YULMUKHAMETOVA Raylya Akhatovna,

*economist,
Bashkir Institute of Social Technologies (branch)
of the Academy of Labor and Social Relations (Ufa)*

AUTOMATION OF FORMATION OF COMPETENCES ON DISCIPLINES IN HIGHER EDUCATION INSTITUTION

The realization of the main educational programs at training of specialists which is based on the competence approach in education, the requirements of the market to the modern expert is considered in the article. The description of the informational Competences system developed in higher education institution for automation of process of a choice of the competences, consisting of competences databases of all directions of training of the bachelors realized in higher education institution is given.

Key words: *competence, competence-based approach, expert, information system, automation, preparation direction, curriculum, database.*

GILMUTDINOV Reef Zabirovich,

*Candidate of Physical and Mathematical Sciences,
Associate Professor of the Economy, Informatics and Audit Chair
of Bashkir Institute of Social Technologies (branch)
of the Academy of Labor and Social Relations (Ufa)*

PROBLEMS OF TEACHING OF ECONOMETRICS AT THE RUSSIAN HIGHER SCHOOL

The questions of teaching of discipline of «Econometrics» in higher educational institutions of Russia are considered in the article. Considering that econometrics as the science and a subject matter is rather young in world education, and especially in Russia, the arisen problems in its teaching and the way of their solution are described. The main thing in these problems is insufficient mathematical education of graduates of the schools, insufficient number of highly skilled teachers of this discipline, and generally — weak system of preparation and certifications of teachers of higher education institutions as a whole. Absence of such important discipline for economic specialties as „Applied econometrics” is emphasized. Also the role of information technologies is considered when teaching econometrics.

Key words: *econometrics, applied econometrics, higher education, training, teaching problems, forecast, econometric models, probability theory and mathematical statistics.*

GILMUTDINOV Reef Zabirovich,

*Candidate of Physical and Mathematical Sciences,
Associate Professor of the Economy, Informatics and Audit Chair
of Bashkir Institute of Social Technologies (branch)
of the Academy of Labor and Social Relations (Ufa)*

KHAMIDULLINA Albina Salimyanovna,

*Candidate of Chemistry, Associate Professor,
Dean of the Extramural Studies of
Bashkir Institute of Social Technologies (branch)
of the Academy of Labor and Social Relations (Ufa)*

EDUCATIONAL PROCESS AS A MODEL OF NETWORK PLANNING AND MANAGEMENT

The possibilities of application of network model in educational process on the main educational programs are discussed in the article. It is offered to accept all curriculum and educational process as one mathematical model. According to the structure the known model of network planning and management can be such adequate model. And the general model can consist of smaller network models — courses, disciplines or blocks of disciplines. The analysis of models can be carried out by econometric methods on the basis of known or created packages of applied programs.

Key words: curriculum, educational process, network model, modeling, subject matters.

ECONOMY AND TIME

TERNOVAYA Lyudmila Olegovna,

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

BANKNOTES — THE SOURCE OF STUDYING OF CHANGES OF IMAGE OF THE STATES

The history of emergence and distribution of paper money is revealed in the article. Problems in economic development of the states which can be recorded studying banknotes are allocated. On the example of occupational money the lameness of policy of occupational modes is analyzed. The newest tendencies of design of the banknotes, focusing attention on image of the state and its international competitiveness are noted.

Key words: money, banknote, image of the state, hyperinflation.