

SUMMARY

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THE APPLICATION OF FUZZY LOGIC METHODS IN THE EVALUATION OF INFORMATIONAL IMPACT ON THE POLITICAL, SOCIAL AND ECONOMIC PROCESSES

The current article deals with the possibilities of application of fuzzy logic methods in the evaluation of informational impact on the political, social and economic processes. From the analysis of major scientific researches of the above issue we can conclude the absence of mathematical solution to quantitative assessment of the informational impact effectiveness. The author offers a universal method of such an evaluation with the utilization of Ebrahim Mamdani algorithm and illustrates the practical application of it.

Key words: informational impact, fuzzy logic methods, Mamdani algorithm, fuzzy modeling, news hook, informational impact effectiveness.

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ANALYSIS OF THE «HOMO ECONOMICUS» MODEL IN THE KNOWLEDGE ECONOMY

The article analyzes the conventional «homo economicus» models. It was revealed they did not comply with the requirements of the knowledge economy because conventional concepts describe economic behavior of an individual in an industrial economy. For this reason, the author proposes the original concept of a new «homo economicus» model for the knowledge economy, which takes into account the crucial changes in economic reality caused by the transition to a new type of economy.

Key words: knowledge economy, «homo economicus».

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METHODOLOGICAL ASPECTS OF THE IMPLEMENTATION OF ENTERPRISE DEVELOPMENT STRATEGIES

In the formation of the development strategy for an enterprise, the use of integration processes that open up significant reserves for optimizing activities in the field of material management and the marketing policy of an enterprise should take an important place. On the basis of analytical conclusions, a scheme for classifying logistics integration is suggested depending on the degree of coverage of enterprises' activities by integration processes that increase the probability of commercial success of each level of the logistic channel: functional logistical integration; organizational logistics integration; logistic integration of management of all activities.

Key words: strategy; integration; logistics integration; margin; decently; market analysis; planning.

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HIGH-TECH SMALL-SCALE AND MEDIUM-SCALE ENTERPRISES AS THE STRATEGIC RESOURCE OF REVIVAL FOR RUSSIAN ECONOMY

The issues of status and problems of development of the high-tech small-scale and medium-scale enterprises and their role in the diversification of the economy and improving its competitiveness are viewed in the article. The author concentrates on the factors which constrain the development of export-oriented, fast-growing Russian companies.

Key words: high-tech small-scale and medium-scale enterprises, potential, modernization, economic growth, competitiveness, infrastructure of support, innovation, risks, investment, export, import substitution, fast-growing, taxes.

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ENSURING SUSTAINABILITY AND CONTROL OF NON-STATE PENSION FUNDS

The article examines the types and peculiarities of the functioning of non-state pension funds both in the group of economically developed countries and in the countries with transitional economies, in which a system of compulsory savings accumulation for retirement plans has been implemented recently. The author analyses the basic models of state regulation of pension funds and standards for ensuring their financial stability and tax regimes.

Key words: pension funds, management of pension funds, investment activities, mandatory funded pension systems, financial stability.

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THE PRESENT-DAY SOCIO-ECONOMIC CHARACTERISTICS OF RUSSIAN AGRICULTURE AND THE ONGOING SYSTEMIC AGRARIAN CRISIS

The article deals with the basic indicators of the current socio-economic state of Russian agriculture. Particular attention is paid to the extreme discrepancy between certain improvements, of mostly quantitative nature, in the development of agriculture, and the ongoing global manifestations of the agrarian crisis. The gap should be overcome primarily through further progress in agricultural labor welfare. The most important factor is to be the elimination of the misuse of land, the latter being the major means of production in agriculture.

Key words: agriculture, social aspects of agricultural production, import and export of agricultural products, soil depletion, agrarian crisis, agricultural policy.

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THE MANUFACTURING INDUSTRY IN THE EXTREME NORTH REGION OF RUSSIA AFTER THE IMPLEMENTATION OF ECONOMIC SANCTIONS BY THE WESTERN POWERS

The article considers the performance of industrial complexes in the Far North of Russia and the impact of the economic sanctions imposed by the Western nations against Russia in the course of the Ukrainian crisis. The survey goes into two major industries: mining and processing, the latter depending on water, gas and electrical power allocation. The author comes to the conclusion that the political and economic pressure on Russia has hardly influenced the production processes, since the 12 Federal subjects of the Far North region have made a better-than-average progress, as compared to other areas.

Key words: the Far (Extreme) North of Russia, Arctic, economy, mining and processing industry, economic regions of Russia, economic sanctions, indexes, production plants

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COULD "THE TURN TO THE EAST" BECOME A GROWTH AND DEVELOPMENT DRIVER FOR THE NATIONAL ECONOMY OF RUSSIA

In recent years the project of the development of Far Eastern territories of Russia has been actively discussed by Russian political and scientific community. There have been suggested various configurations of the eastern territories participation in the development of Russia as a whole. The article deals with theoretical, methodological and applied aspects of the emerging trajectory of growth and development of the Asian segment of the national economy of Russia in the context of two models: the "Eastern locomotive" and the "Pacific wave". Some theoretical propositions, methodological support and empirical (statistical) verification of hypotheses are put forward, as well as some statistical trends.

Key words: growth, rostorzvitiye (the growth and development and development from growth), European and Asian megaregion, "East locomotive", "Pacific wave".

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ON SOME PROBLEMS WITH THE FREE MARKET ECONOMIC THEORY

In this study we have made an attempt to consider some problems of Western theory of the market economy (which hardly can be called scientific, to put it

mildly). Nevertheless, the Russian scientific community embraced the Western theory of the free market without any critical reflection. As it is shown by our analysis, the use of Western standards, coupled with demonstrative neglect of the classical economic theory of Karl Marx lead to clearly erroneous theoretical conclusions and practical recommendations.

Key words: classical economic theory, the theory of market relations, causality, theory and practice, objectivity of social laws.