

GEOPOLITICS AND NATIONAL SECURITY

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BRICS AND SCO AS THE MAIN MECHANISMS OF FORMATION OF POSITIVE RUSSIAN INTERNATIONAL IMAGE

Image policy becomes one of the key directions of states, regions, cities, political and economic actors. The image of the state promotes the attraction of investments, development of tourism. In order to create a positive image, it is necessary to use political, economic, social and other mechanisms. The article considers BRICS and SCO as the mechanisms of positive image formation of Russia and shows the main stages of their development.

Key words: *globalization, multipolar world, image, image policy, the mechanisms of image formation.*

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SUB-REGIONAL ATLAS INTERNATIONAL AND INTERETHNIC RELATIONS IN THE MUNICIPALITIES

The article focuses on the development of sub-regional atlas of inter-ethnic and inter-ethnic relations in municipalities, the need for which is due to exacerbation of ethnic conflicts and the rise of intolerance in a multicultural society, increasing migration flows, the clash in the secular society, religious and secular paradigms deepening etnokonfessionalnyh, and in some cases, intra-contradictions.

Key words: *atlas subregional, national policy, monitoring, conflict activity, region, factors of regional stability.*

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ENERGY ALLIANCES IN THE GEOPOLITICAL CONTEXT

The article attempted analysis of ongoing geopolitical and geo-economic processes on the example of energy, allows us to conclude that the Russian Federation at the present stage it is advisable to develop and consistently implement a geo-strategic model of its energy sovereignty, providing developing in the context of an integrated system of Eurasian cooperation and integration, stakeholder dialogue EurAsEC, SCO, BRICS, ASEAN and the whole Greater Eurasian partnership. The basis for this model should be the universal matrix of Eurasian energy system in the context of civilized format of regional integration, providing for the formation of international institutional structures capable of regulations to regulate the development of the energy markets. Overcoming existing and emerging obstacles to external energy security of the Russian Federation can most effectively contribute to a The active support to partner institutions of the regional associations. In this regard, EurAsEC and SCO in Eurasia is the only international platform for constructive foreign policy dialogue that can combine and harmonize the interests of different sides of Asia and Europe and become a focal point of energy processes in this region of the world.

Key words: Eurasianism, union, partnership, energy, geopolitics, space mate, EurAsEC, SCO, BRICS, the Silk Road.

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ELECTORAL PATRIOTISM AS A KEY NOTION OF REPRESENTATIVE GOVERNMENT

The article discusses electoral communication in the system of political actions related to political activities related to the creation of texts in which there are not only linguistic, but also non-linguistic means of creating the necessary "electoral reflection" at the destination, initiating a specific motivation to for best Communicator of the electoral act. In the format of political dominance, it is important for political actors in terms of the electoral process to achieve maximum recognition and legitimation.

Key words: electoral communication, political dominance, legitimacy, representativeness, electoral patriotism.

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THE REGIONAL ASPECT OF PARLIAMENTARY RELATIONS OF A FEDERAL STATE

Regional political system, as a rule, is decisive for building relations of actors within the Federation. The representative bodies of state power of the Russian Federation to the 1990s experienced the series of transformational change, suggests that the formation of "checks and balances" is Uninvented reality. In this article, we will trace the major trends that characterize the development of the Russian regional parliamentary system in the federal state system and the changes that are systemically important for the actors of political action within the Russian Federation.

Key words: parliament, the region, the subject of Federation, Federal Center, legislature, federal government, regionalism.

ECONOMICS AND MANAGEMENT OF ENTERPRISES

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IMPROVEMENT OF THE MECHANISM OF TECHNICAL REGULATION IN THE COUNTRIES OF THE EURASIAN ECONOMIC UNION

For the purpose of improving the mechanism of international trade are special organizations, such as the world trade organization with its own legal rules and trading traditions. Each member of the organization undertakes to comply with the main regulatory requirements, including the removal of technical barriers in the implementation of trade deals member countries. As part of this article will examine one of the tools of state regulation of foreign trade application of technical regulation in the context of regional economic integration. The purpose of this study is to develop a mechanism of technical regulation in the Eurasian economic Union. The article examines the model of national systems of technical regulation of the commodity markets on the American and European continents in the development of international trade and economic relations. The article uses the method of comparative analysis. In work the conclusion about existence of two basic models describing the role of government in technical regulation. Based on the analysis of advanced foreign experience gives a comparative analysis of systems of technical regulation of the member States of the Eurasian economic Union. Examines the legal and organizational basis of technical regulation and the role of the Eurasian economic Commission in the development and dissemination of normative documents. In order to improve the mechanism of technical regulation in the Eurasian economic Union seems appropriate: harmonize national legislation in the sphere of technical regulation; to develop a consolidated Glossary of legal terms; to legislate the concept of "the state system of technical regulation", in each country acted the competent authority responsible of overseeing the implementation of technical regulations with the aim of forming an effective mechanism of implementation of the system of technical regulation in the EEU space.

Key words: *international, economic integration, government regulation of commodity markets, non-tariff barriers to trade, technical regulations, European-Asian Union.*

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ANALYSIS OF THE RESULTS OF FINANCIAL-ECONOMIC ACTIVITY OF INDUSTRIAL ENTERPRISES

In the article the authors state the necessity of conducting analyses of the financial-economic activity of industrial enterprises. In order to do so they choose the effectiveness of activity of industrial enterprises as the subject and industrial enterprises fulfilling state order as the object. The authors determined the goal of the study as the necessity to optimize the process of analysing the results of financial and economic activity of industrial enterprises. The tasks of the study are to identify and characterize indicators which will allow to effectively assess the activity of industrial enterprises; to analyse existing methods of formation quantitative assessment of effectiveness of activity of industrial enterprises based on different principals; to develop a common approach to the classification of efficiency of industrial enterprises; to evaluate the effectiveness of the management system called the balanced scorecard. Scientific novelty of this study underlies in identifying the contradictions between the dynamics of volume of financial resources of enterprises, and dynamics of their performance identified in the result of the analysis of financial and economic activities. In this connection, the authors state that one of ways to increase the efficiency of activity of industrial enterprises is the scientific argumentation of ways to improve the mechanism of formation of sources of financing on the basis of development of methodical directions to financial management. Brief summary: In the study the authors came to the conclusion that at the present stage of reforming of the industrial enterprises, there arises the necessity for a new financing mechanism of the integrated structures and for improving the existing financial mechanism of the industrial enterprises, adapted to the general mechanism to form the sources to finance the holding company.

Key words: industrial enterprises; effectiveness of the activity of industrial enterprises; financial sources; types of effectiveness; the coefficient of validity; capital assets of the enterprise; mechanism to form the financial sources; financial and economic activity.

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IMPROVEMENT OF MECHANISMS AND MEASURES FOR THE INTEGRATED DEVELOPMENT RURAL AREAS

This article describes the condition and problems of development of rural areas, identified the main reasons for strengthening of rural-urban migration, leading to distortions in the labor market, shows the lack of attention of the authorities at various levels to the problems of the village. The studies suggested the formation of institutions of social and economic development of the village, developed approaches to improve the system of measures and mechanisms to ensure the integrated development of rural areas.

Key words: *Rural areas, people, institutions, resources, human capital, agricultural production, the structuring of territories.*

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SMALL BUSINESS IN THE INDUSTRY AS A FACTOR OF SOCIAL AND POLITICAL STABILITY IN SOCIETY

The problem of employment of citizens today is worth more than ever. One way to address this issue is the development of small business. The article describes the role of small businesses in improving industrial employment. It analyzes the main problems of development of small business in the industry.

Key words: *small business in the industry, increase employment, industrial enterprises, the role of small business in the industry.*

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**FACTORS AND CONDITIONS OF THE LOCATION
AND DEVELOPMENT OF SMALL INNOVATIVE ENTERPRISES
IN THE PROVINCE OF KURDISTAN, THE ISLAMIC REPUBLIC OF IRAN**

Development of regional economy and the country on the whole are associated with the development and deployment of small innovative companies that contribute to solving social and economic problems of society. This article describes the role of the small innovative enterprises in the economy, are given factors and conditions placement of small innovative enterprises in the province of Kurdistan, analyzes outdated theories and new approaches to the development of the issue and placement of small innovative enterprises and their changing role in Iran's economy in recent decades. Also this article contains a list of conditions which are interrelated and affect the future development of these types of enterprises, increasing the efficiency of small innovative enterprises, that are the basis of economic development in the province of Kurdistan and Iran in general.

Key words: *small innovative enterprises, economic development of region, deployment factors of small innovative enterprises, spatial advantages.*

ECONOMIC THEORY AND INFORMATION SOCIETY

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PLACE AND ROLE OF THE EVOLUTIONARY ECONOMICS IN ECONOMIC THEORY

The paper considers evolutionary economics as a modern trend in economics, given the genesis of evolution's idea in the economy. The aim of work is to determine place and role of the evolutionary economics in economics. The paper discloses principle of evolution as the basis of knowledge economy, studies the first attempts to penetrate the ideas of evolution in the economics, analyzes the modern approach to the use of an evolutionary approach in economics.

Key words: *Economic theory, evolutionism in economics, evolutionary economics.*

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METHODS OF EVALUATING THE LEVEL OF SCIENTIFIC POTENTIAL OF THE REPUBLIC OF BASHKORTOSTAN

The article is devoted to the method of assessing the level of scientific potential of the Republic of Bashkortostan. Analyzed the characteristics of the level evaluation of scientific potential, valuation rules, the types of sources in the development of this technique. Reveals the organization of evaluation. Identified indicators for assessing the level of scientific potential of the republic and the methods of their calculation. On the basis of this study established a comprehensive assessment of the innovation potential of the republic.

Key words: *innovative potential, scientific potential, scientific and technical progress (STP), the integral index of socio-economic system, scientific and technical society (STS), accounting information, explanatory note.*

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NEED FOR MARKETING APPROACH ON THE MARKET OF EDUCATIONAL SERVICES

This article deals with the issue of the marketing approach in the provision of educational services. Educational services, despite its specificity, as well as consumer goods, are in need of justification of its existence, adapting to the requirements of potential customers, innovation reflection of reality, reading the market and promoting them. The reality is that today, educational institutions are facing a number of challenges — demographic decline; the need to provide the most modern and current developments; high level of competition; separation of production and employers of cooperation with universities; decline in the prestige of work in high school and class scientific activity. The article provides an overview of the basic concepts on the subject, marked effective tools of promotion of the university services on the market today, allowing to attract potential consumers of educational services.

Key words: education, educational service, marketing, competition, promotion, advertising, positioning, communication, efficiency.

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ENTERPRISE ECONOMIC SYSTEM DIAGNOSTICS OF VERTICALLY-INTEGRATED STRUCTURES WITH STATE PARTICIPATION BASED ON THEMATIC DIVISION OF DATA FLOW

The existing models used to estimate the measuring performance of the integrated company are based on a variety of diagnostics models which cause difficulty in creating the general understanding of operating results of vertically-integrated structures (VIS) necessary for choosing the business area in which we are to perform business-process reengineering. The goal of research is creating the method of estimating the current measuring performance of VIS in the form of integrated model that is based on the company's all-round operating results and its participants' communication. This method will let us find a solution either to performing the business-process reengineering under way of VIS or a solution to partial upgrading of business area. The method of item-diagnosis of company's operating results is treated as a research object. The subject of research is the measuring performance of subsidiary companies and thematic division of data flow that lets the holding company (participant of VIS) find out critical issues of the current operations and communication among the VIS participants to work out

a strategy for performing business-process reengineering. The novelty of research involves using the way of thematic division of data flow characterizing the operating results of subsidiary companies. It focuses on four ways of analysis which take into consideration the ratios characterizing the interaction of five perspectives that estimate the state of finance, production, business-process, market share and shareholders' interests.

Key words: *business-process reengineering, vertically-integrated structures, the method, item-diagnosis, thematic division of data flow, ratio, estimation.*

CURRENT ISSUES OF LAW

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PROTECTION OF INFORMATION ABOUT PARTICIPANTS CRIMINAL JUSTICE IS THE BASIS OF SAFEGUARDING HUMAN AND CIVIL RIGHTS AND FREEDOMS

The article deals with the interaction of bodies carrying out security measures with the authorities taking the decision to apply measures of state protection. The content of the work complements the scientific and legal basis of the security institution of the person in the field of criminal procedure; It can be used in further investigations related to the development of the analyzed problems. Aim of the study is to develop and construct a unified approach to the organization of interaction authorities taking the decision to apply measures of state protection. This article is intended for researchers, teachers, students in all areas of legal profile, as well as practitioners of law enforcement.

Key words: state protection of participants in criminal proceedings, a unit of the security of persons subject to state protection, the authorities making the decision on application of measures of state protection.

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THE IDENTITY OF THE OFFENDER AS AN ELEMENT FORENSIC CHARACTERISTICS AND ITS VALUE AT THE STAGE OF PRELIMINARY INVESTIGATION

Analysis of scientific literature, practical activities of the investigator (inquirer), the survey suggests that information about the properties of the individual offender is key to the progress and result of the preliminary investigation. The study of the sources of the properties of the individual offender made it possible to combine them into three groups: socio-demographic, moral-psychological and biological. The

identity of the offender is the information about circumstances subject to proof, enabling the investigator (investigator) to schedule a further investigation is likely to put forward, to conduct the necessary investigative actions and operational-investigative activities, assign a number of forensic examinations and to obtain new sources of evidence, giving perspective to the detection and investigation of crimes.

Key words: the criminalistic characteristic; socio-demographic, moral-psychological and biological properties of the individual offender.

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DEFINITION THE PLACE OF COMMITTING CRIMES UNDER ART. 159 OF THE CRIMINAL CODE, COMMITTED USING MEANS OF CELLULAR TELEPHONY

The object of the research is an established of crime scenes on the facts of committing fraud committed using means of cellular telephony. The subject of this study is problematic issues of the adoption of procedural decisions of the investigator on the facts of committing fraud committed using mobile means and jurisdiction based on the territoriality of the Interior. The author reveals the difficulty in obtaining information about the place, time, method of committing fraud in the collection of information about criminals, which are sometimes far beyond the service area of his bank accounts and other personal data, as well as other aspects that characterize the crime. The aim and tasks of the study is to develop the order of acceptance in accordance with the current legislation of procedural decisions on the facts of committing fraud committed using means of cellular telephony.

Key words: cell phone, fraud, victim, information, materials preliminary check, jurisdiction, territoriality, scene, traces of the crime, cash, criminal, criminal case.

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ISSUES DELINEATED LIBEL FROM RELATED AND SPECIAL CORPUS DELICTI AND ADMINISTRATIVE OFFENSES

In the present article the delimitation of adjacent slander and special offenses such as defamation against a judge, misleading information, false testimony and of Administrative Offences (Art. 5.61 of the Administrative Code). In addition, we analyzed some objective and subjective signs of slander, needed for the delimitation.

Key words: defamation, misleading information, false testimony, slander a judge, an insult.

PHILOSOPHY OF TIME AND POLITICAL GOVERNANCE

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THE DIFFERENCES BETWEEN THE "TIME OF BELLS" AND "TIME OF SMALL BELLS"

The modern political vocabulary is full of different definitions of socially significant periods. Time associated with revolutions, wars, outstanding personalities. There may be a symbolic notation of time. One of these definitions refers to the times of "bells" and "small bells". Having the general source of the symbolic number these periods of social activity of people differ in the level of political consciousness, the degree of cohesion, the presence of a mutual interest or many individual interests. World beginning of the XXI century corresponds to the "time of small bells". But this does not mean that the historical memory one cannot save the values of society, developed during the trials of the "time of the bells".

Key words: society, politics, political time, political symbolism, social activity.

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SYNERGY AND MULTIPLE ETHNOLOGICAL DISCOURSE IN THE METHODOLOGY OF THE RUSSIAN STATE NATIONAL POLICY

Structural transformation in the political sphere of life, usually accompanied by certain changes and rethinking of previous basic approaches in a particular subject area. That sometimes leads to complete failure of the previous scientific achievements and results. Thus, for example, it happened to the theory of scientific communism, are now forgotten by society, and the works of their development, well-known scientific men of his time, gathering dust on the shelves of libraries. This article explores the methodology of the state national policy, as a kind of ideological construction, provided a multiplicity of ethnological discourses, capable, according to the author, "peacefully" co-exist with each other as part of a synergistic approach.

Key words: national policy, methodology, synergy, ethnic policy, ethnology, the multiplicity of discourses formula primordialism, constructivism.

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ADOPTION AND IMPLEMENTATION OF MANAGEMENT DECISION BY THE HEAD OF RELIGIOUS ORGANIZATIONS

The main idea of this research paper is: firstly, the allocation of the functional versatility of the historically significant decisions in Islam; secondly, to disclose the specifics of the successful adoption and implementation of administrative decisions the leaders of contemporary religious Muslim organization.

Key words: success, managerial decisions and functions.

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YOUTH SOCIAL GROUP IN THE CONTEXT OF MULTICULTURAL URBAN SPACE

Urban space allows you to navigate fast and mobile, realizing the maximum possible amount of resources. This approach is one of the most popular among young audiences, as it is believed that she is able to transform the external conjuncture change in a positive way. In this article, we will trace the youth orientation in the cultural diversity of the Eurasian space system. At the same time we are aware that youth is not a homogeneous structure of social subsystems, and therefore the study has the character of a unidirectional, that is oriented in a single plane.

Key words: young people, the city, multicultural space, transformation, socialization, communication.