
Summaries

UDC 519.872

Zhidkova L.A., Moiseeva S.P.
MATHEMATICAL MODEL OF CONSUMER TRAFFIC IN TWO-COMMODITY COMMERCIAL COMPANY IN THE FORM OF QUEUE SYSTEM WITH REPEATED BLOCK ACCESS

The authors have constructed a mathematical model for forming consumer traffic in commercial company in the form of the system of parallel service of multiple orders with a repeated access and unlimited number of servers; the expression for mathematical expectation of commercial company capital was obtained and the condition for existence of this function maximum was determined. The effective ratio of a gift cost to an average purchase price was defined for the concrete example. This ratio ensures the maximum profit to the company.

UDC 519.865

Dyomin N.S., Rozhkova S.V., Tsitko A.V.
THE RESEARCH OF CAPITAL AVERAGE VALUE AND DISPERSION IN ONE TASK OF PORTFOLIO MANAGEMENT

The authors have obtained the differential equations determining time variations of capital average values and dispersion as well as the exact formulas for capital average value and dispersion.

UDC 519.865

Dyomin N.S., Rozhkova S.V., Tsitko A.V.
THE NUMERICAL STUDY OF PORTFOLIO CONSTRUCTION TASK ON THE BASIS OF DYNAMIC PROGRAMMING METHOD

The authors have carried out the numerical study of portfolio optimal control problem by minimization criteria of integrated mean square deviation of the portfolio capital from the benchmark portfolio on the basis of dynamic programming method.

UDC 620.97

Savrasov F.V., Lukutin B.V.
CALCULATION OF EFFICIENCY OF USING AUTONOMOUS POWER SUPPLY SYSTEMS WITH PHOTO-ELECTRIC POWER PLANTS IN WESTERN SIBERIA

The autonomous power supply systems available in Western Siberia region (Tomsk region) have been analyzed. The authors have proposed to use combined power supply systems based on diesel power plants and photovoltaic systems. The mathematical model for determining optimal balance of electric energy producing by generating capacities was constructed. The obtained simulation results were analyzed from the point of view of economic and energy efficiency.

UDC 338.45:620.9

Korshunova L.A., Kuzmina N.G., Kuzmina E.V.
ENERGY CONSERVATION AND ENERGY EFFICIENCY IN RUSSIA

The article introduces the main directions of Energy conservation and energy efficiency program in Russia. The authors have analyzed some aspects of economical, technical, environmental and social problems in implementing this program. The conclusion was made that the important directions in energy conservation and energy efficiency could not be implemented without tight control over receipts,

increase of consumer solvency, energy consumption and energy efficiency training.

UDC 338.242.4

Antonova Z.G.
CHANGE-OVER OF RUSSIAN ECONOMY TO INNOVATION-BASED DEVELOPMENT

Innovative component and modernization of Russian economy are the conditions for its positioning in the modern world due to a number of internal and external circumstances. The author has made a supposition on the multiplicity of factors (social, economical, political) influencing the economical growth. The factors transform the economic dynamics. It is necessary the innovative climate to be developed in the country within Russian economy change-over to innovation-based development in the context of a new Concept of the country long-term development.

UDC 339.138:378.046.4

Ivanov K.I.
THE TECHNIQUE FOR SELECTING THE COLLECTION OF EDUCATIONAL MARKET SEGMENTS

Based on the proposed mathematical model of stochastic programming and a group of indices applied at management decision making in conditions of uncertainty the author has considered the technique for selecting the collection of target segments for commercial organization giving further professional educational service.

UDC 338.46:37.011

Eremina S.L., Yalovega I.E.
THE WORLD MARKET OF EDUCATIONAL SERVICES. CONDITION AND STRUCTURE

The world educational market is the object arranged by different criteria, therefore it should be studied, analyzed and evaluated. The higher education quality is of great importance not only for increasing the employment level but also for obtaining more interesting and well-paid job.

UDC 338.467.6:794.9(47+57)

Serikova G.N., Serikov A.L.
GAMBLING INDUSTRY IN RUSSIA: PROBLEMS AND PERSPECTIVES

The authors have studied gambling market by questionnaire of population in Tomsk. The influence of age and gender on gambling was analyzed. The article considers gambling popularity in the Internet and the influence of state Russian regulation on it. The conclusions were made on the considerable presence of illegal gambling on Russian market, the increasing market share of Internet-casino.

UDC 622.32:658.5 (47+57)

Ovinnikova K.N.
THE CURRENT STATE OF OIL AND GAS INDUSTRY IN RUSSIA AND ITS PROBLEMS

The article introduces the current state of oil and gas industry in Russia, the influence of oil and gas multiplier for the related branches

of national economy. The main problems of oil and gas industry and the possible ways of their solution have been noted. The topic of «resource curse» of Russian economy was touched. The main tasks for oil and gas industry were singled out.

UDC 378:001.895(470+571)

Spitsyn V.V.
PROPORTIONS AND MECHANISMS OF INNOVATIVE DEVELOPMENT IN RUSSIAN MANUFACTURING SECTOR

The technique for analyzing the proportions of innovative development within the linear model «science–innovation–business» has been developed. The technique was tested by types of economic activity in manufacturing sector in Russia. The knowledge-intensive and leading in volume of innovative products and expenses for innovations types of economic activity were determined. Based on the analysis of innovative proportions change for 2006–2011 the author has defined the factors and mechanisms stimulating innovation processes and resulting on the contrary in break of innovating chain. The article demonstrates that the state protection of domestic market which supports the competitiveness of Russian enterprises is the most important factor leveling the problems and starting up the innovation mechanism.

UDC 338.47:656.022

Konotopsky V.Yu.
THE IMPACT OF GOODS TRAFFIC SYNCHRONIZATION ON THE EFFICIENCY OF TRAFFIC CIRCULAR FLOW

The author has studied the dependence of traffic circular route efficiency on their schedule consistency level with cargo delivery schedules at some parts of a ring road. The article considers the impact of schedule disagreement on a value of some quantitative characteristics for circular route functioning. Simulation was used as the research tool. The typical trend dependences of the above mentioned characteristics magnitudes on the process time at different disagreement levels were obtained.

UDC 339.133.017

Ryzhkova M.V.
THE EVOLUTION OF VIEWS ON THE LIFE–CYCLE HYPOTHESIS

The article introduces the orthodox Life-cycle hypothesis. The author has analyzed the challenges of economic reality and the possibilities of the theory in explanation of these phenomena. The significant modern alternative theories were determined. The conclusion was made on the theory evolution to the decrease of requirements to a subject rationality.

UDC 339.133.017

Ryzhkova M.V.
EXPECTED UTILITY THEORY AND CONSUMER CHOICE

Basic concepts of uncertainty are considered. A classification of uncertainty is listed. The author has revealed the main features of expected utility formation. The article describes the evolution of views on consumer expectations and introduces a critical analysis of their potential in the description of consumer behavior. Some cases of verification of Subjective Expected Utility Model are mentioned. The conclusion is made that the Expected Utility Theory does not fit as an appropriate research tool of consumer choice and consumer behavior.

UDC 330.11+338.556

Matsievsky N.S.
MODERN SYSTEM OF MARKET ECONOMY: STRENGTHS AND WEAKNESSES

The author has studied in details strengths and weaknesses of the market economic system. It was shown that besides the evident strengths the system possesses a number of weaknesses immanent to it. The strengths and weaknesses of the system were classified.

UDC 330.34

Yarotskaya E.V.
THE FEATURES OF FORMING THE ECONOMIC POTENTIAL STRUCTURE IN INSURANCE COMPANY UNDER THE CURRENT CONDITIONS

The article considers the economic potential of an insurance company from the point of view of features of forming its structure. The analytical review of the existing approaches to interpretation of the category «economic potential of the enterprise» was carried out; the author proposed the definition of the category. The factors affecting considerably the formation and development of economic potential of the insurance company were determined. The author proposed the main structure-forming elements of economic potential of the insurance company and identified their features.

UDC 17

Rubanov V.G.
SCIENTIFIC SUCCESSION WITHIN THE CONTEXT OF PAVLOVIAN «WEDNESDAYS» ACTIVITY

The best way to investigate the processes of formation, development and activity of scientific, creative associations and institutes is to do it on the material of functioning of scientific schools. The Pavlovian «Wednesdays» were one of the form of scientific seminars where young researchers obtained method competence; there was a succession between the generations of scientists. The objectiveness and criticism of the problems discussed allowed developing the main elements of scientific rationality.

UDC 17

Rubanova E.V.
NOOSPHERIC PROBLEMS OF PIERRE TEILHARD DE CHARDIN

The current ecological situation is still one of the urgent problems. It should be analyzed thoroughly including philosophic understanding. In XX c. some «noospheric» concepts were formed. Pierre Teilhard de Chardin was one of the ideologists of noospheric concept. The research of his approach allows avoiding the errors and forming a serial scientific idea of the Nature and Society relations.

UDC 101.1:316

Cherepanova M.V.
CODE OF ETHICS UPDATING WITHIN THE CONTEXT OF CONTEMPORARY CULTURE

The paper considers the prerequisites for updating the codes of ethics within the contemporary socio-cultural situation. The perspectives of development and implementation of code of ethics within the communicative rationality were analyzed from a position of system approach.

UDC 130.121:316.75

Kornienko M.A., Kukhta M.S.
PHENOMENOLOGY OF EVENT INTERPRETATION IN HUMAN EXPERIENCE

The authors analyze the phenomenology of event interpretation and mutual influence of interpretation and human experience. The event interpretation and word impact on interpretation structure are studied. The authors propose the interpretation structure including language form, personal filling, etymological base, interpretation orientation, transformation of subject context in the world.

UDC 18:7.01

Kondratyeva E.V.
PAINTING INTERPRETATION IN PERCEPTION PHENOMENOLOGY OF M. MERLEAU-PONTY

The author has analyzed close interaction of philosophy and painting in the concept of Maurice Merleau-Ponty. The fundamental positions of phenomenology of French philosopher were reconstructed. They concern the task of phenomenology to refer to primary, pre-

reflexive, «naive» contact of a man with the world. The phenomenology is fully implemented in graphic arts where the artist express the «tissue» of being by his physicality interaction with the nature. The article introduces Paul Cezanne painting interpretation by Maurice Merleau-Ponty as the effectiveness of applying the phenomenology to the graphic art.

UDC 165.0

Sheludchenko D.A.
UTOPIA AND ESCHATOLOGY: TWO TYPES
OF PHILOSOPHICAL PREVISION

Utopia and eschatology are considered as primary, descriptive forms of philosophic perception. Based on these forms the reflection is performed relative to present being and its possible transformations in future.

UDC 316.313.5

Konyukhova T.V., Konyukhova E.T.
HARDINESS OF A PERSON AS A SPECIAL PATTERN OF ATTITUDES FOR LEARNING SOCIAL AND CULTURAL SPACE

The article is devoted to the problem of person hardiness which is considered in writings of foreign and domestic scientists. The authors study the constituents of hardiness which include the ability to take up the gauntlet, involvement, tendency to accept responsibility for the events. The paper introduces the analysis of the results obtained.

UDC 18

Duminskaya M.V.
AESTHETICIZATION OF EVERYDAY LIFE

The article considers the processes of aestheticization of everyday life which take a universal and rather ambiguous form. The author brings into focus the problems of pseudo-aestheticization and expansion of esthetic consumption as the phenomena of ontologic loss and existential and anthropologic crisis. The necessity «to clean» the aestheticized forms of daily life, to free a real esthetic origin as the fundamental base of the existential development of personality have been subsatniated.

UDC 316.74:2-4

Tikhonova G.Yu., Giniyatova E.V.
THE FEATURES OF FORMING A RELIGIOUS PERSON
IN THE CONTEMPORARY CULTURAL SPACE

The authors have analyzed the reasons of updating religion in contemporary culture. The factors influencing most of all the formation of a religious person were determined. The occurrence of new religions was proposed to be considered as a reaction on spiritual needs of our time. Virtualization of the society (globalization of the World Wide Web) has been updated as a new condition for religious person formation.

UDC 7.011.2:316.624(4)

Giniyatova E.V., Royz E.E.
ON THE ISSUE OF VISUALIZING TRAUMATIC
AND DESTRUCTIVE EXPERIENCE IN EUROPEAN ART

Separating the notions traumatic and destructive experience the authors have analyzed concrete works of art. The authors emphasize the relation of word picture and artistic devices with the destruction processes of traditional, classical world perception based on centering metaphysical categories. The European art up to the second half of XX c. is supposed to be focused to a great extent on visualization of destructive cultural experience; the modern art is concentrated on traumatic experience.

UDC 165.191

Galanina E.V.
THE HEURISTIC ROLE OF MYTH IN NONCLASSICAL SCIENCE

The author has analyzed myth influence on scientific reason formation. The interaction of scientific and prescientific components

within nonclassical science was determined. There are three strategies revealing myth heuristic significance in nonclassical science – modern science appeal to archaic mythological ideas, «imaginativeness» and humanitarian determination of scientific knowledge.

UDC [929Тове:323.28](571.16)»917»

Zvyagin S.P.
PROFESSOR OF TOMSK TECHNOLOGICAL INSTITUTE
L.L. TOVE IS ONE OF THE FIRST VICTIMS OF STRIFE IN 1917

Based on various historical sources the author has studied scientific and administrative activity of mining engineer, professor of Tomsk technological institute L.L. Tove during critical public policy changes in the beginning of XX c.

UDC 339(09)+908](571.51)

Marinenko L.E.
THE SYSTEM FOR SUPPLYING RURAL POPULATION IN
SIBERIA IN THE FIRST HALF OF 1930s: POLICY AND REALITY

The article is devoted to the research of the state policy in the sector of supplying rural population in Siberia in the first half of 1930s. The author demonstrates that the system of supplying rural areas in the first half of 1930s was the instrument to implement the industrialization policy. The system was subjected to the task of supplying steady inflow of agricultural goods for the state. The specific character of supplying Siberian region was conditioned by agricultural profile. The commodity volume for Siberia was low on a scale of the USSR that impacted negatively the standard of life of rural and urban population.

UDC 39

Babuta M.N.
THE HISTORY OF FORMING THE UKRAINIAN DIASPORA IN
THE NEW AND THE NEWEST WORLD (THE END OF XIX-XX cc.)

The article considers the issues of appearance and establishment of the Ukrainian Diaspora in South America, Australia, the USA. The problem of adaptation of the first Ukrainian immigrants to a new socio-economic environment is described. The author has determined the mechanism of preserving ethnic and cultural identity and religious solidarity.

UDC 378: 94 (571. 16) «1920-1925»: 329. 15

Guzarov V.N.
COMMUNIST RESTRUCTURING OF TOMSK
TECHNOLOGICAL INSTITUTE (1920-1925)

The author studies the issues of eliminating the autonomy of Higher school, control over social composition of the higher education institute by means of «chistka», expansion of party cell authorities, personnel policy concerning professorate. Negative attitude of party and soviet bodies to professorate has been retraced and the reasons of so-called «professors' flight» from Tomsk have been analyzed.

UDC 82(574)(092)

Daniyarova A.E., Daniyarov N.A.
THE SIGNIFICANCE OF LITERATURE IN THE ART
OF ACADEMICIAN E.A. BUKETOV

The article considers the contribution of academician E.A. Buketov to the development of Kazakhstan culture. The authors have analyzed the significance of literature in multifaceted activities of the scientist. The conclusion is made on the fact that the scientific activity of a scientist is a factor of cultural development of the society.

UDC 327(73):(510)»1942-1943»

Ragozin D.V.
THE INTERACTION WITH THE COMMUNIST PARTY
OF CHINA IN THE USA POLICY TOWARD CHINA DURING
THE WAR AGAINST JAPAN (1942-1943)

The author has studied the attempt of F. Roosevelt Presidential Administration to come in regular contacts with the top echelon of the

Communist Party of China during the Second World War for interacting with party troops in repelling Japanese aggression and developing the coalition government in China to prevent the civil war and probable interference of the USSR into intra-Chinese conflict. The paper describes the Chiang Kai-shek government opposition to the efforts of the USA policy circles which was connected to the reluctance of the Kuomintang leaders to make concessions to political enemies and to allow interference into China domestic affairs.

UDC 947.084.2/5:37(571.1)

Chekhovskih K.A., Gihl L.B.
**EVOLUTION OF PUBLIC EDUCATION IN WEST SIBERIA
 IN THE PERIOD OF ANTI-KOLCHAK INSURRECTIONARY
 MOVEMENT (1919)**

The paper considers the problems of insurrectionary movement and defense emergency impact on evolution of public education in West Siberia in June 1918 – December 1919. The measures of the insurrectionary regulatory body directed to the organization and reconstruction of educational institutions are investigated.

UDC 504.3:165

Rubanov E.V.
**V.I. VERNADSKY: NOOSPHERIC CONCEPT
 (TO THE 150TH ANNIVERSARY OF THE BIRTH)**

The theory of V.I. Vernadsky of the ratio of structural elements in the system «Nature–Society» is still relevant. Studying the comprehension of noosphere phenomenon demands careful attention in current environmental conditions. It should be a thorough complex analysis. The ideas of noosphere of V.I. Vernadsky are based on science material. Science becomes the most important element of human existence on planet Earth. The noospheric concept of V.I. Vernadsky is optimistic. He believes in human reason. A number of problems should be solved in order to solve the problem of noospheric reason becoming. Studying the noospheric concept of V.I. Vernadsky will become the base of scientific, serial representation in the Nature–Society relations.

UDC 1.125; 8.80

Goncharenko M.V., Goncharenko V.N.
**THE MEANING OF SOME NOTIONS IN THE NOOSPHERIC
 CONCEPT OF V.I. VERNADSKY WITHIN THE MODERN
 HUMANITIES KNOWLEDGE (THE 150TH ANNIVERSARY
 OF THE BIRTH OF ACADEMICIAN V.I. VERNADSKY)**

The article is devoted to the 150th anniversary of the great Russian scientist Vladimir Ivanovich Vernadsky. The authors have studied some notions of the noospheric concept which are still relevant within the modern humanities knowledge. The main directions of the humanities knowledge were mentioned. The noospheric concept of V. Vernadsky influenced considerably their establishment and development. Being the natural scientist V. Vernadsky gave much attention to the problems of cultural and historical character and focused special attention on the relation of the living substance (biosphere) history and Earth geological history.

UDC 001.2

Rubanov V.G.
**METHODOLOGICAL ASPECTS OF CONTINUITY
 IN THE PHILOSOPHY SYSTEM OF V.I. VERNADSKY
 (TO THE 150TH ANNIVERSARY OF THE BIRTH)**

In his works V.I. Vernadsky gives much attention to the continuity which is the fundamental law of establishment and development of scientific knowledge, scientific relations, scientific activities and influences considerably the formation and development of world outlook, professional, social position of scientific activity subject.

UDC 17

Moskovchenko A.D.
**V.I. VERNADSKY AND THE PROBLEMS OF SOCIAL
 AUTOTROPHY (THE 150TH ANNIVERSARY OF THE BIRTH
 OF THE GREAT RUSSIAN SCIENTIST AND THEORIST)**

The article describes the metaphysical meaning of the idea of autotrophic humanity. It shows the unlimited opportunities of practical implementation of social autotrophy.