

Volume 20, Special Issue 1

PrintISSN: 1095-6298
Online ISSN: 1528-2678

ACADEMY OF MARKETING STUDIES JOURNAL

Editor

Yu. R. Khairulina

**Center of Advanced Economic Research Academy of Sciences of the Republic
of Tatarstan**

The Academy of Marketing Studies Journal is owned and published by Jordan Whitney Enterprises, Inc. Editorial content is under the control of the Allied Academies, Inc., a non-profit association of scholars, whose purpose is to support and encourage research and the sharing and exchange of ideas and insights throughout the world.

Authors execute a publication permission agreement and assume all liabilities. Neither Jordan Whitney Enterprises, Inc. nor Allied Academies is responsible for the content of the individual manuscripts. Any omissions or errors are the sole responsibility of the authors. The Editorial Board is responsible for the selection of manuscripts for publication from among those submitted for consideration. The Publishers accept final manuscripts in digital form and make adjustments solely for the purposes of pagination and organization.

The Academy of Marketing Studies Journal is owned and published by Jordan Whitney Enterprises, Inc., PO Box 1032, Weaverville, NC 28787 USA. Those interested in communicating with the Journal, should contact the Executive Director of the Allied Academies at info@alliedacademies.org.

EDITORIAL REVIEW BOARD MEMBERS

E. M. Ibraimova

Kazan Federal University

V. N. Khisamova

Kazan Federal University

Yu. R. Khairulina

Research Fellow at the Center of
Advanced Economic Research Academy
of Sciences of the Republic of Tatarstan

S. P. Dyrin

Professional Education “Naberezhnye
Chelny State Trade and Technological
Institute”

TABLE OF CONTENTS

SOCIAL MEDIA MARKETING AS AN EFFECTIVE INSTRUMENT OF THE PROMOTION OF SOCIAL BUSINESS-PROJECT IN SOCIAL ENTREPRENEURIAL ACTIVITY	1
A. V. Shafigullina, Kazan Federal University	
R. B. Palyakin, Kazan Federal University	
SPATIAL STUDY OF DYNAMICS AND LEVEL OF REGIONAL, SOCIAL AND ECONOMIC DEVELOPMENT	8
Dina Shaykheeva, Kazan federal university	
Irina Malganova, Kazan federal university	
Darya Arkhipova, Kazan federal university	
Adelya Khabibullina, Kazan federal university	
PARTICIPATION OF RUSSIA IN INTERNATIONAL AGREEMENTS ON AUTHOR'S RIGHT	16
Roza I. Sitdikova, Kazan Federal University	
Ruslan B. Sitdikov, Kazan Federal University	
Aleksandr N. Shpagonov, Kazan Federal University	
MODERN REFORMS OF THE RUSSIAN CIVIL LEGISLATION INFLUENCE ON THE LEGAL ENTITIES SYSTEMATIZATION	22
Albina Sh. Khabibullina, Kazan Federal University	
Zavdat F. Safin, Kazan Federal University	
THE IMAGE OF REFUGEES IN THE COMMUNICATION MASS MEDIA: A SOURCE OF CONFLICT OR COOPERATION?	27
Rezeda G. Galikhuzina, Kazan Federal University	
Roman V. Penkovtsev, Kazan Federal University	
Natalia A. Shibanova, Kazan Federal University	
PRIVATE LAW PRINCIPLES IN SOCIAL PROCESSES: PROBLEM STATEMENT	33
Denis N. Gorshunov, Kazan Federal University	
Timur G. Okriashvili, Kazan Federal University	
CONSUMPTION OF IMPORT: EVIDENCE FROM INDUSTRIALIZED COUNTRIES	39
Natalia Larionova, Kazan Federal University	
Julia Varlamova, Kazan Federal University	
THE PRINCIPLE OF RESPONSIBILITY WITHOUT GUILT IN THE CONTEXT OF LAW TYPES: THEORETICAL ANALYSIS	45
Timur G. Okriashvili, Kazan Federal University	

SOCIAL AND ECONOMIC PROTECTION OF THE FAMILY IN THE CONTEXT OF THE EUROPEAN SOCIAL CHARTER	50
Gulnara R. Shaikhutdinova, Kazan Federal University	
Marsel I. Garaev, Kazan Federal University	
SYSTEMATIC CORRUPTION THREATS OF THE NATIONAL PRIORITY PROJECTS IMPLEMENTATION IN RUSSIA	56
M. M. Imamov, Kazan Federal University	
N. B. Semenikhina, Kazan Federal University	
THE HUMAN CAPITAL MANAGEMENT BY SMOOTHING OF SPATIAL POLARIZATION OF THE REGION	63
A. M. Fatkhiev, Kazan Federal University	
G. R. Murtazina, Kazan Federal University	
A. A. Zinovyeva, Kazan Federal University	
SIMULATION MODELING OF CONSUMER BEHAVIOR IN DECISION MAKING ABOUT POINT OF SERVICES PURCHASE	70
L. R. Kadyrova, Kazan Federal University	
M. V. Panasyuk, Kazan Federal University	
PREDICTIVE MODELING OF MIGRATION FLOWS BETWEEN RUSSIA AND THE CIS COUNTRIES	76
E. M. Pudovik, Kazan Federal University	
I. G. Malganova, Kazan Federal University	
TOPONYMY AND BRANDING OF TERRITORIES	84
T. S. Shcherbinina, Kazan Federal University	
M. V. Panasyuk, Kazan Federal University	
INTERDENOMINATIONAL CONSENT AS THE STYLOBATE FOR SUSTAINABLE DEVELOPMENT TATARSTAN'S EXPERIENCE	90
Rinat A. Nabiev, Kazan Federal University	
Aivaz M. Fazliev, Kazan Federal University	
Farit N. Shakurov, Kazan Federal University	
Bulat R. Nabiev, Kazan Federal University	
EXPERT ANALYSIS OF MASS MEDIA OPERATION DURING THE PERIOD OF PREPARATION AND PERFORMANCE OF GREAT SPORTS EVENTS.....	97
M. R. Safiullin, Kazan Federal University	
L. A. Elshin, Kazan Federal University	
E. P. Dyomkina, Kazan Federal University	
M. I. Prygunova, Kazan Federal University	

SOCIAL MEDIA MARKETING AS AN EFFECTIVE INSTRUMENT OF THE PROMOTION OF SOCIAL BUSINESS-PROJECT IN SOCIAL ENTREPRENEURIAL ACTIVITY

A. V. Shafigullina, Kazan Federal University

R. B. Palyakin, Kazan Federal University

ABSTRACT

The article deals with the concept of entrepreneurship from the point of view of different scientists, as well as the importance of marketing in social entrepreneurship, and in particular social media marketing (SMM) as an effective instrument for the promotion of social business ideas. Also it considers the trends of realization of social projects in various scopes of activity. The most popular are the following areas of business: pre-school education of children; employment support to people being in a difficult life situation; improving the quality and availability of medical services and improving the quality of life of people from socially vulnerable categories of the population.

During the development of this topic the main advantages and disadvantages of SMM have been formulated. The stages of construction of the system of promoting a social business project within the framework of SMM are also considered: defining the target segment of consumers within the social media community; compiling the “semantic core” of social group; constructing a mental (intellectual) interaction map within the community in a social network; drawing and realizing a content plan for the efficiency of interaction with customers within a social network; carrying out a statistical analysis of the community; introducing interactive forms of communication with the users for maintaining the communicative constituent of the promotion; monitoring and continuous improving communication within the social network.

Keywords: *social entrepreneurship, entrepreneurship, entrepreneurial activity, marketing, promotion, social networks, SMM, mental map, semantic core, content plan.*

INTRODUCTION

Speaking about the role of marketing in social entrepreneurship, it is necessary to define what the term “social entrepreneurship” means. We begin the analysis of this definition with the term “entrepreneurship”. It has been used in the economic and business context for a long time, since the 18th century. It was introduced by French economist R. Cantillon. The most famous works in this direction are the ones by J.-B. Say, J. Schumpeter, P. Drucker (Schumpeter J., 1995)

J.-B. Say spoke about the economic efficiency of the entrepreneur to transfer economic resources from the sphere of low productivity into the sphere of high productivity. Joseph Schumpeter in his book “The Theory of Economic Development”, published in 1911, argues that the main function of the entrepreneur consists in being an innovator, innovating and thus being a champion for economic development.

According to P. Drucker, “the entrepreneur always searches for changes, responds to them, and exploits them as an opportunity” (Drucker P., 1993).

Entrepreneurial activity aimed at mitigating or solving social problems is called “social entrepreneurship”. A social entrepreneur introduces innovations into society.

THEORY

On this basis it has been formulated a generic definition of social entrepreneurship - it is such entrepreneurial activity that aims to solve or mitigate the urgent social problems, and is at the intersection of business and philanthropy. But it is a commercial activity, the gain on which is reinvested rather than distributed among the company's shareholders. It aims at solving such sensitive issues as social vulnerability, unemployment, environmental protection, human rights. What is important is an entirely new approach to solving such problems.

The ideology of social entrepreneurship is that the entrepreneurial activity is based not for the sake of profit in which money has not already been a goal per se but means of goal attainment. The consumers of the result of social entrepreneurship are a particular target segment, and this type of an entrepreneur has an urgent need for organizing competent marketing in their entrepreneurial initiative.

In understanding of organizing classical marketing one can distinguish the following elements in the enterprise:

1. definition of long-term and medium-term plans of the companies in the consumer markets;
2. analysis of the market structure;
3. forecasts of the trends and prospects of the development of markets;
4. definition of price policy;
5. Choice of positioning and competitive advantages in the company.

Marketing in social entrepreneurship should not only perform these elements well but also assure the rapid growth of social entrepreneurial activity on the regional scale. Important is not only the uniqueness of an idea of the project; important is survival rate of the project on the market and its regional distribution.

In the Russian Federation, social entrepreneurship is being currently considered as a new sector of the economy which is at the crossroads of the commercial and non-commercial sectors. This, in turn, is provided by the support from the state of small business (The Order of the Ministry of Economic Development № 411 July 01, 2014 “On the organization of the competitive selection of the subjects of the RF, whose budgets will be provided by the grants to finance the activities carried out within the framework of the state support for small and medium-sized business entities of the Russian Federation”) and non-commercial organizations (the Federal law “On non-commercial organizations” from 12.01.1996 N 7-FZ) (Kalenskaya N.V., 2014)

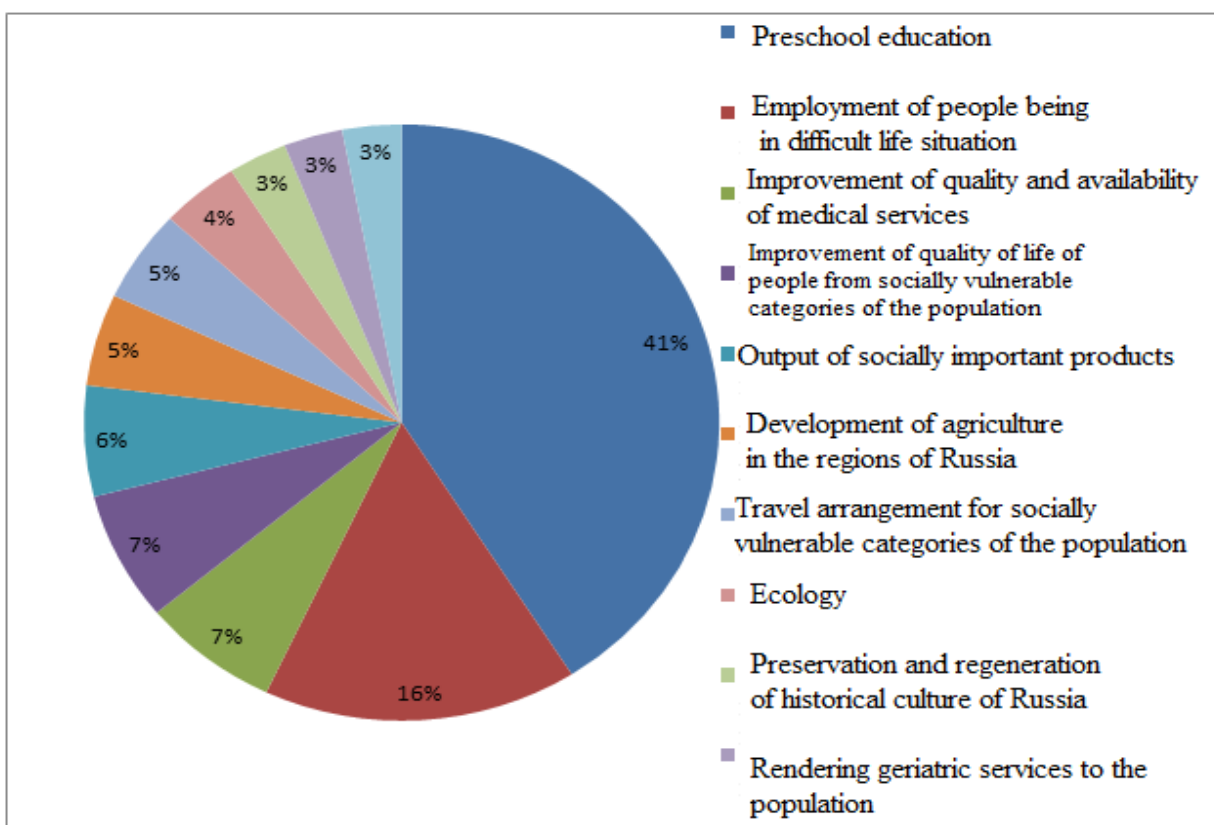
In the course of analyzing the problem of social entrepreneurship, we referred to the research conducted by the fund of regional social programs “Fund is Our Future”. In 2014 there was conducted an analysis of those areas of activity that were of particular attraction for social entrepreneurs. The results are the following data: the most popular sphere of doing business in social entrepreneurship is a pre-school education of children, at that this sector is interesting for both the Russian social entrepreneurs, and the foreign ones. In Russia there appear well-known international franchising projects, such as business incubator Impact Hub, the Moscow office of which is a part of the global network consisting of more than 50 offices around the world.

The second most popular sector of doing social business was a possibility to employ people being in difficult life situations. In Moscow, successful is a unique project by German

social entrepreneur Andreas Heinecke “The Dialogue in Darkness”, spread around the dozens of countries. The very creator of a social enterprise aimed at employment and socialization of visually impaired people, comment his activities as follows: “You are working more and earning less, but the compensation is that you transform pain into love”. Today, more and more people in Russia are thinking over this metamorphosis.

The third sector, in which social entrepreneurs are quite active in carrying out their activities, is improvement of quality and availability of medical services and improvement of quality of life of people from socially vulnerable categories of the population. One can familiarize oneself with the popularity of other spheres of activity in Figure 1.

Figure 1
THE SPHERES OF PROJECT REALIZATION



The specifics of marketing in social entrepreneurship consists in the necessity to combine the promotion of social ideas, which in the future should be repayable, otherwise business effect is lost. The promotion of the social project in the masses is also one of the tasks of marketing. In this article, we want to consider an instrument like promotion via social networks - SMM (Social Media Marketing). The development of social entrepreneurship from the point of view of an entrepreneur often consists in limitedness of financial resources, it is this aspect that is crucial when choosing a tool for promoting own entrepreneurial start through social networks (Martynova O.V. and Valeeva Y.S., 2015, pp.155-159) Developing this topic, we have formulated advantages and disadvantages of SMM.

The advantages:

1. users do not treat the promotion in social media as advertising, so they rely on this information more than advertisements;
2. wide coverage of the target audience, it is possible to attract frequenters regardless of their regional affiliation;
3. targeting (segmentation of users into groups) - the choice of the target audience with a high degree of accuracy;
4. relatively low cost of advertising exposure (it is much cheaper than advertising in the press, it is cheaper than advertising on TV with more coverage);
5. available feedback with the target audience, which makes it possible to quickly respond to suggestions / comments of potential clients;
6. Prompt response to advertising: unlike search engine promotion, one has not to wait the reaction to the publication in a social network or blog for weeks, the rate of collection and exchange of information is very high.

The disadvantages include the following focal points:

1. no instant results, one may require a significant stretch of time to achieve visible results;
2. one requires permanent work to ensure the long-term outcome: information update, the publication of news, author articles, posts, etc. ;
3. the inability to accurately calculate advertising budget of the company, the total cost depends on many internal and external factors;
4. it is impossible to give a 100% guarantee of the result.
5. less popularity in comparison with classical search promotion - the users usually look the products and services they are interested in through search, if a person needs a good, he is likely to enter into a search engine query rather than a group on the sale of bicycles in the social network;
6. the possibility greatly damages the reputation – suffice it to make a mistake a few times in the comments, selected topics of the post, etc.;
7. the experienced users have learned to distinguish between advertising content and other information;
8. it is difficult for the company that provides significant services to promote with the help of social media (for example, banking services, manufactured goods, B2B sphere) (Beloborodova A.L., 2015, pp. 491-495)

Studying the topic of social entrepreneurship promotion through social media, we have developed an algorithm for constructing a system of promotion of social business project within the framework of SMMs which can be found in the section “Results”.

RESULTS

Social media as a low-budget way of promotion allows the social entrepreneurs not only to interact with the target group of consumers but also to perform the following tasks within the business project:

1. To attract potential customers by creating the social activity and the response (by the number of group members and non-users of the social networks);
2. To carry out targeting of primary audience in the social networks and analyze users' activity - on the basis of available statistical tools within the social network;
3. To carry out the involvement of consumers to the product or service within a business project via social activity;
4. To wage active advertising campaign to promote a product or service - at the expense of the available means of advertising and interactions with other communities in the social network;

To ensure communication with potential customers through social interaction (Novikova E.N., 2015, p.141-145).

Investigation of the specifics of social entrepreneurship makes it necessary to develop a common algorithm for constructing a business model within the social network. This algorithm contains the basic components of the system of promotion based on the competent management of business processes of the entrepreneurial structure using available and low-budget tools of the Internet marketing.

Building a system of promotion of social business project within the SMM (social media marketing) involves the following stages:

1. Defining the target segment of consumers within the community of social networking. Fulfilling this stage implies “social targeting”, within the framework of which the entrepreneur has to answer the following questions:
 - In what situation will the client use your services?
 - Due to what hobbies will the client use the services?
 - What sorts of goods or services offered do the customers really need for?
 - What other services and goods, in addition to the offered, is the client interested in?
 - What should a man possess to become your client?
 - What challenges (problems) does the proposed product or service solve?
 - What are the client’s idols and favorites in different spheres (art, business)?

Answers to these questions provide the basis for identification of the main target groups, and adjacent groups of consumers that can be intermediaries in communication between the entrepreneurial structure and target consumers (https://vk.com/page-56971380_49602348).

2. Making “semantic core” of a social group: defining the messages to the target group of customers and areas of cooperation (<http://texterra.ru/blog/kak-sostavit-semanticeskoye-yadro-esli-vy-ne-seoshnik-i-ne-khotite-im-byt.html>). In determining a communicative message one should be guided by available means of analytics on the Internet (Yandex Word stat, Key Collector, Google Ad Words), allowing to determine the frequency of key requests of the users of the social network. One can also analyze the users’ activity within a social network - through a detailed study of the popular community on the subject being close to the interests of the target audience and the communities that are adjacent according to the nature of activity of the social entrepreneur.
3. Mental (intellectual) interaction mapping within a community in the social network. The mental (intellectual) map is a diagram depicting the key kernel (determination of a business idea of the project) - in the center, and a set of directions of interaction for each group of target consumers. The final element in each direction, a “branch” in the mental map, is the choice of certain columns to allocate the content within a community in the social network. Today, one of the most popular and affordable instruments of drawing up a mental map is coggle.it resource on the platform of the Google search engine.
4. Making and realizing a content plan - for the efficiency of interaction with the customers within the framework of the social network (Palyakin R. B., 2015, p. 153-156).

Building a structured plan allows to intelligently distributing content within the community and helps define the program of social interaction of the entrepreneur with the target group of consumers. Content plan includes a spreadsheet document with content distribution in the community according to the following parameters: days of the week, time of release of content,

rubric title, contents and format of the content (within rubrics), the designation of the user groups the content is addressed to. Content plan can be made by using standard text and spreadsheet editors (MS Word, MS Excel).

One is to note that the work on the content plan in management of community should be carried out constantly - content plan is to be adjusted and changed in accordance with response of the users to the published materials in the community (<http://www.movillo.ru/index.php/content-management>).

Important in defining the structure of the content is the following rule: commercial information, as well as the materials of entertaining character, should take no more than 30% in the outline of the content. Otherwise, the material of community is perceived as advertising and reduces the effectiveness of the program of sales promotion.

1. Conducting statistical analysis of the community - in order to detect the response of the target groups of consumers in the social network.

The analysis of the visits of community gives the entrepreneur the information about the activity of potential customers, popularity of certain types of material. Statistics also responds to the questions of the entrepreneur about the reputation of the goods or services in the eyes of users, makes it possible to study the psychology of a consumer behavior in the community. Social networks today have the available tools of statistics of visits which may also be used for the purpose of retargeting (re-segmentation) of the target consumers (community members).

Also data on key indicators of promotion in social networks provide special Internet resources. For example, key indicators of effectiveness of the social network Vkontakte for the leaders of communities make the resource SocialStats.ru being available.

2. Introducing interactive forms of interaction with the users - to maintain the communicative constituent of promotion.

By creating author's materials, discussions, introducing game forms and info graphics the community owner in the social network not only attracts the attention of users but also allows them to take part in the formation of the very community. The potential customers for social entrepreneurs become "brand advocates" and, thus, become partakers in creating the brand, which entails strengthening their loyalty to the enterprise structure (Romanenkova, 2015, p.15).

3. Monitoring and continuous improving the communication within the social network.

CONCLUSIONS

It should be noted that the promotion in the social media has time-taking character - the head of the community is to make the time and cognitive efforts for developing and placing the material in the community that will help to increase consumers' activity. In addition, the effectiveness of this instrument of promotion is difficult to assess in the short term, the popularity of the community will depend on the character of the social and entrepreneurial structure and correctly chosen target audience.

However, in the long term, the promotion in the social network provides the influx of new clients and the strengthening of social business reputation at the expense of social activity.

The culture of social entrepreneurship should be started with the training of future entrepreneurs, the competent and dedicated support for social entrepreneurship, the provision of infrastructure for social enterprise initiatives.

In the Russian Federation and in the municipal units of the Republic of Tatarstan in particular, there for entry-level young entrepreneurs one conducts managerial and business trainings, management fights, management fight championship, aimed at the development of entrepreneurial competences. They organize zonal and national gatherings of school business companies and bring the creation and implementation of the course “Basics of Entrepreneurship for Students” into the school educational process into effect (Shafigullina A. V., 2015, p. 495-497).

ACKNOWLEDGEMENTS

The group of authors expresses gratitude to Kazan Federal University, Institute of Management, Economics and Finance, represented by the director of the Institute Professor Bagautdinova N. G. and the head of the Department of Marketing Professor Kalensky N. V. in the support of this writing, and to the Fund of regional social programs The Fund “Our Future” for the information in the field of social entrepreneurship.

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

- Beloborodova A.L. (2015). An Efficiency Estimation for Activities for Multi-Industry Holdings as Forms of Business Associations. *Mediterranean Journal of Social Sciences*, 6(1), 491-495.
- Content-Management [Electronic resource]: Site of the content-manager Valentina Movillo. Access: <http://www.movillo.ru/index.php/content-management>
- Drucker P. (1993). *Innovation and entrepreneurship*. Practice and principles. Collins..
- How to compile the semantic core if you are not SEO specialist and don't want be it [Electronic resource]: TexTerra – The Agency of the Internet-Marketing. Access: <http://texterra.ru/blog/kak-sostavit-semanticeskoe-yadro-esli-vy-ne-seosnik-i-ne-khotite-im-byt.html>
- How to expose and segment the audience? Working models [Electronic resource]: Community Training to Adjusting the Targeting Advertisement. Site VKontakte. Access: https://vk.com/page-56971380_49602348
- Kalenskaya N.V., Ahmetshin R.M. & Grigoryeva L.L. (2014). The development of state regulation in small entrepreneurship infrastructure provision. *Mediterranean journal of social sciences*, 5(18).
- Martynova O.V. & Valeeva Y.S. (2015). Development Typology for Retail Networks in the Russian Federation. *Mediterranean Journal of Social Sciences*, 6(1), 155-159.
- Novikova E.N. (2015). Design of a marketing information system. *Mediterranean Journal of Social Sciences*, 6(1), 141-145
- Palyakin R. B. (2015). Content-Management as an Effective Instrument of Communication Policy of the Enterprise / Marketing and Community: The Collected Materials of the International Research and Application Conference. Edited by N. G. Bagautdinova, N. V. Kalenskaya. – Kazan: Kazan University, 153-156.
- Schumpeter J. (1995). *Capitalism, Socialism and Democracy*: Translated from English, Preface and edition by V. S. Avtonomov. M.: Economy.
- Shafigullina A. V. & Akhmetshin R. M. (2015). Development Trends of Entrepreneurial Activity in the Republic Of Tatarstan. *Mediterranean Journal of Social Sciences*, 6(1), 495-497.
- The Internet-Marketing: Textbook for academic baccalaureate. Edited by O.N. Romanenkova. M.: YouWrite Publisher, 2015, 15

SPATIAL STUDY OF DYNAMICS AND LEVEL OF REGIONAL, SOCIAL AND ECONOMIC DEVELOPMENT

Dina Shaykheeva, Kazan federal university
Irina Malganova, Kazan federal university
Darya Arkhipova, Kazan federal university
Adelya Khabibullina, Kazan federal university

ABSTRACT

This paper deal with the specifics of the territorial organization of the regional socio-economic development. Considering modern methods of study of the level and dynamics of socio-economic development of the administrative-territorial units of the region for 2012- early 2016 allowed creating a modified proprietary methodology. The methodology of studying spatial level and dynamics of socio-economic development of the region consists of seven main stages. It uses the method of expert assessments, the mapping method and the method of cluster analysis.

The paper reveals the main problems related to the spatial organization of the republic: the increasing regional disparities in the development of regions, leaching of resources, primarily – human ones, due to inefficient spatial structures, as well as limitedness of financial resources by annual planning, the imbalanced investments in the context of municipal districts, and a high level of socio-economic disparities between regions.

The authors associate the prospects for an effective territorial organization of socio-economic development in the studied region – the Republic of Tatarstan, with the further development of the region through the "points of growth", identified during the monitoring of municipal areas of the region. These include the transport accessibility of all types of communities within the republic and reliably communications with the neighboring regions; the comfortable and safe urban environment with public spaces that promote communication and trust; the preservation of rural areas due to non-agricultural activities; effective state participation in infrastructure projects; the balanced spatial and regional development; the support for regional economic clusters, and the establishment of agglomeration control systems.

Key words: *region; social and economic development; spatial study; classification.*

INTRODUCTION

The region is the natural basis for spatial and economic-geographic basis for the organization of ethno-cultural environment and economic activity of its population.

The region should be considered within the following approaches:

1. as a social locality - the natural basis of development of the social and settler communities, which provides common people's living conditions (Granberg A.G, 2003, 495 p.).
2. as a natural and spatial resource with a certain natural potential (socio-environmental component of the territorial socio-economic system);
3. as a spatially-geographical element of the hierarchical organization of a multilevel nature-economic system that presupposes its mega-level (global) macro-level (national government), meso-level (regional), and micro-level (local), based on the dislocation scale of the subsystems (Volgger M.,

2015, pp. 321-330; Malganova I.G., 2015, pp. 371 – 375; Panasyuk M.V. et al., pp. 331-335; Annet Kempenaar et al., 2016, pp. 20-30).

The primary institutional basis of territorial organization of the socio-economic space of Russia is its administrative-territorial division to multifunctional areas, acting as subjects of the Federation. It forms the institutional framework of the system of state territorial form of organization of social and economic space of the country.

The structure of Russian regions - the subjects of Federation - formed under the influence of this institution of the territorial organization of social and economic space of the country does not remain unchanged. It evolves under the influence of a number of trends in joining the southern territories, which led to their increase from 83 to 85.

The development of social and economic activity of people is accompanied by transformations of the territorial, economic and socio-ecological space of their external habitat.

At the same time this transformation is exposed to a decisive impact of both the economic activity of people, and natural-territorial and institutional factors (Zobova I.Yu. et al., 2014, pp. 40-44).

In this regard, the study of intra-territorial differentiation and evaluation of areas by the level and dynamics of socio-economic development is an important task of modern science.

MATERIALS AND METHODS

A comprehensive assessment of the level of socio-economic development of the region must consider the following basic principles:

1. the integrity of assessment must consider the most important components of the indicators of socio-economic development of regions of the Russian Federation;
2. the consistency of assessment involves the relation between basic indicators and development characteristics of regions;
3. the accuracy of the initial data in the selection of basic indicators of regional development;
4. the compliance of the system of indicators with the tasks of analysis and forecasting of the level of socio-economic development of regions;
5. the information content of the assessment of the level of development of regions provides an opportunity for making the best decisions at the federal and regional levels of government;
6. the combination of general economic indicators with indicators of public authorities of RF subjects in addressing the most important social and economic problems.
(http://mert.tatarstan.ru/rus/TerritorialDevelopment/Ratings/Calculation_procedure.html)

The main information base for the assessment of the socio-economic development of regions are:

1. annual statistical reporting of the region (in this case, the Republic of Tatarstan)
(http://mert.tatarstan.ru/rus/TerritorialDevelopment/Ratings/Calculation_procedure.html);
2. the method of calculating the rating of socio-economic development of the municipalities in the region (<http://tatstat.gks.ru/>).

The basis of our study was the methodology of the rating of municipal areas of the Ministry of Economy of the Republic of Tatarstan (http://mert.tatarstan.ru/rus/TerritorialDevelopment/Ratings/Calculation_procedure.html), which was subsequently modified and supplemented by a multi-step method of expert evaluation and with a series of created GIS-maps. The authors propose the following phased modifying

methodology of spatial study of the level and dynamics of socio-economic development of the administrative-territorial units of the region:

Stage 1: Analysis of actual rating of municipal districts based on data from the Ministry of Economy of the region.

Stage 2: Conducting of an expert survey (method of expert evaluations) in two preliminary stages.

Stage 3: Selection of key indicators of socio-economic development of municipal areas of the region and the formation of their statistical database for 2012, 2013, 2014, 2015, and 1st quarter of 2016.

Stage 4: Grouping of municipal regions based on the indicators of socio-economic development for 2012 - I quarter of 2016.

Stage 5: Cluster analysis of the indicators of socio-economic development of municipal regions.

Stage 6: Creation of a series of GIS maps "Grouping of municipal districts based on key indicators of socio-economic development" for 2012, 2013, 2014, 2015, and I quarter of 2016.

Stage 7: Analysis of the dynamics of the level of socio-economic development of municipal formations of the republic in 2012, 2013, 2014, 2015 and I quarter of 2016.

It should be noted that the method of expert evaluations allowed us during the second stage of the study to identify the following indicators of socio-economic development of the region:

1. the purchasing power of wages (ratio of average gross wages and salaries to the minimum cost of living (MCL), times;
2. value added per capita, thousand rubles (<http://mert.tatarstan.ru/eng/index.htm>);
3. Gross agricultural output per person employed in agriculture, thousand rubles. The indicator of natural population increase has been separately considered in this paper.

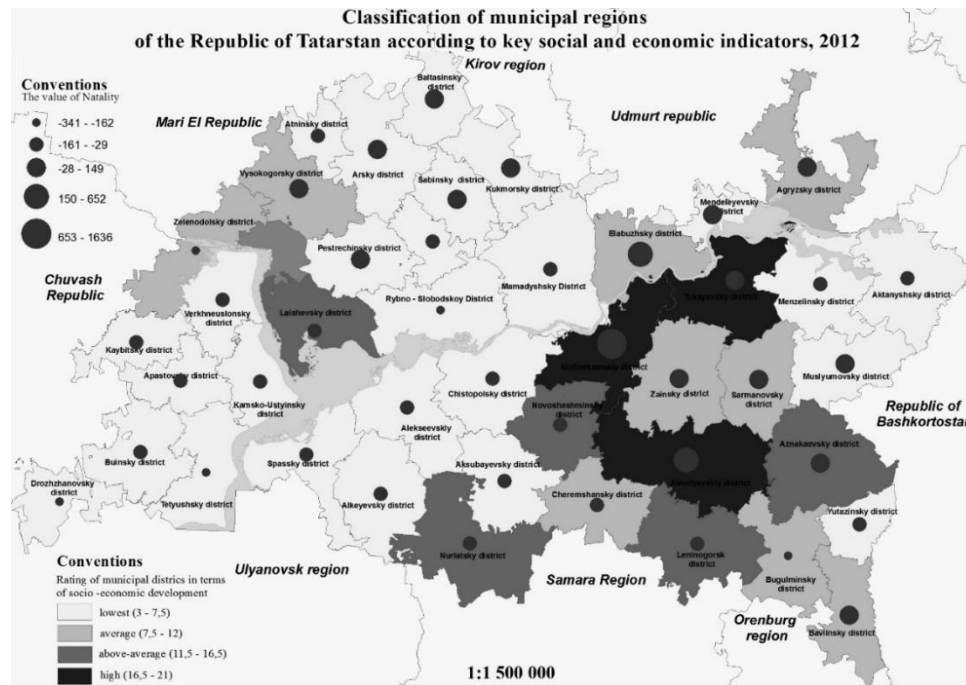
RESULTS

The main results of the study include the conducted classification and cluster analysis of the key indicators of socio-economic development of municipalities of the Republic of Tatarstan for 2012- early 2016, which identified four groups of districts during the studied period: of low, medium, above medium and high level of socio-economic development (Table 1).

The results of the cluster analysis for 2012 revealed that Elabuzhsky and Zainsky districts tend more to the group with above medium level of socio-economic development, as well as Sarmanovsky, Bavlinsky and Chepemshensky districts (Figure 1).

In 2013, Bugulminsky district tended to the group with a medium level of socio-economic development, as well as Tyulyachinsky. Six districts tend to the group with the above medium level of development: Aznakaevsky, Bavlinsky, Leninogorsky, Nizhnekamsky, Sarmanovsky, and Cheremshansky.

Figure 1
CLASSIFICATION OF MUNICIPAL REGIONS OF THE REPUBLIC OF TATARSTAN ACCORDING TO KEY SOCIAL AND ECONOMIC INDICATORS, 2012



According to the results of 2014, three districts tend to the group with the medium level of development: Aktanyshsky, Verkhneuslonsky, Mendeleevsky. Five districts tend to the group with the above medium level of socio-economic development: Aznakaevsky, Elabuzhsky, Nurlatsky, Sarmanovsky, Cheremshansky, and Yutazinsky.

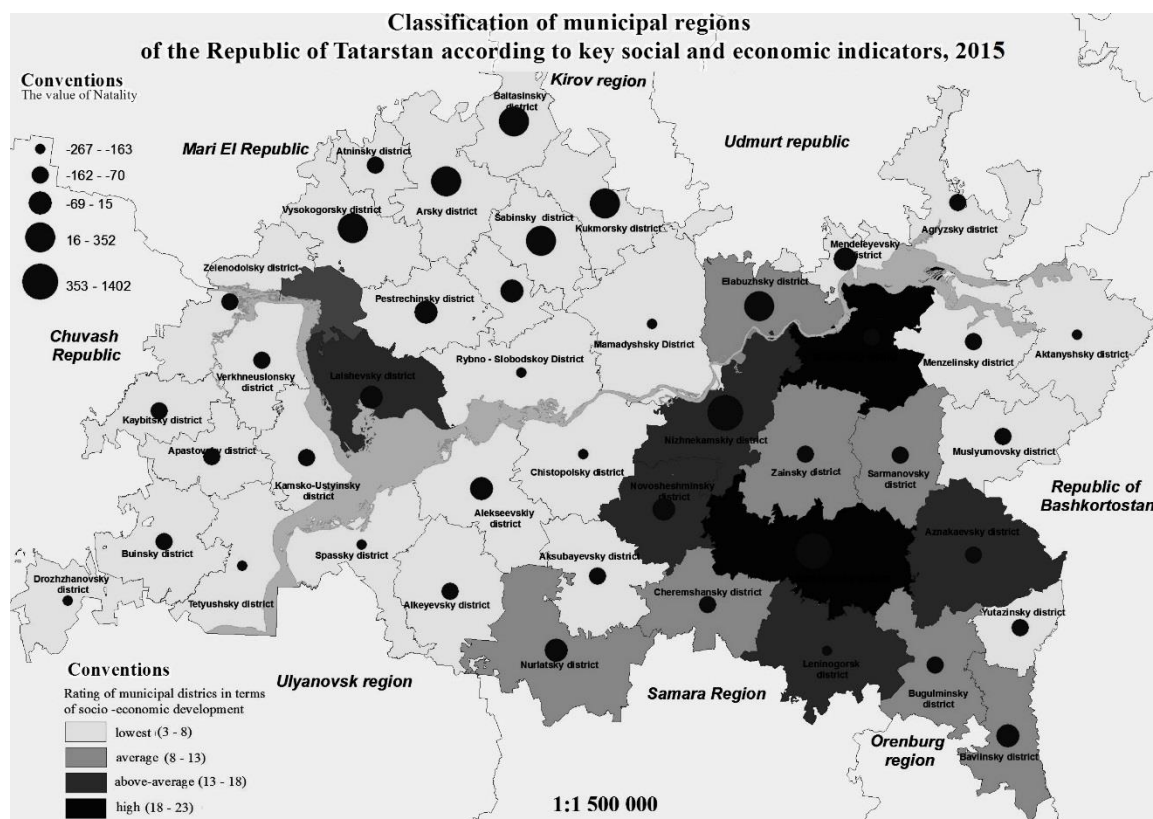
Only one district shows degrading trends in its development and seeks from the group with the above medium level to the group with medium level of development – Bavlinsky district.

2015 showed that already five districts tend to the group with the medium level development – these are Alkeevsky, Vysokogorsky, Zelenodolsky, and Pestrechinsky districts (Table 1).

Table 1 GROUPING OF MUNICIPAL DISTRICTS OF RT BASED ON KEY INDICATORS OF SOCIO-ECONOMIC DEVELOPMENT FOR 2015			
Level of socio-economic development			
Low (3-8)	Medium (8-13)	Above medium (13-18)	High (18-23)
Agryzsky(6) Aksubaevsky(3) Aktanyshsky(6) Alekseevsky(5) Alkeevsky(8) Apastovsky(5) Arsky(4) Atninsky(6) Baltasinsky(4) Buinsky(6) Verkhneuslonsky(7) Vysokogorsky(8) Drozhzhanovsky(4) Zelenodolsky(8) Kaibitsky(5) Kamsko-Ustiinsky(4) Kukmorsky(4) Muslyumovsky(4) Pestrechensky(8) Rybno-Slobodsky(6) Sabinsky(5) Spassky(3) Tetyushsky(5) Tyulyachinsky(5) Chistopolsky(5)	Bugulminsky (10) Zainsky(11) Laishevsky(9) Mendeleevsky (10) Yutazinsky(10) Menzelinsky (10)	Aznakaevsky(14) Bavlinsky(14) Yelabuzhsky(14) Leninogorsky(13) Mamadyshsky(13) Nizhnekamsky(14) Novoshemshinsky(18) Nurlatsky(14) Sarmanovsky(14) Cheremshansky(16)	Almetevsky (21) Tukaevsky(23)

Novosheshminsky district also follows positive way of development, tending from the group of above medium level to the high level of development. And the following two districts - Leninogorsky and Mamadyshsky - degrade and tend to the group with the medium level of development (Figure 2).

Figure 2
CLASSIFICATION OF MUNICIPAL REGIONS OF THE REPUBLIC OF TATARSTAN ACCORDING TO
KEY SOCIAL AND ECONOMIC INDICATORS, 2015



Cluster analysis for 2016 revealed only two districts: Elabuzhsky tends to the group with the above medium level of development, and Novosheshminsky tends to the group with the high level of development.

SUMMARY

Summing up, it can be noted that the undoubted leaders in socio-economic development of regions are Almetyevsky and Tukaevsky districts, which have been a part of a group with the high level of development for five years. In 2012, there appeared Nizhnekamsky district, as it had a high salary and volume of agricultural products this year. In 2013, in addition to existing leaders - Almetyevsky and Tukayevsky districts - Laishevsky and Novosheshminsky districts appear due to high salary and the value added per capita in the first and fairly high value added per capita in the second.

Most of districts of the republic are outsiders: Agryzsky, Aksubaevsky, Aktanyshsky, Alekseevsky, Arsky, Atninsky, Baltasinsky, Buinsky, Drozhzhanovsky, Kaybitsky, Kamsko-

Ustyinsky, Kukmorsky, Menzelinsky, Pestrechinsky, Rybno-Slobodskoy, Sabinsky, Spassky, Tetyushsky, Tyulyachinsky, and Chistopolsky.

Basically, all districts throughout the analyzed periods, stay in their groups, but there are some "walking districts", which during 5 analyzed years have been passing from one group to another, namely: Nizhnekamsky, which in 2012 was in the group with a high level of socio-economic development, in 2013 - passed to the group with a medium level of development, from 2014 to the 1st quarter of 2016 was in the group with the above medium level of development, which is due to changes in the indicator - its gross agricultural output per agricultural worker, thousand rubles. Zelenodolsky district was also passing from one group to another: it passed from the group with a medium level of development to the group with low level of development, then in 2014 it again returned to the group with a medium level of development, in 2015 - appeared again in the group with low level of development, and in 2016 it remains in the group with a medium level of development; Pestrechinsky district behaves the same way due to a slight change in the key indicators of socio-economic development, identified by the experts.

CONCLUSION

The paper reveals the main problems related to the spatial organization of the republic, which can be described as follows: the increasing regional disparities in the development of regions, leaching of resources, primarily – human ones, due to inefficient spatial structures, as well as limitedness of financial resources by annual planning, the imbalanced investments in the context of municipal districts, and a high level of socio-economic disparities between regions.

In general, the following prospects for development of socio-economic Tatarstan were revealed on the basis of the grouping and monitoring of municipalities of the Republic of Tatarstan: the transport accessibility of all types of communities within the republic and reliably communications with the neighboring regions; the comfortable and safe urban environment with public spaces that promote communication and trust; the preservation of rural areas due to non-agricultural activities; the creation of policy options in relation to settlements, losing their economic base; open economy, globalization as the stimulus of competitiveness; mutually beneficial partnership with the federal government; effective state participation in infrastructure projects; the balanced spatial and regional development; the development of special economic zones and zones of rapid development; the support for regional economic clusters, and the establishment of agglomeration control systems; and the development of transport and transit system in Russia, contributing to the development of business relationships.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

- Annet Kempenaar, Judith Westerink, Marjo van Lierop, Marlies Brinkhuijsen, & Adri van den Brink (2016). Design makes you understand, Mapping the contributions of designing to regional planning and development. *Landscape and Urban Planning*, 149, 20-30.
- Granberg A.G. (2003). Bases of Regional Economics. Moscow: State University, Higher School of Economics, 495. <http://tatstat.gks.ru/>

- Malganova I.G. & Zagladina H.N. (2015). Regional socio-economic development on the basis of scenario forecasting method. *Procedia Economics and Finance*, 24, 371 – 375.
- Ministry of Economy of the Republic of Tatarstan, <http://mert.tatarstan.ru/eng/index.htm>
- Panasyuk M.V., Pudovik E.M. & Malganova I.G. Modified Index Method in Scenarios of Regional Socio-Economic Development. *Mediterranean Journal of Social Science*, 5(8), 331-335.
- The method of calculating the rating of socio-economic development of municipalities (http://mert.tatarstan.ru/rus/TerritorialDevelopment/Ratings/Calculation_procedure.html)
- The method of calculating the rating of socio-economic development of municipalities (http://mert.tatarstan.ru/rus/TerritorialDevelopment/Ratings/Calculation_procedure.html)
- Volgger M., Mainil T., Pechlaner H. & Mitas O. (2015). Health region development from the perspective of system theory – An empirical cross-regional case study. *Social Science & Medicine*, 124, 321-330.
- Zobova I.Yu., Zagladina E.N., Malganova I.G. & Safiullin L.N (2014). Institutional Aspects of State Regulation in Cyclic Development of Economy Conditions. *Mediterranean Journal of Social Sciences*, 5(28), 40-44.

PARTICIPATION OF RUSSIA IN INTERNATIONAL AGREEMENTS ON AUTHOR'S RIGHT

Roza I. Sitdikova, Kazan Federal University
Ruslan B. Sitdikov, Kazan Federal University
Aleksandr N. Shpagonov, Kazan Federal University

ABSTRACT

The article deals with the international treaties of universal and regional nature in the field of authors' rights protection, which is a party to the Russian Federation. We have shown the system of contracts and their role in ensuring the protection of intellectual property rights on an international level, as well as its importance in respect of the aspect of authors' rights protection complicated by a foreign element, and harmonization of national legislation. It is concluded that the Russian Federation is a full member of the international authors' rights protection system that is the basis for the effective protection of the rights of foreign authors in Russia and Russian authors abroad, respectively.

Keywords: *protection of intellectual property rights; authors' rights protection; international agreements on authors' rights; Russia as a party to international agreements.*

INTRODUCTION

The specificity of the legal protection for works of science, literature, and is their territorial nature. Property rights of authors of literary, musical, artistic works and other results of intellectual activity were initially protected only on territory of their home countries, in accordance with national legislation, in territories of other countries a product can be used freely. National legislations had differences what caused problems in the implementation of the rights of authors. To resolve these problems and to ensure the effective protection of the rights of authors outside their home countries an international system of authors' rights protection was created.

The development of modern technologies and means of communication, especially the large-scale introduction of the Internet offer the possibility of transnational use of works of science, culture, and remote access to education. An author may be physically located in one country, to publish his/her works in another, and use in the third, thus active and quick sharing of knowledge and information are provided what creates opportunities for implementation of various interests in the creative sector. In addition, features of the nature of authors' rights cause problems of legal regulation of relations complicated by a foreign element since a work of art or science is essentially an intangible object. When using the works in violation of intellectual property rights in global networks, determining the applicable law causes particular difficulties. These questions are intended to be addressed by the provisions of international agreements and conflict rules of the Civil Code of the Russian Federation (Official gazette of the Russian Federation, 2006, Art.2).

MATERIALS AND METHODS

The article is theoretical, has a comparative law nature, there are observations, and the estimation of the Russian Federation's participation in international treaties and agreements to protect intellectual property.

We have also used general scientific methods: logic, analysis, synthesis. It is based on laws and regulations of Russia and acts of international law, as well as the positions of the leading jurists and scholars in the field of intellectual property protection.

RESULTS

Russia currently is a party to major international conventions and a number of bilateral international agreements. In accordance with para.4, Art. 15 of the current Constitution of the Russian Federation (The Constitution of the Russian Federation, 1993, № 237), international treaties concluded by the Russian Federation are an integral part of its legal system. In this connection, it is important in this study to review the role of international treaties in the field of authors' rights in the mechanism of civil law protection of authors' rights. When writing this article we used such methods as dialectical method, comparative law method, comprehensive analysis, etc.

According to para.3 of the Federal Law dd. July 15, 1995N 101-FZ "On international treaties of the Russian Federation" (Official gazette of the RF, 1995, Art.2), the Russian Federation continues to exercise the rights and fulfill the obligations arising from international agreements concluded by the Union of Soviet Socialist Republics, in which the Russian Federation is a party as a state - successor to the Soviet Union. Therefore, the Russian Federation is considered to be a party to international agreements on authors' rights concluded by the Soviet Union since their entry into force for the USSR.

1. The first international convention on authors' rights to which the Soviet Union had joined, was the Universal Copyright Convention signed in Geneva on 6 September 1952 (Universal Copyright Convention , 1952, Geneva).The document of accession of the Soviet Union to the Universal Copyright Convention was given for keeping to the Director-General of UNESCO on 27 February, 1973. The Convention entered into force for the USSR on May 27, 1973. Joining the USSR to the Universal Copyright Convention was a significant progressive step in the area of authors' rights protection. Prior to this, the works of foreign authors first published or being in an objective form on the territory of foreign states, were not protected on the territory of the USSR, that is, they may be used freely without payment of remuneration.

As a result, for the first time on the territory of Russia and other Soviet republics the works of foreign authors gained protection that was publicly released on the territory of foreign countries that have acceded to the Universal Copyright Convention. Works by Soviet authors have also become subject to the protection on the territory of those countries. At the same time protection for the works of authors who were nationals of the countries - participants of the Universal Convention has been provided in accordance with national legislation.

2. The next event in the field of authors' rights protection in Russia was joining to the Berne Convention. On November 30, 1994 there were published and came into force from November 3, 1994 № 1224 "On accession of the Russian Federation to the Berne Convention as amended by the 1971, to the Universal Copyright Convention as amended in 1971, and their Additional Protocols 1 and 2, and the 1971 Convention on the Protection of producers of phonograms against unauthorized Duplication of their phonograms" (Universal Copyright Convention,

Geneva, 1952). Accession to the said Convention finally took place in March 1995, the date of receipt of the official notification from the World Intellectual Property Organization in the Ministry of Foreign Affairs of the Russian Federation. Thus, since 9 March 1995 the Russian Federation is considered to be a party to the Universal Copyright Convention (as revised in 1971) and since 13 March 1995 a party to the Berne Convention (as revised in 1971).

Of great practical importance is the fact that after Russia's accession to the Berne Convention, that is, since 13 March 1995, Russia began to protect works of foreign authors, not fallen into the category of public domain as a result of the expiry of the legal protection? The works of Russian authors publicly released until 13 March 1995, have received protection since that time in all countries of the Berne Union. At the same time, upon application of the said Convention's norms it is necessary to rely on the norms of the Russian legislation revealing the essence of the concept "public domain". In accordance with Art 1241 of the effective Civil Code of the Russian Federation, works of literature, science and art the protection period for which has ended deemed fallen into the public domain. Such an understanding of the transition of works in the public domain has been confirmed in judicial practice.

Another universal international treaty for protection of all types of intellectual property is the Convention establishing the World Intellectual Property Organization, dated 14 July 1967 (Stockholm Convention). It was ratified by the Decree of the Presidium of the USSR Supreme Soviet on 19 September 1968, that is, since that date the Russian Federation became a member of the World Intellectual Property Organization (WIPO) and has an obligation to promote, in accordance with Art 3(i) of the Stockholm Convention, protection of intellectual property through cooperation among states.

3. On July 21, 2008 by the Decree of the Government N 1052r (WIPO Copyright Treaty, 2015) Russia has taken another important step in terms of harmonization of legislation on protection of intellectual property joining the WIPO Copyright Treaty (WCT Agreement). Said agreement adopted in 1996 is a special agreement within the meaning of Art.20 of the Berne Convention and has been prepared by WIPO to provide new international rules and facilitate the interpretation of certain existing rules in order to provide adequate solutions to the questions generated by the new economic, social, cultural and technological development. WCT Agreement contains specific provisions relating to computer software and digital technology.

An important step in the field of authors' rights protection was also joining the TRIPS Agreement. The TRIPS Agreement developed within the framework of the Uruguay Round of multilateral trade negotiations has entered into force on 1 January 1995. For Russia, it came into force on 22.08.2012. It is mandatory for all members of the World Trade Organization and is aimed at regulating the property rights of copyrighted material affecting international trade. TRIPS directed more towards the settlement of the trade-related aspects of intellectual property rights and "not intended to bring it into line with the needs of the information society". The TRIPS Agreement has no provisions on non-property personal rights (The Agreement on trade and economic cooperation between the Russian Federation and Swiss Confederation, 1994).

4. In addition to the said above universal international authors' rights conventions, the Russian Federation as a continuer of the former Soviet Union is a party to a number of bilateral agreements on mutual authors' rights protection. In particular, the Union of Soviet Socialist Republics and the Republic of Austria has concluded an agreement on the mutual protection of authors' rights (Vienna, December 16, 1981, as amended on 28 September 1989) (The Agreement between Republic of Austria and the Union of Soviet Socialist Republics on the reciprocal protection of copyright, December); Agreement was concluded between the

Government of the Union of Soviet Socialist Republics and the Government of the Kingdom of Sweden on the mutual protection of authors' rights (Moscow, April 15, 1986) (Code of the Decrees of the Government of the USSR, 1986, Art.2), etc.

After disintegration of the USSR there have been concluded:

Agreement between the Government of the Russian Federation and the Government of the Republic of Armenia on mutual protection of authors' rights (Moscow, 25 June 1993) (Bulletin of international agreements, 1994, p. 46);

5. Agreement between the Russian Federation and the Government of the People's Republic of China in the field of protection of intellectual property rights (Beijing, 25 April 1996) (The agreement between the Government of the Russian Federation and the Government of People's Republic of China in the field of protection of intellectual property rights, 1996, Beijing), etc.

In accordance with such multiple agreements, states provide in their territory a protection to the rights of authors of works of science, literature and art who are nationals of these states under the same conditions as are determined by the domestic legislation in respect of its citizens, regardless of the date of publication or creation of the works.

Said Agreements proclaim general principles of cooperation in the field of protection and use of inventions, utility models, industrial designs, trademarks, service marks and appellations of origin, as well as objects of authors' rights and related rights on the basis of mutual benefit and equality in accordance with international agreements parties of which are, or will be states of the Parts. The obligations to ensure adequate and effective protection of intellectual property in the implementation of trade and other economic activities provided for in the Agreement on Trade and Economic Cooperation between the Russian Federation and the Swiss Confederation (Moscow, 12 May 1994) 2.

6. Important provisions defining the prospects of development of protection for authors' rights and intellectual property in the Russian Federation in general, are incorporated in the Agreement on Partnership and Cooperation between the European Community and the Russian Federation dd. 24 June 1994 (The Partnership and Cooperation Agreement between the European community and the Russian Federation, 1994) in accordance with Article 1 of Annex 10 to the Agreement Russia "continues to improve the mechanisms of intellectual property protection in order to ensure by the end of the fifth year after the entry into force of this Agreement the protection levels similar to those existing in the Community, including effective means of enforcing such rights". The Agreement came into force for the Russian Federation since 1st December, 1997. Russia has already completed these commitments by making appropriate changes in national legislation.

Universal Conventions in the field of protection of intellectual property and authors' rights set the amount of basic personal and property exclusive rights to the works, the minimum requirements for the term of protection and the like which should be implemented in the national legislation of the participating countries. The Russian Federation is currently a party to the major universal international agreements in the field of authors' rights. Russia's accession to the main international agreements in the field of authors' rights also means mandatory fulfillment of those minimum standards for protection of authors' rights in the Russian Federation.

CONCLUSION

Note that harmonization of authors' rights protection in the Russian Federation with the level of protection in the European Community is one of the components of these requirements

and Russia's entry into the modern international economic community. It is noteworthy that at the time of the signing of the document on accession of the Russian Federation to the WTO, the Russian Federation legislation already reflected TRIPS regulatory requirements in the area of intellectual rights, including authors' rights. This conclusion is done in the Report of the working group on Russia's accession to the WTO dd. 16-17 November 2011 (hereinafter Report) (Report of the Working group on Russia's accession to the World Trade Organization, 2011).

RESUME

Thus, at the present time the Russian Federation being a party to the above-mentioned international agreements is included as a full member into the international authors' rights protection system. The value of international agreements in the field of authors' rights law in the civil law mechanism of authors' rights protection, first of all, is that they provide a real legal protection of personal and property interests of authors and rights holders in the countries - participants on the basis of a national treatment.

At present, on the basis of the Berne Convention, there has been created and exists an international system providing comprehensive and effective protection of authors' rights in different countries. This system is in development. Development of new works recording and data transmission technologies has had a major influence on the development of the entire international system for the protection of authors' rights; it requires clarification of certain provisions and introduction of new concepts. That has been reflected in international agreements adopted in recent years within the frameworks of WIPO and the WTO in the form of special amendments that have been implemented in the Russian legislation.

CONFLICT OF INTEREST

The authors acknowledge that the data do not contain any conflict of interest.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

- The Civil Code of the Russian Federation (Part Four), Federal Law of the Russian Federation No. 230 dd. 18 December, 2006(as amended). Official gazette of the Russian Federation. 2006, 52 (PartI), Art.2.
- Berne Convention for the Protection of Literary and Artistic Works. <http://www.wipo.int/>. Universal Copyright Convention (Geneva, 6 September 1952). <http://portal.unesco.org/>. The convention of the United Nations concerning education, sciences and cultures About protection of interests of producers of soundtracks from illegal reproduction of their soundtracks. <http://en.naviny.org/>.
- WIPO Copyright Treaty // <http://www.wipo.int/>
- The Agreement between Republic of Austria and the Union of Soviet Socialist Republics on the reciprocal protection of copyright (16 December 1981). <http://www.wipo.int/>
- The Agreement between the Government of the Union of Soviet Socialist Republics and the Government of the Kingdom of Sweden on the mutual protection of author's rights (Moscow, April 15, 1986). Code of the Decrees of the Government of the USSR. 1986, Dep. II, 15, Art.2.
- The Agreement between the Government of the Russian Federation and the Government of the Republic of Armenia on mutual protection of author's rights (Moscow, June 25, 1993.). Bulletin of international agreements, 1994, 5, 46.

The agreement between the Government of the Russian Federation and the Government of People's Republic of China in the field of protection of intellectual property rights (25 April 1996, Beijing). <http://www.wipo.int/>

The Agreement on trade and economic cooperation between the Russian Federation and Swiss Confederation (12 May 1994). <http://www.wipo.int/>

The Partnership and Cooperation Agreement between the European community and the Russian Federation (24 June 1994). <http://ec.europa.eu/>

Report of the Working group on Russia's accession to the World Trade Organization on 16 November 2011(WT / ACC / RUS / 70; WT / MIN (11) / 2). URL: http://docs.pravo.ru/document/view/25962750/25750_926/

Universal Copyright Convention (6 September 1952, Geneva). <http://portal.unesco.org/>

The Constitution of the Russian Federation dd.12December, 1993, as amended. Russian newspaper, 1993, 237.

Federal Law dd. July 15, 1995(101). FZ On international treaties of the Russian Federation. Official gazette of the RF.-1995. -N 29. -Art.2.

MODERN REFORMS OF THE RUSSIAN CIVIL LEGISLATION INFLUENCE ON THE LEGAL ENTITIES SYSTEMATIZATION

Albina Sh. Khabibullina, Kazan Federal University
Zavdat F. Safin, Kazan Federal University

ABSTRACT

Article brought to your attention is devoted to questions of legal entities systematization in the modern domestic law under conditions of reforming the civil legislation. Legal entities systematization as the mechanism of legal regulation allows establishing a special order of legal entities interaction and development (evolving) of the organizations as law subjects. Authors pay attention that the legal entities system consists of a legal means (elements) set which, in addition to the organizations, concern also: rules of law, dispositive facts, legal relationship, legal incentives and restrictions. Special attention is paid to system essence of the organization as parts of more difficult legal entities system types. It is established that reforming and dynamic development of the civil legislation exerts a direct impact on legal entities systematization, owing to emergence of new legal designs and change of the existing legal institutions. On the basis of the change analysis in the Civil Code of the Russian Federation the conclusion fact that reforming the civil legislation makes impact on systematization of legal entities types is drawn. At the same time the introduced facts require deeper analysis and discussion.

Keywords: system, legal entity, legal entities types, reform, civil legislation, mechanism of legal regulation, legal means.

INTRODUCTION

The purpose of the article is determining elements of legal entities system and identification of its development tendencies under conditions of reforming the civil legislation.

Today the modern civil legislation is on the way of large-scale transformations. The happening reforming determined the main directions of enhancement of general provisions of the Civil Code of the Russian Federation (further – the Civil Code of the Russian Federation) about legal entities taking into account the developed modern realities.

Initially main directions on upgrade of the domestic civil law, including questions of a legal status of legal entities, were pledged in the Concept of development of the civil legislation of the Russian Federation (Concept of development of the civil, 2009) (further – the Concept). Further on the basis of the Concept serious work on updating of regulations of the Civil Code of the Russian Federation was carried out. The Federal law of May 5, 2014 No. 99-FZ "About modification of chapter of the 4th part one of the Civil code of the Russian Federation and about recognition become invalid for separate provisions of legal acts of the Russian Federation" (The federal law of 05.05.2014) (further – the Law No. 99-FZ) which determined new contents of the Civil Code of the Russian Federation regarding legal entities became one of results of such legislative activities.

MATERIALS AND METHODS

The main method which was used during writing of the work is the method of the system analysis. In passing it should be noted that the method as one of the most important methods of scientific search, was brawly traced in works of professor of the Kazan University David Isaakovich Feldman which were directly devoted to problems of methodology (Feldman D. I., 1983). Application of the method of knowledge can be found also in works of modern writers (Makeeva E. M., 2009).

Use of system approach has particular advantages when studying the or that legal phenomenon. It allows researching an object as system, having spread out it to certain elements (analysis), or, on the contrary, having united these components in whole (synthesis), at the same time other methods can be used (deduction, induction, generalization and so forth). Thus, system approach is the whole set of the methodological principles existing in interrelation with knowledge methods.

The method of cross-industry approach developed in works of professor of the Kazan University Mikhail Yuryevich Chelyshev became one more method when writing the article. Application of the method "not only promotes adequate development of legal reality, but also forms a methodological basis of origin and forming of a number of the new scientific directions" (Chelyshev M. Y., 2008).

RESULTS

Before starting a problem of systematization of organization types in the Russian Federation it is important to analyze essence of the legal entity. At the same time it is necessary to consider both the domestic and foreign concepts of legal entities which passed long-term theoretical and practical tests.

For example, from the point of view of a classical English law, a true person of law is the physical person. "Being force of moral nature, in a legal sense the law can work only through the physical persons capable to have laws and to perform duties. Thus, rules of law can influence only people" (Jenks E., 2015).

The legislation of the Federal Republic of Germany doesn't contain determining the legal entity. At the same time in scientific literature it is accepted to understand the consolidation of persons or property (estate) allowed by law and order and having legal capacity (Worler R., 2008) as the legal entity.

According to Art 52 of the Civil code of Switzerland (<https://www.admin.ch/opc/de/classified-compilation/19070042/index.html#id-1-2>, date of access 20/04/2016), legal entities from the moment of their entering into the trade register are societies and partnerships, corporate type, and also organization which have the special purpose and exist as independent persons. At the same time the societies and partnerships pursuing the illegal or opposite aims can't become legal entities.

In the legal doctrine of the Czech republic the legal entity is considered as spolecensky utvar (public education) behind which law and order recognizes a capability to enter legal relationship under the name, legal capacity, availability of the isolated property, and also to bear responsibility according to the liabilities following from these legal relationship (Knapp V. Knappova M., 2002). Also the legal entity is understood as consolidation of property, consolidation of persons, or the consolidation formed by other legislatively acknowledged method which directly the law recognizes as the legal entity (Knapp V., 1995).

Thus, we see that approaches to determining legal essence of the legal entity are various.

The Russian civil legislation under the legal entity recognizes the organization which has the isolated property and answers them for the obligations, can purchase and perform on its own behalf the civil laws and perform civil duties, to be a claimant and the defendant in court (Art. 48 of the Civil Code of the Russian Federation).

Limitation of amount of the article doesn't allow in necessary degree to consider a problem of essence of the legal entity within the research. Let's not only that the domestic civil science doesn't differ in uniformity concerning determining the legal nature of the legal entity, selecting the fixation theories, theories denying and recognizing its reality. And in our understanding the legal entity is represented by the real, existing actually person of law with an own will which is created and performed by persons, being the representatives or being a part of its bodies, and also is determined and goes the purpose for the sake of which he is created.

Considering system essence of the law in general, there is a need of a system complex research of legal entities types under conditions of modern reform of the civil legislation.

Now in Russian law different legal entities types are allocated. They can be provided as the interconnected elements integrated into one general system. In other words, legal entities in the civil law exist isn't separate, and is system.

Property of any phenomenon systematics is predetermined by a coherence sign. As professor M. Y. Chelyshev noted, any set of uniform elements purchases quality of system, as a rule, not only in the presence of a certain community of the corresponding elements, but also in case of existence of interrelation between these elements (Chelyshev M. Y., 2009). The research of legal entities types as single uniform system allows considering them not chaotically, separately, and as the certain structured set in which are inherent integrity, interconditionality and coherence.

Systematization of legal entities types can be designated as process of consolidation of elements (organizations) in one structured complete system for the purpose of their ordering, development, and also determining similar and various properties of elements by their comparison. As the mechanism of legal regulation legal entities systematization allows to establish a special order of interaction of the organizations and development of legal entities as law subjects.

Distinctive signs of any system are integrity and steady structure. For legal entities system types' integrity, structure and, besides, a capability is also peculiar to alter the internal structure in the course of upgrade (evolving). In the most extended sense it represents the list of forms of business of legal entities. But at the same time it is necessary to consider that in addition to the organizations in legal entities system there are also other elements (components) which are in a certain hierarchy and an order of interaction. So, O. A. Serova is correct on the fact that "elements of legal entities system are instruments of achievement of the particular social and economic purposes necessary for both certain participants of turnover, and the state. The legal entities system in itself acts as the civil mechanism of legal regulation of the public relations which mediates participation in turnover of independent subjects, is the instrument of achievement of the particular purposes created by the civil mechanism of legal regulation" (Serova O. A., 2010).

It is represented that the legal entities system consists of a set of legal means (elements) which, in addition to the organizations, concern also: rules of law, dispositive facts, legal relationship, legal incentives and restrictions. At the same time the legal entity as Basic Element of the system, has system integrity and is expressed in a specific form of business. As elements

in system of the legal entity it is possible to allocate: bodies, structural divisions, creation purpose, and property basis. In other words, the organization as an element of legal entities system possesses the internal structure and lowest level is system (subsystem). Thus, the legal entities system is difficult and multi-level.

Reforming and dynamic development of the civil legislation exert a direct impact on legal entities systematization, owing to emergence of new legal designs and change of the existing legal institutions.

In an update of the Civil Code of the Russian Federation the main approaches to systematization of the legislation on legal entities which were pledged in the Concept were realized. In particular, in addition to the settled classification of legal entities on commercial and non-profit organizations, Art. 65.1 of the Civil Code of the Russian Federation provides their division into the corporate and unitary bodies now. Corporate legal entities (corporations) in a sense of the Civil Code of the Russian Federation are the organizations, founders (participants) of which have laws of participation (membership) in them, and also create their supreme body, and legal entities whose founders aren't their participants are recognized unitary and memberships don't acquire in them the laws. Economic societies, partnerships and partnership, production cooperatives and considerable number of non-profit organizations, to unitary – the unitary enterprises, organizations, funds, the religious organizations treat corporate bodies.

In Concept provisions the attention to redundancy of quantity of legal forms of non-profit organizations, to lack of single system of legal regulation of forms of non-profit organizations, and also to abundance of gaps, repetitions and contradictions in the legislation on non-profit organizations was also paid.

The approaches of the Concept designated above are realized in the Civil Code of the Russian Federation now: non-profit organizations can be created in non-commercial purposes in the form of associations and the unions, part in which both physical and legal entities, at the same time can take in any combinations.

Thus, the types of non-profit organizations listed in sub item 3 of item 3 of Art. 50 to the Civil Code of the Russian Federation aren't independent forms of business of legal entities today, and represent only kinds of associations (unions).

The new exhaustive list of forms of business of both commercial and non-profit organizations enshrined in the Civil Code of the Russian Federation became basic for legal entities system. So, economic societies and partnerships, production cooperatives, state and municipal unitary enterprises, peasant farms, economic partnership are carried to the commercial organizations now. Non-profit organizations can be created in the form of public organizations, consumer cooperatives, associations (unions), partnerships of owners of the real estate, the Cossack societies, communities of indigenous ethnic groups, funds, organizations, autonomous nonprofit organizations, the religious organizations, the public companies.

Such limited list of non-commercial legal entities is reasonable, in a type of the fact that the variety of forms of non-profit organizations existing earlier was excessive and unjustified. But at the same time open is a question of the legal nature of the public companies as except the mentioning no information on the form of business in the legislation contains in Art 50 of the Civil Code of the Russian Federation.

From coming into force of the Law No. 99-FZ of the organization can be created only in the forms of business containing in the exhaustive list of legal entities types.

Addition of legal entities system such new element as economic partnership is represented rather disputable. It isn't possible to claim unambiguously today what impact allocation of such type of the legal entity can exert on the Russian law and order.

Differentiation of economic societies on public and nonpublic instead of habitual division of joint-stock companies on closed and opened became one more innovation. Joint-stock companies which shares and securities converted into their shares publicly are placed act as public or publicly address. The Civil Code of the Russian Federation, nonpublic in a sense, is the economic society which isn't answering to signs of public society. The classification division was for what purpose entered remains obscure.

Absolutely fairly societies with the accessorial liability as not found broad practical application were excluded from legal entities system.

CONCLUSION

Summarizing the above, it is possible to come to a conclusion that process upgrade of the civil legislation makes essential impact on systematization of legal entities types. In general, in our opinion, updates in the Civil Codes of the Russian Federation containing the rational ideas positively influenced legal entities systematization. At the same time, the introduced short stories need deeper analysis and discussion for the purpose of leveling of possible adverse effects for the law enforcement official.

CONFLICT OF INTEREST

Authors confirm that the submitted data don't contain the conflict of interests.

ACKNOWLEDGMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University

REFERENCES

- Concept of development of the civil legislation. Messenger of Russian Federation., 2009, 11.
- Feldman D. I. (1983). System of international law. Kazan: Publishing house Kazan. Univ.
- Makeeva E. M. (2010). System approach as method of knowledge of the law. Government and local self-government. – 2009. - No. 6; Tolstik V. A., Dvornikov N. L., Kargin K. V. System interpretation of rules of law. – M.: Law.
- Chelyshev M. Y. (2008). Doctrine bases about cross-industry communications of the civil law, Kazan: Publishing house of the Kazan state university, 131.
- Jenks E. The Book of English Law. 5th edition. London. 106.
- Worler R. (2008). Einführung in das Recht: Allgemeiner Teil des BGB. Carl Heymanns Verlag, 49.
- Knapp V. & Knappova M. (2002). Obcanske pravo hmotne. Praha: ASPI.
- Knapp V. (1995). Teorie prava. I.vydani. Praha: C.H. Beck.
- Chelyshev M. Y. (2009). System of cross-industry communications of the civil law: civil research: Thesis of PhD Cand. In Law. Kazan, 37.
- Serova O. A. (2010). General-theoretical principles of creation of legal entities system. Civil law, 2, 19-21.
- The civil code of Switzerland of December 10, 1907 - RO 24 245, the official text in German is posted on the website <https://www.admin.ch/opc/de/classified-compilation/19070042/index.html#id-1-2>
- The federal law of 05.05.2014 No. 99-FZ, About modification of chapter of the 4th part one of the Civil code of the Russian Federation and about recognition become invalid for separate provisions of legal acts of the Russian Federation. SZ Russian Federation, 12.05.2014, 19, Art. 2304.

THE IMAGE OF REFUGEES IN THE COMMUNICATION MASS MEDIA: A SOURCE OF CONFLICT OR COOPERATION?

Rezeda G. Galikhuzina, Kazan Federal University
Roman V. Penkovtsev, Kazan Federal University
Natalia A. Shibanova, Kazan Federal University

ABSTRACT

In the most countries among the contemporary youth audience electronic media have become the most popular. Available technologies allow the online publications to widely use photographic coverage or so-called combined texts commenting upon the relevant subjects. The tendency of actualization of visual aids in the mass-media does not get round the materials dealing with the challenges of migration processes. The reports on the migration crisis are often available in the form of combination of texts, in order to attract additional attention, raising the level of receptivity to information and the level of emotional perception by consumers.

The article analyzes conflictogenic potential of impact on the youth audience with visual constituent of media text in electronic media about contemporary migration crisis in Europe. Based on the results obtained during applied study, the main informative components / subjects of visual messages and their influence on the perception of the nature of the audience communication message object, i. e. migrants have been highlighted. Empirically feelings and attitude of audience towards refugees, caused by different visual subjects, the level of conflictogenic potential of photos, as well as the influence of visual imagery on perception of the information component of the media message have been identified.

The media sphere can have both constructive and destructive influence on the processes of building up a dialogue and interaction between the host community and migrants, the processes to ensure sustainable socio-economic and political development of society. Thus, conflictological measurement of visual component of media communications in terms of visualization and virtualization of the present-day world has a practical application.

Keywords: mixed text, conflictogenity, migration, refugees.

INTRODUCTION

The influence of migration on the foreign and home policies of many countries is undoubtedly great - suffice it to mention Brexit. Another important factor affecting modern life, and at the same time the most important resource of mankind is information. Migration and information processes are intertwined and entangled in the whole world. These processes are often the source of various conflicts. Thus, the migration processes, the ways of media coverage exerted a significant influence on the results of the aforementioned Brexit, which gave rise to a series of sharp contradictions - potential conflicts at various levels: between the UK regions (Kirkup, 2016) between the generations (Pells, 2016), between different social classes (Bartholomew, 2016).

The tendencies and values of the modern world such as openness, tolerance, globalization, information, growth of technology significantly changed the content and form of

communication. First of all, such changes include medialization, visualization of communication (Shtompka P., 2007). Defining the present time as “a postmodern era”, Jean Baudrillard captures its characteristics – dominance of the sign, ousting of the real impressions and experiences by imitation, illusion (Baudrillard, 1988). Peter Shtompka emphasizes the importance of photos: pictures convey information, knowledge, emotions, values; pictures develop and form the understanding of the world (Shtompka P., 2007). In new society media have a great impact on all spheres of society by means of creating an information picture of the world, printing recognizable images, influencing the collective and individual public consciousness, constructing a virtual society, ensuring social communication. Often, communication of mass media with an audience is through the mixed (creolized video or verbal) texts that combine visual and verbal components (Anisimova, 2003). In such texts, the most important role belongs to a photography which records and interprets the social facts and phenomena. Moreover, according to Pierre Bourdieu, photography is a mechanism of establishing communication at all (Bourdieu, 2014). Taking into account Bourdieu's most important positions, according to which photography is a way of reproduction of group identity, by the method of marking social stratification which has obligatory force, we come to the conclusion about an extreme demand for studying a visual component of the media reports. Creating a certain image of migrants, the mass media determine the degree of their “foreignness”, difference from “Theirs”; and the higher this degree of difference (the term by Derrida) is (Derrida, 1967), the closer the migrant-Alien to Enemy is, the greater the likelihood of conflict is.

In modern Russian science conflictogenic potential of the visual component of communication, including media communications is neglected. Available foreign experience in this sphere is difficult to fully transfer to the Russian field due to existing cultural, psychological, social peculiarities of the Russian audience. Considering the above mentioned, the purpose of this study is viewed by authors in completing the scientific niche, in revealing the influence of visual texts on information and communication subject perceiving by audience.

In Russia, the migration issue is not as acute as in Europe. However, the factor of globalization and the problem of labor migration in Russia is put on the agenda, the demand for detection of visual stories disseminated by media, promoting the constructive or destructive interaction of audience with migrants. The purpose of the study determined the variables to which a special attention was paid. They include: the impact of visual components on the perception of information, the formation of tolerant / intolerant attitudes towards migrants, on the feelings evoked by pictures, as well as on conflictogenic potential of the latter.

Obviously, that the present study can be attributed to a number of search and exploration studies, these are the first steps in terms of methodology. The authors suggest further studying in this field, determining the characteristics of perception of visual and mixed messages at the emotional, cognitive and connotative levels for different audiences.

MATERIALS AND METHODS

To achieve the goals outlined above, the authors have carried out the applied research consisting of two stages. The first stage is a discursive analysis of the photographs, as interpreted by P. Shtompka. The photos studied are the visual component of photo coverage on migration, issued by Russian editorship Deutsche Welle (DW) (<http://www.dw.com/ru>). The choice of DW is explained, first of all, by the desire to get out of the Russian internet space and to remain at that in the segment of media communication required by audience, and secondly, by an attempt to compare the features of visualization of migrants in German and Russian media, actively not

included into the migration crisis. We have selected 11 photo picture stories for August 2015 - January 2016, containing 109 photos. The time frame was determined by the desire to identify the possible impact on the content of the mixed texts of the terrorist attacks in Paris and the New Year's Eve events in several German cities.

The second part of the study is a survey of students during which first only the verbal component of the mixed text was demonstrated to the respondents on the screen, and then the full version of the message. The students ($n = 100$) were asked to answer a number of questions: how does a photo affects information perceiving? What feelings does photo viewing evoke? The formation of what attitudes towards migrants does photography further? And finally, to evaluate probability of conflict interaction of photo heroes personally with the respondent, with his group and with his country on a 10-point scale (where 0 - the lack of such probability, 10 - the maximum probability of the conflict). At all, the students have been demonstrated 70 mixed texts (single-type and repeated pictures have been excluded from the study).

RESULTS

Within the discursive analysis of the photographs, the protocol of coding consisting of 19 criteria for the content or typical stories has been compiled. The most common stories are: "migrants and recipients" (32% of the total number of photos), "a picture without migrants" (31%), "male migrants" (56%); "migrant children" (31%), "migrant women" (21%), "a group of migrants" (24%), "without a face" (22%), "centers for refugees" (21%). In the pictures "migrants and recipients" the members of host community, volunteers, giving assistance to migrants (in 60% of cases), the representatives of police, fire service, army (34%), politics (6%) are most often depicted, "a picture without migrants" - in these photos there are no migrants, these are the pictures in which the Europeans help the refugees (52%), the pictures in which there are politicians (12%), military and police officers (18%), or "subject less" pictures - the photos of buildings, money, posters, etc. (18%). In the pictures of the series of "the group of migrants" - directly or indirectly (for example, through a number of tents in the camps) more than 30 refugees have been captured. In the pictures "without face" the migrants are represented so that it is impossible to see their faces.

Less frequency subjects are: "movement" (16%) - photos in which the process of migrant movement in space is captured; "barrier" (12%) - in the pictures there are the lattices, fences, various barriers that restrict the movement of refugees; "need" (12%) - photos demonstrate the need of migrants for clothing, footwear, shelter, establishment of order; "portrait" (11%) - pictures focus attention on the emotions of the characters and represent enlarged photos, as well as the selfies "suffering" (10%) - in the photographs one can see characters' pain and / or tears. The least frequency stories are: "collision" (6%) - resistance, disobedience, protests of the migrants; "water" (6%) - the road of the refugees to Europe, the way of traveling; "people with disabilities" (4%); "fire" - flame, fire and its consequences (3%); "refugees' documents" (3%), "protests of the Europeans against violence" (1%).

The results of the survey are as follows: in judgment of more than 40% of respondents, one in five pictures does not change message perceiving, of which 70% - the photos "without immigrants". 34% of the photos make reports more informative and complete; their subjects are diverse: 45% - "migrants and recipients", 36% - "a group of migrants"; 32% - "a center for refugees", 27% - "children". The report is more emotional thanks to 37% of the pictures; of which 77% represent children and women (46% and 31%, respectively), 42% - "migrants and recipients", 35% - "suffering", 23% - "portrait". According to the respondents, photographs have

little effect on the accuracy of the mixed texts; only three pictures have been recognized by the students to have an ability to give the report authenticity.

According to the respondents, 47% of the photos definitely or rather contribute to the formation of a tolerant attitude towards refugees. As a rule, these photos are “without migrants” (36%), “migrants and recipients” (39%), “children” and “woman” (36% and 21%), “a group of migrants” (27%). One in five photos, as the respondents believe, has no effect on the attitude to the migrants. These are the photos “without migrants” (especially “subject less”) - 43%; “women” - 36%; “migrants and recipients”, “a group of migrants”, “the center for migrants” - by 29%. 9% of the photos make for the formation of intolerant attitude towards the migrants, of which half of the photos depict the protest or criminal behavior of the refugees.

The pictures produce a variety of feelings in respondents. The most common feeling was the interest / surprise. Over 40% of the respondents have experienced these feelings in relation to 72% of the photos. As a rule, these positive feelings were evoked by the pictures “without migrants” (40%), “migrants and recipients” (42%), “children” (30%), “a group of migrants” (28%), “women” (26%). The sentiment of joy was evoked by 26% of the pictures: “without migrants” (56%), “migrants and recipients” (44%), “children” (22%). The fear for characters was caused by 21% of the photos: “suffering” (53%), “children” (47%), “women” (33%), and “portrait” (33%). The feeling of grief was prompted by 11% of the pictures: “children” (75%), “suffering” (50%), and “a group of migrants” (50%). The emergence of a feeling of revulsion was produced by three photographs: one story is “need” and two ones are “collision”. Shame of the heroes was stirred up by three pictures – the two that depict fire of the camps for refugees and the famous photograph of the deceased boy Ailan Kurdi. The feeling of anger towards the characters was aroused by two pictures - pictures of the riots in Cologne. Shame for the heroes - one picture, representing the tents for migrants on the tourist island Kos. Note that the photographs involved in the study did not arouse fear for the heroes and anger at the heroes.

The students evaluated the conflictogenic potential of possible relationships with the characters of the pictures. The results are shown in the table 1.

Table 1 EVALUATION BY THE RESPONDENTS OF THE POTENTIAL FOR CONFLICT WITH THE HEROES OF THE PHOTOS ON A 10-POINT SCALE			
	Extremely Low (From 0 To 1)	Low (From 1 To 3,9)	Average (From 4 To 5,9)
Probability of personal conflict	86%	14%	0
Probability of a conflict with a group of the respondents (family, friends, colleagues)	46%	53%	1%
Probability of a conflict with the country of the respondent	11%	83%	6%

SUMMARY

As a result of the research one can draw the following conclusions.

The events in Paris were not reflected in the analyzed photo story, which one cannot say about the events in Cologne. The pictures representing disorders have a negative impact on the perception of refugees.

Almost in 50% of cases, the pictures are little informative with respect to the migrants. In every third photo there are no migrants at all. One can note the feature, which Susan Sontag drew the attention to – “helpless heroes are not even named”, while politicians, actors, public figures are presented by their names (bright exception – the photo of Ailan Kurdi). The rest (including a significant portion of the volunteers) are reduced “exceptionally to the character of their profession, ethnicity, race or social status”.

The photo “without migrant” does not change the perception of the report, most informative reports are due to the photos portraying the migrants with the representatives of the host community; the photos “children”, “women”, “suffering” and the pictures showing the assistance to refugees emotionalize the report; the veracity of a report is not influenced by photos. Thus, the pictures carry mostly informational and emotional functions.

Almost half of the pictures have a positive effect on the formation of tolerance towards the refugees. “Subject less” photos do not have any influence; intolerance attitude is influenced by the photos of the protest and criminal behavior of the migrants.

The most common feelings produced by the pictures are the feelings of interest and joy. 26% of the photos cause the negative feelings. One can say that the DW editorship has managed to correctly select the pictures, as the result the negative emotions do not prevail and do not provoke intolerance. This confirms the revealed low conflictogenic potential of the pictures. However, with an increase of the level of relationships from the personal to the group and to the interstate level the conflictogenicity of pictures increases significantly, which can be interpreted as having unaware danger from a photo, and, therefore, their high mobilization potential.

CONCLUSION

The mixed texts are extremely popular in today's world. In consideration of their emotional and informational function, their mobilization potential, it is needed to thoroughly approach to selecting pictures and text accompaniment. In photo stories being considered the migrants are definitely not Enemies, but Strangers. The degree of foreignness reduces the presence of children, women and volunteers. Russian mass media should pay attention to the positive experience of European publications. However, even in the recognized politically correct media the migrants are, above all, the migrants that are small distinguishable mass without names, which negatively affects perceiving refugees and building up a dialogue. In the context of interstate scale of migration crisis, mass media should approach to the construction of the mixed texts with responsibility, relying on science.

THE CONFLICT OF INTERESTS

The author confirms that the presented data do not contain any conflict of interests.

ACKNOWLEDGEMENT

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University

REFERENCES

- Anisimova E. E. (2003). Text Linguistics and Cross-Cultural Communication (on the material of creolized texts) M: Academy, 15.
- Bartholomew J (2006). Britain's great divide The referendum has exposed a huge rift between the metropolitan elite and the rest. The spectator. 25 June 2016. [URL:http://www.spectator.co.uk/2016/06/britains-great-divide/](http://www.spectator.co.uk/2016/06/britains-great-divide/) (The date of access: 30.06.2016).
- Baudrillard Jean (1988). The Evil Demon of Images. Sydney: Sydney University Press.
- Bourdieu P (2014). Plain Art. Experience of Social Use of Photography. Praxis, 464.
- Derrida J. (1967). L'écriture et la différence. Editions du Seuil, Paris.
- DeutscheWelle (DW): information server URL: <http://www.dw.com/ru> (The date of access: 30.01.2016).
- Kirkup J. (2016). David Cameron is finished. His failure over Europe will define his place in history. The Telegraph. 24 June 2016. URL: <http://www.telegraph.co.uk/news/2016/06/24/david-cameron-is-finished-his-failure-over-europe-will-define-hi/> (The date of access: 25.06.2016).
- Pells R. (2016). Students claim they are 'too depressed' by Brexit to do exams. Independent. 30 June 2016. URL: <http://www.independent.co.uk/news/education/education-news/students-claim-they-too-depressed-brexit-to-do-exams-gcse-a-levels-vote-referendum-a7111796> (The date of access: 1.07.2016).
- Shtompka P. (2007). Visual Sociology. Photography as a Method of Investigation. M: Logos, 5-7.
- Shtompka P. (2007). Visual Sociology. Photography as a Method of Investigation. M: 7-8.

PRIVATE LAW PRINCIPLES IN SOCIAL PROCESSES: PROBLEM STATEMENT

Denis N. Gorshunov, Kazan Federal University
Timur G. Okriashvili, Kazan Federal University

ABSTRACT

This scientific work researches the private law principles proceeding from essence of private law and its ratio with the public law. The analysis of scientific thought classics analysis in the specified sphere allows to reflect a scientific view point of authors in the matter as the category "legal principle" takes the important place in law system, and the importance of the private-law relations for the state activity in economic area determines a research as necessary for studying, both by lawyers-theorists, and experts lawyers. The considered problem reflecting essence of private law through a prism of its legal principles shall be the base for the solution of the question connected with methodological and uniform approach to determination of a subject, the place, an essence of the private law principles in the general law theory. The annotated scientific work discloses characteristic features of the private law principles, emphasizing their close connection and inherence from the principles of the public law and its principles in particular. This work represents the balanced scientific work exerting impact on development of the delivered problem that is useful to the students studying in "Law" and also for court practice.

Keywords: Social processes, sociology, law, private law, legal marketing, principle of law, public law.

INTRODUCTION

At approbation of a subject of the private law principles relations and definition of need of the given research for the general law theory (Livshits R.Z., 1994), an indispensable condition is specification of the categorial device and the main signs of private law. The specified definition not little-known category for jurisprudence, nevertheless, still is absent widespread and significant interpretation of essence, to a perspective, the principles, methodology of private law.

Taking in attention that the fact that criteria of division of law for private and public aren't always similar in the legal doctrine (Vagina N. M., 2004), it is enough to note that most of modern Russian jurists adhere to the so-called "theory of interests", going back to Ulpian's thesis: publicum jus est, quod ad statum Romanae spectat, privatum quod ad singulorum utilitatem (1.i §2, Dig. de just. et jure, i, i) - "public law this that which belongs to advantage (interests) of the Roman state private – which [treats] advantage (interests) of hotel persons" (B. Novitsky and I. S. Peretersky, 1996), though recognize her shortcomings and to some extent inconsistency. It is possible to carry modern Russian jurists to supporters of this theory N. P. Aslanyan, V. A. Bublika, A. E. Zhalinsky, A. V. Kryazhkov, V. V. Kudashkin, A. Ya. Kurbatov, V. V. Lazarev, A. L. Makovsky, A. V. Malko, N. I. Matuzov, V. S. Nersesyantsa, E. V. Novikova, V. F. Popondopulo, E. A. Sukhanov, Y. A. Tikhomirov, A. F. Cherdantsev and others.

Dividing law on private and public, it is necessary to consider not only their own features, but also their various components relating both to private and to the public sphere,

besides a measure of their existence: by the criterion carrying elements to this or that area on the basis of their bigger prevalence in this or that branch of law, and respectively and in the field of law private and public (Popov A.N., 1993). I have begun to put to separation of one branch of law from another it is necessary, in our opinion, not from "large" or patrimonial branches, and from a position of the analysis and a research of "bricks" thanks to which this or that branch of law in the field of the legal relationship which are specifically established by her subject works. Such initial, starting element, certainly, - precept of law (Cherdantsev A. F., 2001). law, not important, public it or private, initially represents norms which analysis allows to unite them on specific groups of the legal relationship which are rather regulated by them that in the subsequent develops into independent branch of law (Fatkullov F. N., 1987).

Still M. M. Agarkov wrote that not branches, subjective, inherent in a certain category of persons in legal relationship, but laws which are subdivided into norms are divided into the public and private laws (Agarkov M. M., 1992). L. B. Tiunova believes that, despite the settled views, at differentiation of law on spheres there is no uniform, recognized by the world theoretical doctrine criterion affecting rules of law, and also norms adjacent to him. Stable, close and permanent components are the norms which are in autonomy from "the" branch of law (Tiunova L. B., 1987).

So, the structure of norm allows defining character of private or public law at once she carries. Therefore, the legislator, by drawing up a definition of norms initially defines to what legal relationship this or that norm will be applied. Thus, considering and agreeing with the theory of absence of "pure" branches of law, it should be noted that to give an assessment to that to what sphere the norm belongs it is worth proceeding from the principle of that what character she has – publicly or private-law, but not from this to what it is carried "on paper"

Differentiation of law, respectively, and consistently in process of the analysis differentiates, and in some cases and will define similarities of structural elements were also legal principles enter. The principle of law as the fundamental element of any branch of law characterizing it a subject, a method, features is the necessary ideological beginning which has to and is exposed to intelligent studying and the consecutive analysis.

DATA AND METHODS

Use of general scientific methods of a research I have allowed to allocate the factors influencing a ratio of private law and its ratio with public law in social process.

Special and legal methods have allowed investigating practical aspects of the studied perspective.

In particular, use of a comparative and legal method has allowed carrying out external processing of legal material, and formalistic approach has provided generalization.

RESULTS

Researching "legal principles" from the scientific and doctrinal point of view and concerning the sphere of their deep application, there is a number of practical, and also theoretical problems without which solution the further analysis of the delivered problem is inconceivable. The specified hitches are caused, first, with lack of single theory-and-legal approaches to determination of the categorical device of the theory of the principles of law, but also with problems of legislative and practical activities on their establishment and application respectively.

Feature and the importance of the principle of law for the law theory and practice, is caused by the fact that the principle is a starting point of any scientific knowledge (Gubayeva T. V. Krasnov A. V., 2014). The principle is that phenomenon thanks to which there are law provisions, laws (codified and not codified), agreements and international agreements are constituted. Generality of a concept the principle consists in its use by all scientists in case of a research of industry sciences that also speaks about stability of the principles and the principles of law in particular (Zakharov A. L., 2005).

The principle of law "envelops" all regulations of this or that industry of law and becomes their integral part. Any changes in political, social, economic fields of the state activity will be reflected in regulations in laws of this state that respectively, will be reflected also in the principles, and will be initially affect them if to consider the matter from the legal equipment. Thus, in case of assessment of the legislation of any state and speed of development of conditions for life and activities of his citizens it is possible to address that not only as the principles are established, but also that as they work at practice.

In view of the fact that the system of private law has universal character, and the private law principles are regulated by allied industries of law (the civil law, law of domestic relations). In this case It should be noted that the private law and the principles are considered or in law system in general, or in the ratio with the public law, certainly, where the object of research isn't limited only to the principles.

In the analysis of the cross-industry principles of law it should be noted that there is a group of the principles having a sign of stability and stability in the legal framework whereas there are also those principles which as it was already told, are subject to deformations in view of political, social, economic and other changes in the state.

CONCLUSIONS

Conclusion that uniformity of the private law principles - is possible follows from the fact that by an inductive method, in the analysis and studying of separate precepts of law and institutes allocation of some of them which will be carried to private law is possible. It is necessary to carry to those:

1. agreement liberty principle;
2. principle of dispositivity;
3. liberty principle of the competition and anti-monopoly regulation;
4. principle of non-admission by abuse of the subjective laws, their reasonable and fair implementation
5. principle of subjects equality of the private-law relations;
6. principle of recognition and protection similarly all patterns of ownership;
7. liberty principle and protection labor and other economic, first of all - entrepreneurial, activities;

It should be noted that each of the listed principles contains an element of protection and dispositivity that allows protecting with own hand laws not only in claim, but also a legal process. This thought can and be developed further on the sphere of law of public nature, however it is necessary to make a reservation that paramount function of the public law is protection of interests and law of citizens, society and the state.

The decree principles, it is those elements of system of private law which are not only in close interrelation, but also determine a vector of development of essence and problems in the sphere of private law that is very important in the conditions of modern political and economic life of the majority of the countries of Europe and the world.

It is necessary to note that the most important prerequisite of allocation of private law – private interest will be implemented, according to bases of the theory of private law in that case when the specific instructions establishing responsibility for the specific actions or failure to act violating the private interest of persons are established. So, the importance is purchased by the private law principles (Farber I.E., 1963).

It is necessary to note that the form of fixing of the private law principles is similar with their fixing in other industries of law (Kerimov D.A., 1986). Their expression is caused by a specific regulation (Kuznetsova O.A., 2006), or a logical interpretation of separate provisions of the law. Nevertheless, in our opinion, action of a certain principle of law isn't caused only by a specific regulation, and extends to the whole legal institution, the section or the head.

M. G. Avdyukov believed that determination of the principle of law is difficult the "construction" consisting from legal the doctrine, definitions of regulations and practice application of the legislation in a certain sphere is structural (Avdyukov M. G., 1970).

In our opinion, in the analysis of legal principle it is worth recognizing, first of all, that the principle is the unshakable rule of conduct for the participant of specific legal relationship to which its action extends. The principle along with the fact that it is fixed by rules of law it also is a regulation. In our opinion, for the person breaking the principle of law understood as the ideological beginning of an industry of this or that law more severe responsibility unlike responsibility for violation of any other regulation shall be established. Certainly, legal relationship will never be settled only by the legal idea, that legal idea that is the principle shall be followed by the due mechanism of establishment of responsibility for neglect in their observance.

It should be noted that the private law principles are the legal ideas which are the cornerstone of legal relationship of citizens and legal entities on exchange of goods, their purchases and rendering services. In the Russian Federation private laws gains the increasing development thanks to growth of subjects of economic activity and growth of persons to them addressing.

Opening content of the private law principles, it is necessary to stipulate separately their ratio with the constitutional principles (Chernov K.A., 2003) concerning bases of economic space of the Russian Federation in particular with established in Art. 8 of the Constitution of the Russian Federation by unity of economic space, it should be noted that this principle concerns to group of the provisions establishing bases of a state system, but not to private-law activities of persons of law, and in this regard it can't be considered as the principle of private law though, certainly, it is reflected also in the considered legal sphere. It is obvious that not all provisions which concern the economic public relations can be settled by private law. Find the embodiment in economy both private (individual), and corporate, and public interests.

At the same time the Constitution sets not specific category of the principles which if to follow logic of separation of industries of law on private and public, should be referred to the public principles, and the most important, main beginnings which can be both public, and private. The fundamental law has universal and extra industry character that emphasizes that circumstance that the Constitution is a source of law for any industry. In this regard it is inexpedient to allocate separately the level of the constitutional principles (law-prescribed) and contradicts systematics of law.

It is necessary to emphasize that distribution of the principles of public and private law has the mutually causing character (Alekseev N.N., 1919). Both spheres of law are dialectically connected, and the principles of the public law influence the organization of the private-law

relations, as well as the private law principles influence system of the public law. There is no clear boundary of "watershed" cutting laws to two mutually exclusive areas. The unity in contrast as the law of dialectics extends also to law system.

As for a ratio of all-legal principles and private law principles, it is necessary to notice that the first represent higher level of the principles of law, and extend to all law system in general. The private law principles are designed to organize the sphere of private law (Smirnov O. V., 1977). They don't exclude, and supplement each other; equally I penetrate a subsystem of private law. At the same time the private law principles don't play paramount value in the sphere of public law where the main beginnings work (Yakovlev V. F., Talapina E. V., 2012).

The dialectics of legal principles is confirmed by that circumstance that the private law principles which are associated, first of all, with substantive law have a certain impact on civil and arbitration process which in law system traditionally belong to branches of public law. In this regard the private law principles are peculiar channels on which the material and procedural branches governing the relations in which private subjects mainly participate communicate. In the sphere of private law the material and procedural relations are represented uniform as realization of private interests serves. Besides, subjects of private law have to be sure that those main beginnings which have penetrated material legal relations will keep relevance and the procedural and legal plane.

CONCLUSION

Summing up the result of the above, it is necessary to allocate basic provisions:

unity of the main private and publicly legal beginnings around which the corresponding elements of law system are coordinated the dialectics of material and procedural rules of law allows to draw a conclusion on allocation of the sphere of private law in which are included the regulations of the substantive law and a regulation of a procedural law which are characterized by an orientation on the private (individually caused) requirements and interests, methods of legal regulation and the sphere of the public law accumulating the relevant standards of material and procedural nature, but already public (public, state) orientations, with own methods of legal regulation; distribution of material and procedural precepts of law on spheres of law (private law and the public law) is performed by criterion of an orientation of the purpose and tasks of law implementation. In it the dialectic interrelation of a statics (structure and system) and loudspeakers (implementation) of law is traced;

the private law principles have certain lines of norm and represent the most general provisions included in content of the main institutes and regulations of private law with high degree of generality, but at the same time in stability and stability in time, space, and in operation around persons which are subject to fluctuations taking into account historical features of development of society. The private law principles show the industry specifics in the corresponding complex formations of law system, remaining at the same time universal cross-industry remedies of consolidation of the private-law sphere;

The specific principles of law very conditionally have character of legal universalialia as if we consider them from positivistic view points, filling by a certain content of the main beginnings structuring law system in many respects depends on policy of law of the specific state. Besides, in various legal families of the present a set and hierarchy of the principles of law are caused by specific features of essence and content of legal traditions.

The principles of law shouldn't be perceived as something is unconditional stable. Actually in them there is no stiffness, and, moreover, in the conditions of dynamics of public life

such super-durability is represented harmful. The principles of law are subject to transformation in connection with change of concrete historical conditions.

ACKNOWLEDGMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

- Agarkov M. M. (1992). Value of private law, News of higher educational institutions. *Jurisprudence*, 1, 41.
- Alekseev N.N. (19190). The general doctrine about law. Simferopol.
- Avdyukov M. G. (1970). The principle of legality in civil legal proceedings. M: Legal literature, 9.
- Cherdantsev A. F. (2001). Theory of the state and law. M: Uright, 208.
- Chernov K.A. (2003). The principle of equality as legal the principle of the Russian law: Law Cand. Thesis. Kazan.
- Farber I.E. (1963). Sense of justice as form of public consciousness. M: 1963.
- Fatkullin F. N. (1987). Problems of the theory of the state and law: Education guidance. Kazan: Publishing house of the Kazan university, 216.
- Gubayeva T. V. & Krasnov A. V. (2014). Rules of law: theory-and-legal research: Monograph. BRINES.
- Kerimov D.A. (1986). The philosophical bases on -political legal researches. M: 1986.
- Kuznetsova O.A. (2006). Norms principles of the Russian civil law. M: 2006.
- Livshits R.Z. (1994). The theory is law. M: 1994.
- Popov A.N. (1993). Printcipe of justice in criminal law: Law Cand. Thesis. SPb.
- Roman private law: The textbook, Under the editorship of I. B. Novitsky and I. S. Peretersky. M: Urist', 1996, 4.
- Smirnov O. V. (1977). Basic principles of the Soviet labor law. M: 1977.
- Tiunova L. B. (1987). System of precepts of law and industry division of law, News of higher educational institutions. *Jurisprudence*, 4, 67.
- Vagina N. M. (2004). Principles of public law: Law Cand. Thesis. Kazan.
- Yakovlev V. F. & Talapina E. V. (2012) Role of public and private law in regulation of economy, the Magazine of Russian law, 2, 5 - 16.
- Zakharov A. L. (2005). Cross-industry principles of law. Samara: Samara department of Litfond, 12.

CONSUMPTION OF IMPORT: EVIDENCE FROM INDUSTRIALIZED COUNTRIES

Natalia Larionova, Kazan Federal University

Julia Varlamova, Kazan Federal University

ABSTRACT

Consumption of imported goods by households has an influence of external and domestic demand value and is one of the components of gross domestic product. Differentiation of demand for imported goods is due to a number of internal and external environment factors. There can be identified such external determinants as inflation rate, exchange rate, social guarantees, credit availability. Internal factors influencing consumer behavior of households are socio-economic and demographic characteristics of a household such as the number of household members, their socio-economic status, employment, income, place of residence.

The main factors of the increase in imports commonly believed to be the growth of real money incomes and strengthening of the national currency. The increase in the welfare of the population leads to creation of effective demand, and strengthening of the national currency results in that the imported goods initially valued in foreign currencies become cheaper what in turn increases the propensity to purchase imported goods.

The purpose of the study is to analyze the characteristics of household demand for imported goods in the industrialized countries. In the course of analysis of data on industrialized countries in the period from 2000 to 2014 it is proposed to use econometric and statistical methods.

Keywords: *consumption, propensity to purchase imported goods, imports, consumer behavior.*

INTRODUCTION

Import-oriented behavior of households is formed under affecting from a complex system of interrelated factors, is influenced by a macroeconomic situation and a world market conjuncture. Since the economic system of each country develops historically, trends in the behavior of households reflect the specificity of its development, the national peculiarities of formation and functioning of an individual country in close connection with its integration into the world economy.

Demand for imported goods can be considered in two ways: firstly it provides an opportunity to benefit from the international division of labor; it allows focusing on production of the individual and most profitable sectors for the country. On the other hand, there is a threat to the economic security of the country due to its dependence on other economies. This contradiction requires creation of a specific mathematical and econometric apparatus technique which will allow the costs and benefits to correlate and makes it possible to predict the consequences of decisions. It is obvious that an increase in the level and quality of life of household's causes increasing in demands on quality of the goods consumed. The demand for those imported goods the quality of which are higher, and prices for then are comparable to the produced domestically will increase, i.e. the propensity to purchase imported goods will consistently increase. (Tishina, 2014)

One of the commonly used tools to assess the future demand for imports is the factorial functions of demand for imports. There are many empirical studies of various authors devoted to assessment functions of import demand with breakdown to individual countries. In the capacity of the dependent variable reflecting the demand for imported goods they took: the importation of goods, the volume of purchases of imported goods, the volume of imports for certain categories of goods.

Upon that, the major explanatory variables, according to economic theory, are indicators that reflect the country's income and the relative price of imports. The regression functions of demand use several types of indicators as an income indicator. So, the work by Gouvêa R. et al. (Gouvêa, 2015) analyzes the total Brazilian imports in the period from 1996 to 2010. The authors have obtained the import function and carried out its econometric assessment. The main indicator which affects imports is a domestic income. Importance of this indicator is realized by Gozgor G. (Gozgor, 2014) who conducted a study of aggregate and disaggregates demand for imported goods in China. In addition, in this study, a significant factor is the real effective exchange rate. And in the work by Yan Z. et al. (Yan and Smile, 2011) five specifications of the demand models were identified for imports depending on the macroeconomic parameters used to reflect income.

The work by Wang Y. et al. (Wang Y., Lee J, 2012) has considered the following factors that influence the demand for imported goods: the real exchange rate, and revenue. The authors concluded that these figures are co-integrated; and the economic environment has an impact on imports. Studies of Lo M. et al. (Lo, et al., 2007) were focused on explaining the reasons for the relationship of elasticity of demand for imported goods and GDP per capita.

Arize A. et al. (Arize and Nippani, 2010) has added to the above-mentioned factors in the analysis the price of imports correlated with CPI and reserves which have been quite volatile during this period. Both long-term and short-term periods were considered simultaneously. A study of factors influencing consumption of imported goods in China was held in the work by Thorbecke W. (Thorbecke, 2016) the author came to the conclusion that if the public authorities allow the exchange rate to change in the same way, it will push consumers to refuse to buy domestic goods and to purchase imported goods. Soderbery A. (Soderbery, 2015) proposed to evaluate the elasticity of supply and demand for imported goods while various factors change.

METHODOLOGY OF THE STUDY

The purpose of the study is to identify factors that influence consumer behavior of households and their propensity to purchase imported goods. A sampling population comprised the countries corresponding to the requirements (according to UNIDO classification). The main research methods were chosen a comparative analysis, grouping, and regression analysis. The subject of the analysis is the behavior of households, namely their propensity for buying imported goods. The analyzed period is 2000 - 2014.

The study tested the following hypotheses. Firstly, the countries in question differ in propensity to purchase imported goods, i.e. the level of import of consumer goods will be different what will allow us to classify the countries into five groups: low, below mean, mean, above mean, and high levels of imports. Secondly, the propensity to purchase imported goods depends on the relative prices and income levels.

The research methodology was based on the use the volume of imports of consumer goods as a benchmark what allows us to compare countries with different consumer behavior.

RESULTS AND THEIR DISCUSSION

We have combined the studied countries into five groups by the key indicator "import of consumer goods": low, below mean, mean, above mean and high levels of imports.

Table 1
THE RESULTS OF THE COMPARATIVE ANALYSIS

Low	Below mean	Mean	Above mean	High
Aruba	Belgium	France	USA	Germany
Australia	Canada	Italy		
Austria	Japan			
Bahrain	Korea			
Bermuda	Netherlands			
BVI	Russia			
Czech	Spain			
Denmark	United Kingdom			
Estonia				
Finland				
Greenland				
Hungary				
Iceland				
Ireland				
Israel				
Polynesia				
Kuwait				
Lithuania				
Luxembourg				
Malaysia				
Malta				
Caledonia				
Zealand				
Norway				
Portugal				
Qatar				
Singapore				
Slovakia				
Slovenia				
Sweden				
Switzerland				
Emirates				

The first, most numerous groups includes both developed and developing countries. It is characterized by the greatest differentiation. In these countries, the volume of imports does not exceed USD 92,894,108 a year. A significant propensity to consume imported goods is observed in European and Asian countries: Austria, Czech, Denmark, Hungary, Ireland, Norway, Singapore, Sweden, and Switzerland. According to this indicator, they occupy 56.3% volume of all imported consumer goods in the group.

The second group includes 8 countries that should be attributed to countries with well-developed economies. The second group of countries is characterized by higher import figures. It should be noted that Italy and Ireland have fallen in this group as they were also faced with the problem of the growing budget deficit. In this group there observed a clear trend of increasing in

the analyzed indicator. At the same time almost all countries experienced a serious decline in the crisis year of 2009 what indicates exposure of consumer behavior to negative economic phenomena, while households quickly respond to the deteriorating economic situation.

The third group was France and Italy. In France, there was a growing trend with a temporary fall in the crisis, too. For Italy, it is impossible to identify a clear trend; a constant oscillation of the indicator can be seen.

The following two groups consist of a single country. The fourth consists of the United States (12% of the total population), the fifth (14.6% of the total population) of Germany. Both of these countries are developed, are characterized by high rates of GDP, high standards of living and other socio-economic indicators.

The sources for the analysis of propensity to purchase imported goods were indicators from the following databases: The World Bank database, OECD library database, UNCTAD database. (www.data.worldbank.org; www.oecd-ilibrary.org/statistics, www.unctad.org) The sample composed according to official statistics was used in order to build the model.

At the initial stage it was necessary to identify a number of macroeconomic indicators which are hypothetically able to have an impact on household incomes. We have considered Consumer price index, Gross domestic product, and Real exchange rate.

During the regression analysis we used the volume of imports of consumer goods, in minimum of US dollars (Import) as the dependent variable. According to the hypothesis of the study, the import of consumer goods is affected by the following macroeconomic factors:

1. Inflation measured with the use of the consumer price index (CPI), in %;
2. Gross domestic product (GDP), in billions USD;
3. Real exchange rate (RER), in %.

Let us analyze the dynamics of the proposed indicators. We may identify in the countries a number of groups with similar behavior indicators. GDP of the most of the analyzed countries is characterized by an increasing trend with a fall during the global crisis of 2007-2009 followed by reduction beginning in 2010. However, they are different by specific features in GDP behavior. So, Australia and Korea differ in that the global crisis has not significantly affected their GDP. In Bahrain, Bermuda, and BVI GDP did not behave stably throughout the study period. Polynesia had not been recovered from the global crisis aftereffects until 2014, it experienced negative rate of GDP growth. The dynamics of GDP was influenced not only by the global crisis of 2007-2009. Western Europe countries experienced the aftereffects of recession in 2011.

With regard to inflation, there is a great similarity between the countries in the indicator dynamics. During 2000-2014 CPI had increased, while year 2005 is taken as a base of comparison. Inflation rate slowed down in a number of countries during the global economic crisis, and the recession in the EU. In some countries, for example, in Iceland and Russia, the rate of inflation in recent years testifies to serious problems in the economy. In Japan the extremely low level of inflation has turned in stagflation after 2008.

Real exchange rate and imports of consumer goods behave a bit more specifically for the countries under study in comparison with the GDP and CPI. Significant ups and downs indicate a high sensitivity of indicators to economic conditions and cyclicity of economic development.

In the course of the study a number of specifications were built. As a result, there was selected the model with the greatest explanatory power for each of the studied factors affecting the behavior of households and their propensity to purchase imported goods. To build a multiple

regression equations, it was necessary to take the logarithm of a number of variables that are known to be able to take only positive values and are evaluated primarily using relative indicators. Transfer to the logarithm in the equation does not fundamentally change anything, but it helps to improve the quality of the regression model.

The tables show the coefficients of the independent variables, as well as demonstrate the overall quality of the multiple regression equations.

Table 2		
FACTORS AFFECTING THE CONSUMPTION OF IMPORTED GOODS *		
	Ln Import	
RER	0.055*	(0.005)
lnGDP	1.045**	(0.019)
R ²	0.761	

* P < 0.1. ** P < 0.05. *** P < 0.01.

The model shows that for the dependent variable considered, the following indicators are significant: RER, GDP. Relationship between the CPI and the import of was not found.

The strongest positive correlation was found between imports and GDP. GDP characterizes the overall level of economic development of the country and is most often used in econometric models as a major factor affecting the incomes and expenditures of households and, consequently, their behavior that was confirmed by our study. In addition, we have received additional confirmation of necessity to carry out thoughtfully an adequate economic policy.

So we see the relationship of the exchange rate and imports that indicates the affecting this parameter on the behavior of households. It can be concluded that improving the quality of life and welfare of the population in terms of strengthening the national currency should lead to increased propensity to purchase imported goods.

The resulting model shows that the rate of growth of consumer goods imports in the countries under study (Ln Import) depends positively on the real exchange rate and the growth rate of GDP (ln GDP). Increased real exchange rate by one point led to an increase in imports of consumer goods 0.05%, and an increase in GDP by 1.045% was accompanied by a similar change in the import of consumer goods.

CONCLUSIONS

According to the results of the study it can be concluded that in the countries under study there are both common and divergent trends for the dynamics of indicators under review. So in almost all countries the analyzed indicators have been affected by the crisis and their dynamics experienced a decline in 2009. The model built has shown that the key factors of the demand for imported goods will be the well-being and incomes of the population, just as the ratio of the value of exported and imported goods.

RESUME

We were able to confirm our hypotheses. The countries considered were divided into five different groups based on their propensity to purchase imported goods. The econometric model has allowed us to confirm the hypothesis about the impact of the gross production in a country

and the ratio of the national currencies to the volume of imports of consumer goods. Significant factors are the exchange rate and GDP.

The hypothesis about the impact of inflation has not been confirmed that could be explained by the nonlinear dependence between indicators.

Thus, the behavior of consumers in respect of imported goods is dictated by the relative cheapness of the goods what is reflected in the real exchange rate. The increasing purchasing power of consumers against a background of economic growth and GDP growth is accompanied by purchases of imported goods.

Accounting for socio-economic characteristics which influence household consumption of imported goods is important from the point of view of public policy for the establishment of export and import duties, and carrying out the marketing policy in promoting consumer goods.

Further development of the study of demand for imported goods may be related with inclusion in the analysis of internal social, demographic and cultural factors that will allow evaluating the impact of specific characteristics (such as gender, age, social status, etc.) on the analyzed indicator. In addition, it is possible to extend the period of analysis and conduct research for developed and developing countries what will make it possible to reveal the features of consumer behavior for the different countries in terms of economic development.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

- Arize A.C. & Nippani S. (2010). *The Quarterly Review of Economics and Finance*, 50, 254-263.
- Gouvêa R.R. (2015). Empirical estimates for the Brazilian total imports equation using quarterly national accounts data (1996–2010). *EconomiA*, 16(2), 250-271.
- Gozgor G. (2014). Aggregated and disaggregated import demand in China: An empirical study. *Economic Modelling*, 43, 1-8.
- Lo M., Sawyer W.C. & Sprinkle R.L. (2007). The link between economic development and the income elasticity of import demand. *Journal of Policy Modeling*, 29(1), 133-140.
- OECD library database. www.oecd-ilibrary.org/statistics
- Soderbery A. (2015). Estimating import supply and demand elasticities: Analysis and implications. *Journal of International Economics*, 96, 1-17.
- The World Bank database. www.data.worldbank.org
- Thorbecke W. (2016). Understanding Chinese consumption goods imports. *Journal of Policy Modeling*, 38, 96-102.
- Tishina L.I. (2014). Factor function of demand for imported goods in the main areas of use: final consumption, intermediate consumption and gross saving. *Proceedings of Institute of Economic Forecasting, Russian Academy of Sciences*, 12, 76-96.
- UNCTAD database. www.unctad.org
- Wang Y. & Lee J. (2012) Estimating the import demand function for China. *Economic Modelling*, 29, 2591-2596.
- Yan Z. & Smile D. (2011). Import demand functions: evidence from CIBS. *Journal of economic development*, 36(4), 73-96,

THE PRINCIPLE OF RESPONSIBILITY WITHOUT GUILT IN THE CONTEXT OF LAW TYPES: THEORETICAL ANALYSIS

Timur G. Okriashvili, Kazan Federal University

ABSTRACT

This scientific article is directed to studying and analysis of the innocence principle responsibility from the view point of positivism and natural law understanding. Such categories as "fault", "responsibility", "innocence responsibility" will be considered for civil relations and its institutes whereas publicly legal industries don't become a learning object. During the high-growth market, development of the law, including the civil law, the innocence principle responsibility considered by some authors as the concept has the determining character and is necessary for judgment through theoretical bases of positivism and natural law understanding. The importance of this work is concluded in that for the first time from the view point of law forms understanding the civil principle is considered by the author performing scientific work not only as useful to the law theory, but also necessary to studying for the practicing lawyers. Work represents the theoretical analysis of the innocence principle responsibility of entrepreneurs in the civil relations which is the exclusive principle for the law in general. The purposes of this work is approbation of the accumulated knowledge in the field of the law theory and the civil law in the researched subject, as well as their consolidation in complete work with tasks of detecting characteristic features of the innocence principle responsibility for positivists and supporters of natural law understanding.

Keywords: law, private law, principle of the law, positive law, natural law understanding.

INTRODUCTION

Revaluation of the importance of a natural and positive law-understanding during an era of new Russia construction from the economic and legal view point has rather urgent and timely character. Debatable disputes on a role of law forms understanding in law regulation, certainly, are accompanied by the fact that it is law not only multidimensional science, but also the necessary mechanism for regulation of the disputes and disagreements thereby infringing on interests of many persons in a broad sense of this phrase (Matuzov and Malko, 2005). The category "legal responsibility" in this case plays the determining role as the majority of disputes consist not only in a restitution, but also involvement of the person which violated the law of other person to legal responsibility. The role of law understanding of legal processes takes here a key position as from understanding of the law the subject of a scientific thought, how legal responsibility or any other category by expert's lawyers, legislators and young scientists is considered depends. A subject of scientific interest of this work is the innocence principle responsibility which will be considered and analyzed through a prism of natural law understanding and positivism.

DATA AND METHODS

In work were investigated to work as classics of a scientific thought in a studying subject, and think of scientists of modern times both foreign, and domestic.

When carrying out a research such common methods of scientific knowledge as a method of materialistic dialectics, general scientific methods (the analysis, synthesis, induction and deduction, system and structural approach) were used, as well as applied historical and legal in the analysis of the law of Ancient times and the Soviet Russia, and a legallistic method in case of determination of doctrinal aspects of the innocence principle responsibility in the context of problems of natural law understanding and positivism.

It is known that one of key categories of the theory of the state and the law and industry sciences is the "legal responsibility" having the distinctive features of rather specific sphere of the public relations. It is conventional to allocate such types of legal responsibility as criminal liability, the administrative responsibility, civil responsibility, disciplinary responsibility. The doctrine of the law allocates also other forms of legal responsibility (Savin, 2013) which at the moment don't become conventional. And if the compulsory provision of availability of an actus reus or an offense in public industries is the fault, then in civil science finds reflection of an exception of the rule: accountability with fault (Azmi, 2011). Thus, the researched subject gained the extensive distribution in science of private law and therefore this scientific work analyzes innocence responsibility in the field of the private-law relations.

Already civilians of the Ancient world asked a question of involvement of the person to responsibility provided that the person showed "the highest care (*diligena exactissima*) about a thing" (Baron, 1899). Thus, for studying of innocence responsibility and its understanding in natural and positive concepts of determination of the law it is necessary to analyze the category "wines" which is of special importance for this work. Fault in law it is considered to be the mental and psychological relation of the person to its illegal actions (failure to act) owing to which there came harm to the other person or his property (Zulfugarli, 2011). So, the wine is how the offender estimates the actions, moved him conscious violation of specific regulations or its actions were followed by negligence or negligence. If to address fault it is applicable to the private-law relations, then it should be noted that there are those subjects who bear responsibility irrespective of whether guilt is seen in their actions. Such subject is the person performing business activity that is fixed by the Civil Code of the Russian Federation (The federal law of 30.11.1994). So, it is necessary to consider the statement of the jurist V.V.Rovny who polgat that "against the background of the majority of the relations in their positive stage the term "wines" doesn't reveal, the fault is subdivided only into three types, number of cases when its some version would matter, is small, and the extent of responsibility is generally influenced by offense consequences that corresponds to the principle of a full recovery of harm (losses). To a certain extent contradicting the thesis "without fault there is no responsibility" (Rovny, 2000). This note is useful for understanding of the law in general as "all lawyers unanimously and according to the law and the principles... humanity reject objective (innocence) criminal liability... Difficulty, however, arises when it is about torts as the civil legislation allows responsibility without fault... Whether it is possible... the requirement of establishment of fault as unconditional basis of legal responsibility in the criminal and administrative law to transfer to the civil relations?" (Bratus , 1976). The extreme question contains one of prerequisites of the analyzed subject. From the view point of natural law understanding where the law and the law is identified, and categories in different industries shall be considered and be applied similarly, from the view point of positivism where the law – is not the law as a fundamental factor of creation of the state and

private institutes, there can be big discussions on this matter. It is necessary to consider that this scientific work is directed to the analysis of the innocence principle responsibility it is applicable to private-legal relations which aren't an identification of the private-law relations. Though, without fail, the legal doctrine researches the studied principle relatively and private law in general, however within this article it is worth going deep into its certain current, that is the civil law.

In the period of Antiquity in Russia, the due attention wasn't paid to development of private law owing to what there was no little distinct line item of the state concerning "fault", "responsibility", "innocence responsibility". However it is necessary to address such source as "The story of temporary years" in which it is told that "if it happens to any of us, the Russians who arrived from a castle something will be taken to be killed or from a castle, then let responsible be sentenced to punishment", as well as was mentioned that "the guilty person let pay five silver for that lawlessness" (Story of temporary years: Text and translation, 1999). The above-stated examples, illustrate opinion of the legislator that that person which is guilty of violation of the law, the agreement or the laws of the other person shall bear responsibility.

So, the innocence principle responsibility was researched also during the Soviet period of development of domestic statehood when exclusively state-owned property prevailed and the system denied all private. It would be desirable to note that the separate periods of a construction of the Russian state are exposed to the analysis, but not assessment in any way. The famous Soviet jurist M. M. Agarkov wrote: "needless to say that railway operation, tram... is lawful. But from here doesn't follow that causing at the same time death or mutilations either spoil or destruction of someone else property are lawful" (Agarkov, 1940). Conclusion that innocence responsibility is an exclusive principle, according to which if the person performs certain activities owing to which it is possible to bear responsibility without fault, then the beginning of implementation of these activities is integrated to understanding of the person performing it that these activities have risk character and is followed with the increased concentration of this person is reasonable. The concept of innocence responsibility is significant for both considered types of law understanding. From the view point of natural law understanding, the studied principle shall be considered so: as far as activities which did harm are risk and put her subject (awareness in any sphere, experience) in more protected provision, than his partner. Also there will be a logical question of supporters of the natural theory of law understanding which is that whether responsibility without availability of fault in each case answers the spiritual beginnings and whether this responsibility and the nature of human mind proceeds. If to address the theory of positivism, then the innocence principle responsibility is, first of all, the law what it is, dictated by many factors, from political to economic which needs to be accepted, so it doesn't encumber the party, partners know about existence of this specific regulation and consequences of its application. In view of the fact that the theory of natural law understanding includes conclusions about the law as an ideal, coming from a being of human nature, it appears that the innocence principle responsibility is rather close on the moral and ethical component to a line item of supporters of "primary" theory of law understanding.

RESULTS

The immemorial problem of positivists and supporters of natural law understanding which is expressed in what theory is more important and more useful to science of the law and legal practice is solved by the analysis of the civil legislation. So, the established principle innocence responsibility, being an exception of general doctrinal provisions of law, also has own

legal "delisting". § 5 hl. 30 Civil codes of the Russian Federation, governing the relations under the agreement of contracting, enshrine in the Art 538 that "the producer of agricultural products which didn't fulfill the obligation or an inadequate image fulfilled the obligation, bears responsibility with his fault". It is known that this paragraph is regulated also by rules, about the delivery agreement where one of the parties is the subject performing business activity which answers to the partner irrespective of availability of fault. Thus, the exception of the concept of the innocence principle responsibility is observed that confirms the fact] that, in my opinion, the dispute on a problem of the importance of theories of law-understanding has no under the person of the thorough soil. One theory exists and develops thanks to other theory, they are for each other sources of receipt of useful knowledge, they are necessary each other, also as well as the law is necessary for the state and vice versa. Certainly, any rule has an exception, but in the sphere of the law, as shown in an example, there are provisions representing usefulness of the innocence principle responsibility in the civil relations for the law theory, being in what is law - it is such science which has "exceptions in exceptions" (you shouldn't perceive in a broad sense).

CONCLUSIONS

Summing up some results, it is possible to note with confidence that the innocence principle responsibility in the civil relations in a context of positivism and natural law understanding, first, has sufficient usefulness for further development of the law theory and industry sciences. Also, this scientific work achieved a main goal which the theoretical analysis of the considered principle and allocation of its most important features was. Besides, this article as it was already noted is useful to theorists and practitioners in branch of jurisprudence, and not important to what form of law understanding they adhere as well as to what legal family state policy of heads of legislature of their country belongs.

In the conclusion it would be desirable to note that the innocence principle responsibility not only is important as the principle by means of which use legal practice accumulates, but also is necessary for studying as the category which is by the nature an exception of general-theoretical rules, but having own phenomena. Thus, the foundation is laid for the analysis and studying of the principles of the law through general-theoretical categories of positivism and natural law understanding that is important help for a further research and development of science and replenishment of useful knowledge in this sphere

ACKNOWLEDGMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

- Agarkov M. M. (1940). The liability on the Soviet civil law. M: 1940, 151.
Baron Y. (1899). System of the Roman civil law. Book 4: Liability law. SPb, 78.
Bratus S. N. (1976). Legal responsibility and legality (theory sketch). M: 1976, 82, 173, 174.
D. M. Azmi. (2011). Concept of innocence responsibility: content, treatments, assessment. *Legislation and economy*, 7, 1.
N. I. Matuzov & A. V. Malko. (2005). Theory of the state and law: Textbook. Saratov, 78.
Rovny V. V. (2000). Problems of the Russian private law unity: Autoref. PhD in Law. Tomsk.
Story of temporary years: Text and translation. SPb. 1999, 18-20.

The federal law of 30.11.1994 No. 51 (an edition of 03.12.2012) the Federal Law Civil Code of the Russian Federation (Part One), the Russian Federation Code. 1994, 32, Art. 401, 538.

V. T. Savin. (2013). To a question of liability independence of the parties of the employment contract as type of legal responsibility. *Urgent problems of Russian law*, 5.

Zulfugarli T. E. (2011). *The legal responsibility in activity of the state and municipal bodies*. Social science electronic publishing. Washington, United States Of America.

SOCIAL AND ECONOMIC PROTECTION OF THE FAMILY IN THE CONTEXT OF THE EUROPEAN SOCIAL CHARTER

Gulnara R. Shaikhutdinova, Kazan Federal University
Marsel I. Garaev, Kazan Federal University

ABSTRACT

This article is devoted to the analysis of the legal protection of economic and social family rights in the context of the European Social Charter and practice of implementation of article 16 of the Charter by the States Parties. Main types of government assistance to families are considered: family allowances, tax benefits and other measures. Special attention is paid to the analysis and generalization of the conclusions of the supervising body of the Charter – the European Committee of Social Rights – on compliance by each party with all of the undertakings they have accepted under article 16 of the Charter. Typical cases of violation by the states of article 16 provisions of the Charter in the form of direct and indirect discrimination, first of all in the sphere of respect for the equal treatment principle are revealed. Authors concluded that despite a general positive tendency of providing the social and economic family rights with the states, quite often regulations of article 16 of the Charter are not carried out completely or partially. Authors prove the thesis that provisions of article 16 of the European Social Charter are not the rules of law functioning in full scale and they continue to remain legal regulations programs; their action will depend on economic opportunities and political will of the states.

Keywords: *The European Social Charter, the Revised European Social Charter, family protection, economic and social rights, equal treatment principle.*

INTRODUCTION

The Purpose

This article is intended for the analysis of social, economic and legal aspects of family rights protection in the context of the European Social Charter and in practice of Committee of Social Rights. On the basis of comparative analysis of the reports of the State Parties of the Charter the status of a family as social cell is generalized, need of further efforts of the states on guaranteeing and implementing of the family rights proves to be true.

Data and Methods

During the research authors used the following methods: system, specific historical, comparative; logical acceptances, such as analysis and synthesis, induction; grammatical and systematic interpretation of rules of law.

On the basis of a specific historical method the reasons which caused the necessity of social family rights protection in the second half of the 20th century in the states of Europe are established. With use of grammatical acceptance of interpretation article 16 provisions of the Revised European Social Charter "The Right of the family to Social, Legal and Economic Protection" are explained. On the basis of a system method the provision of the Charter are

considered in system of adjacent rights protected by the Charter: rights of children and youth (article 7), rights of mothers and children to social and economic protection (article 17). A kernel of a research is the comparison of a status of a family in various State Parties of the European Social Charter and the Revised European Social Charter which is carried out on the basis of a comparative method. As result of a research serve the conclusions about the current state of the institute of a family and protection of its rights in Europe made with use of logical acceptances of the analysis and synthesis, and also induction.

RESULTS

Uniqueness of the European Social Charter is in what the wide range of its economic and social provisions cover not only workers, but also other categories of persons. Among them - children (article 7), family (article 16) as such and mothers with children (article 17) to whom the Charter provides special protection (Akandji-Kombe Jean-Francois, 2010, p.79). It shows the close attention paid to a family in the case law created by Committee of Social Rights during each observation cycle to consolidate and adapt it for social changes.

The majority of provisions of the European Social Charter are formulated in general that gives the special importance to their interpretation and the benefit is that social and economic development is followed without modification of its existing text (Shaykhutdinova G. R., 2003, p. 114). The second half of the XX century was noted by intensive social changes, and questions of a family confirm it. The concept of a family underwent radical changes, also as well as a role of its members.

The family designated in article 16 as the main cell of society underwent structural changes in the last decades. The expanded family at the beginning of the century gave way to the "nuclear" family consisting only of the kernel created by parents and children. It, in turn, was under the influence of such factors as increase in number of stains both social and legal recognition of cohabitation that in turn gave the growing importance to the so-called "the destroyed houses" (to the divorced unions which generate single-parent families) and to "reconstituted families" (to the successful unions with adopted children).

According to article 16, these measures aim "to provide necessary conditions for complete development of a family" by means of social, legal and economic protection (Stein Evju., 2001, p. 21). The committee on the social rights determined the scale of this article:

"This Article must be seen in conjunction with a number of other provisions in the Charter, such as Articles 14 and 17 that aim rather to give scope to the individual in our highly developed society, than to remedy a need, as Article 13 does. All these provisions are clearly founded on the idea that, since the industrial revolution and the social upheavals it produced, the modern state has had to take on certain new tasks and, in particular, as provided in Article 16, to create the living conditions necessary to give the family its full scope. The traditional affirmation of the family as the fundamental unit of society is maintained in Article 16, which however adds the idea that family welfare cannot henceforth be left to individual effort, as in the liberal epoch. Acceptance of these principles led the authors of Article 16 to lay down in it an obligation to implement a true family which was intended to operate in those fields where the needs of families become particularly pressing because of the restricted means they have available to meet them.

In the Committee's opinion a family policy of this sort must take the form of diversified action planned in harmony with and as a supplement to existing arrangements for assistance and social security" (Conclusions I, 2015, p. 75).

Family protection didn't develop in the same way that its organization: the main social changes had a greater influence on the last while the first only echoes of changes concerned.

Social family protection is intended to encourage family life: the housing shall meet requirements of a family, reunion of a family shall allow migrant workers and members of their families (at least direct) to live jointly; vacations for parents and provision of kindergartens are decisive factors in harmonization of family life and labor activity.

Economic, legal and social protection of family life is specially stipulated in Article 16 and determines such measures as family allowances, tax benefits and other measures (encouragement of a construction of housing adapted for family needs, the help to young families, etc.). Other provisions of the Charter also order economic protection, for example, article 12 – a right to social insurance and article 13 – the right to public and medical care, but the measures - not specific to a family.

Social and Family Allowances

The Committee of Social Rights claims that article 16 contains the liability to perform true family policy which is intended to work in those spheres in which needs of a family become especially pressing in view of limited measures which they have and that it shall have the form of the diversified action planned in harmony and as addition to the existing agreements on the help and social safety. In many states, family allowances are supplemented with a large number of other benefits and measures.

The main family allowance mentioned in article 16, - the family monetary assistance, which the Committee considers very important, as it is a specific measure of the help to a family. The committee checks whether such benefits are available, whether they are paid at appropriate level (constitute "sufficient addition ... to a family") (Conclusions X-2, 2015, p. 132) and increase, at least, enough to compensate inflation (Conclusions XIII-2, 2015, p. 150).

The Tax Benefits

These are specified in article 16 as measures of assistance to economic family well-being belong to tax exemption or privileges for families. Therefore, in Ireland the marriage status gave all tax benefits, but presence of children didn't influence anything, except as a limit of tax exemption, and moreover in the minimum degree.

Other Benefits

The other benefits or measures often accompany benefits of the public assistance. It the benefits on motherhood which are usually considered under para. 1 of article 8 of the Charter, vacations for parents, benefit to handicapped children, the special benefits for the adopted children, the monetary assistance on support of the income (the public monetary assistance) paid to needy families. The specified benefits and measures are various in the State Parties and reflect national peculiarities. Therefore, there can be benefits for newly married, the monetary assistance for single parents, the help in provision of housing, a subsidy to kindergartens, etc.

Various forms of the help in a form of provision of housing deserve a special attention because of importance of housing as such for family well-being. The main issue – is it rented or purchased, acquisition of housing is encouraged in all State Parties of the Charter with a wide range of measures.

The Committee of Social Rights on a fixed basis performs monitoring of accomplishment by the State Parties of the Charter of its provisions.

The analysis of the practice of payment of the family monetary assistance in various State Parties of the Charter demonstrates the problems connected with the equal treatment principle, namely encumbrance of the specified right by the requirement of obligatory term of residence in this state. Such terms are determined by the annex to Para. 4 of article 12 of the Charter: "The words "and in accordance with the terms, provided in such agreements" in introduction to the paragraph mean, inter alia, that with regard to benefits which are payable independently of any insurance contribution a Contracting Party may require the completion of a prescribed period of residence before granting such benefits to nationals of other Contracting Parties". In the beginning, the Committee of Social Rights didn't recognize any requirements about accommodation for article 16 of the Charter (Conclusions IX-1, 2015, p. 99), but later it specified its position.

"... The family monetary assistance is benefit "on social security" and as such can be considered in the context of documents of the Council of Europe (namely Intermediate Agreements of 1953 and the European Code of social security of 1964) which allow applying the qualifying accommodation period up to six months to non-insurance (family) benefits.

So, the Danish legislation providing the accommodation periods from one to three years for receipt of the right to a family allowance can't be considered as corresponding to article 16 of the Charter" (Conclusions XI-1, 2015, p.148).

The Committee of Social Rights considered one more aspect of the equal treatment, namely the principle of nondiscrimination of nationals of the State Parties of the Charter, which are constantly living in the State Parties where they are not nationals. In spite of the fact that the Committee consistently declared that the scale of rationed personae of article 16 of the Charter is determined by the Annex to the Charter and article 16 is applied to nationals of other Contracting Parties as well as to own nationals (Harris David, 2001, p. 191), the Maltese government lifted special arguments. In this state, some family allowances are allocated only to the Maltese nationals and their children. It induced the Committee to accept the negative conclusion on the accomplishment by Malta of article 16 of the Charter (Conclusions XII-2of, 2015, p. 204). In reply, the Maltese government declared that it did not assume liabilities under Para. 4 of article 12 of the Charter and therefore it would not provide the equal address in questions of social security to nationals of other Contracting Parties. The Committee did not agree with such statement. It stated that the annex to the Charter determines the persons falling under articles 1-17, including article 16 - nationals of the Contracting Parties which are legally residing or constantly working on the territory of this Contracting Party; as a result rejection of Para. 4 of article 12 does not exempt the last from accomplishment of certain requirements of article 16 (social and family allowances) for these nationals.

The Committee asked to undertake steps in order to comply with requirements of the Charter and wanted to know whether other benefits for families (reduction of taxes, the help in housing questions, access to child care facilities, etc.) of the Maltese nationals and nationals of other Contracting Parties were provided on an equal basis (Conclusions XIII-2 of, 2015, p. 362).

Indirect discrimination is the other side of unequal treatment; it can be drawn from the practice where the conditions provided for purpose of benefit are identical to all, but are applied differently to foreigners and own nationals. It concerns family allowances in cases when they are paid only for the children living in this country or are paid in the lowered size for unemployed children aged from sixteen up to twenty-one year living abroad and registered in national

employment bureau (Conclusions XII-1of, 2015, p. 186). The Committee concluded that this situation takes place in six State Parties: Belgium, Denmark, France, Germany, Italy and Netherlands. Therefore, for example, in Italy the condition of residence of children in this country is applied only to foreigners. The Committee made its first decision concerning a situation in Germany: from legal point of view the equal treatment was legalized, however in practice the family monetary assistance was not paid for foreigners, but not Germans (Conclusions XI-2of, 2015, p. 116). Before making the conclusion, the Committee puts series of questions to obtain the complete information about the valid situation (Conclusions XIII-2of, p. 339) and by that to estimate discrimination in practice. If any form of discrimination is established, the Committee makes the negative conclusion.

One more aspect of the equal treatment should be noted - equality between a man and a woman (ColmO'Cinneide, 2010, p, 169). If the Committee reveals inequality based on sex, usually for benefit of men, it makes a critical remark:

"... a provision according to which the married couple has the right to addition to a household income only if the man works full time, can be considered as incompatible with the principle of equal treatment between a man and a woman" (Conclusions XIII-2of, 2015, p.160).

CONCLUSIONS

The analysis of article 16 provisions of the European Social Charter and practice of its application in the State Parties shows rather high level of legal regulation of the family rights in social and economic spheres. Three types of measures of public and economic assistance to a family are provided: family allowances, tax benefits and other measures. The Committee of Social Rights represents the control mechanism over the implementation by the State Parties of their liabilities under this article.

Not always, however, the State Parties of the Charter show observance of the family rights. The conclusions of the Committee of Social Rights confirm violations of article 16 of the Charter on a number of aspects, in particular in the sphere of providing the equal treatment to families.

Violations in the form of direct and indirect discrimination of families on various bases are revealed.

Direct discrimination takes place in case of *rationed personae* of article 16. These are cases of payment of social and family allowances only to own nationals or nationals of certain State Parties of the Charter as well as payment of the family monetary assistance depending on the completion of a prescribed period of residence of a family in the state that contradicts requirements of the Charter.

Indirect discrimination takes place when the legally equal conditions provided for the purpose of family allowances are applied differently to the foreigners and the own nationals.

The Committee of Social Rights finds violations in questions of equality between a man and a woman.

SUMMARY

The analysis of legal regulation of protection of economic and social family rights in the context of the European Social Charter and implementation of its provisions in practice demonstrate that in the State Parties of the Charter different, sometimes a specific situation has

developed. However, despite the lack of a general tendency, the State Parties undertake universal measures of the help to families.

The Committee of Social Rights as the body controlling accomplishment of the provisions of the Charter systematically reveals violations of article 16 practically by all State Parties. Despite the developed respect of the basic social and economic family rights by the states, quite often separate provisions of the article 16 are carried out not completely or with violations, or not carried out in general. It concerns, first of all, the respect for the principle of equality between the own nationals and nationals of other State Parties, and treatment, not less favorable, provided in certain cases for these nationals.

We came to conclusion that provisions of the article 16 of the European Social Charter are not the rules of law functioning in full scale and continue to remain legal regulations programs; their action will depend on economic opportunities and political will of the states.

ACKNOWLEDGMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

- Akandji-Kombe Jean-Francois. (2010). L'applicabilite de la Charte Sociale Europeenne: ombres et lumieres. La Charte sociale europeenne: une constitution sociale pour l'Europe. Collection du Centre des droits de l'homme de l'Universite Catholique de Louvain. Bruylant, Bruxelles, 7, 79.
- Colm O'Cinneide. (2010). Social rights and the European Social Charter – new challenges and fresh opportunities. La Charte sociale europeenne: une constitution sociale pour l'Europe. Collection du Centre des droits de l'homme de l'Universite Catholique de Louvain. Bruylant, Bruxelles, 7, 169.
- Conclusions I of the Committee of Independent Experts, 75.
- Conclusions IX-1 of the Committee of Independent Experts, 99.
- Conclusions V of the Committee of Independent Experts, 111; Conclusions XIII-2 of the Committee of Independent Experts, 160, 161.
- Conclusions X-2 of the Committee of Independent Experts, 132.
- Conclusions XI-1 of the Committee of Independent Experts, 144. Respectively excellent opinion of Mr. Fabritius, Conclusions XIII-1 of the Committee of Independent Experts, 275. The question is presented in sense of treatment equality now: see. Conclusions XIII-1 of the Committee of Independent Experts, P.P. 198, 199 и Conclusions XIII-2 of the Committee of Independent Experts, 148, 149.
- Conclusions XI-2 of the Committee of Independent Experts, 116.
- Conclusions XII-1 of the Committee of Independent Experts, 186, 187.
- Conclusions XII-2 of the Committee of Independent Experts, 204.
- Conclusions XIII-2 of the Committee of Independent Experts, 362.
- Conclusions XIII-2 of the Committee of Independent Experts, 149, 150, 154.
- Conclusions XIII-2 of the Committee of Independent Experts, 339, 340.
- Harris David & Darcy John (2001). The European Social Charter. Second edition. Ardsley, New York: Transnational Publishers, 191.
- Shaykhutdinova G. R. (2003). European social charter. Kazan: School, 114.
- Stein Evju. (2001). The European Social Charter, The Council of Europe and the Social Challenges of the XXIst Century. Ed. R. Blanpain, Kluwer, The Hague, 21.

SYSTEMATIC CORRUPTION THREATS OF THE NATIONAL PRIORITY PROJECTS IMPLEMENTATION IN RUSSIA

M. M. Imamov, Kazan Federal University
N. B. Semenikhina, Kazan Federal University

ABSTRACT

The author of the article considers threats to financial safety of economy of the Russian Federation, in particular to implementation of national projects, namely corruption. Corruption still significantly complicates normal functioning of public mechanisms, interferes with carrying out of social transformations and modernization of the economy. The formation of the shadow political market, including lobbying and corruption became the negative trend, which should be noted while considering the feedback influence of the shadow economy exerted on the state and political power. Personnel corruption forms one chain, which is based on the relationship between the two persons- one having the right of appointment to a position or to influence the elections outcome, and the other one- interested in getting the position. It is important to create systemic conditions limiting the possibility of commission of crimes of such category.

Keywords: corruption, shadow economy, anti-corruption policy.

INTRODUCTION

According to the concept approved by the President of Russia, corruption is one of the five major threats to the national security including by the implementation of the national priority projects.

State budget production and budget funds management, which are almost completely released from the public control by the state political power, are the most dangerous areas of the shadow economy rendering adverse effect on the efficiency of the national priority projects implementation.

The experts estimate the damage from corruption in Russia as reaching 37 billion US dollars. By the same assessment, about 50% of the appraised value has to be added to the volume of any signed contract to bribe officials responsible for the preparation of necessary documents. The carried out studies reveal, that at least 70% of municipal employees, 80% of the judges and the traffic police, 40-45% of doctors, 60% of university professors constantly take bribes. The shadow phenomenon of corruption can be divided into several loops, each previous being linked to the subsequent one forming a chain as a result of its operation and development.

The incompetence of officials, work inefficiency, state power credibility reduction is among the main negative effects of the personnel corruption. All kinds of personnel corruption possess a number of common problems as well as their solutions. Alongside, there are specific problems, the existence of which necessitates a separate analysis of personnel corruption in various power structures: executive (the system of appointments to the post), representative (electoral system) and judiciary. Some researchers identify one more component of power structure, the so-called controlling one (Glinkina S.P., 2010).

THEORY

The analysis of personnel corruption issues in the executive power primarily entails the identification of positions, which are the most attractive for corruption, and related primarily to economic activity and the redistribution of financial flows (all budget managers and their assistants, those who form financial offers (from administrative manager to the officer responsible for R&D), and persons who exercise control of financial flows (Kulikova L.I., 2014).

The other dangerous group of civil servants presenting corruption threat is formed by persons possessing supervisory, regulatory and permissive authorities, including licensing and other types of permits. Personnel certification and manpower activity also belongs to potentially corruptive one. Another group – is a property management and public services provision. Any positions of law enforcement bodies are potentially corruptive as well, their powers include criminal cases initiating.

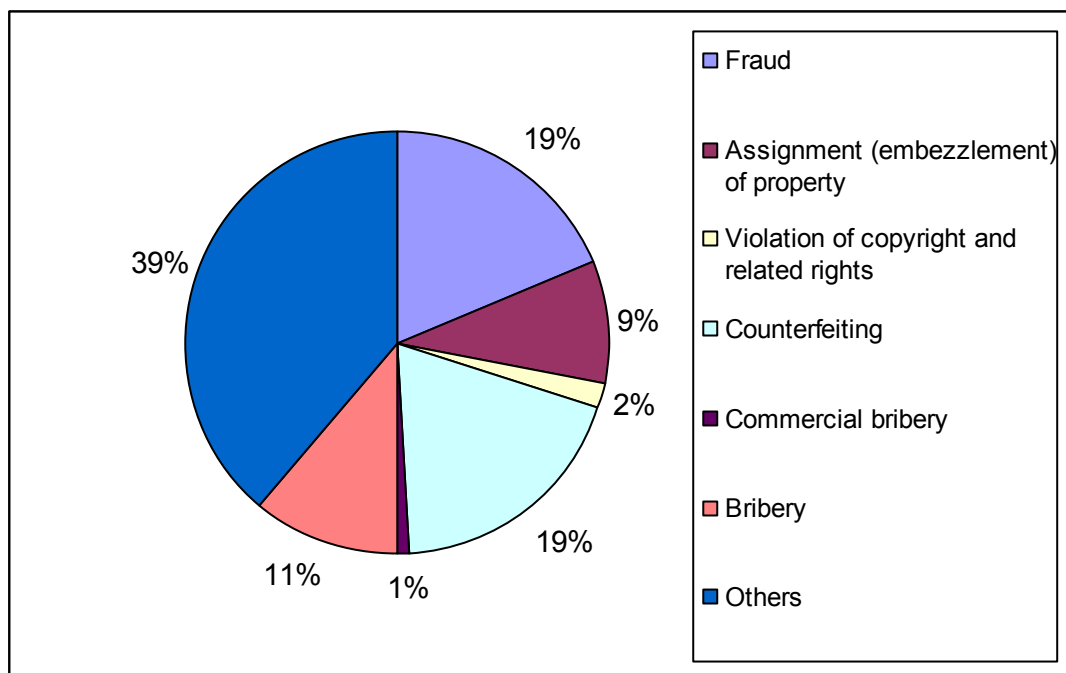
Herewith, it should be noted that the above list is not full; it only demonstrates the corruption generating component of the public service.

Judicial system is one of the most attractive structures in terms of corruption, according to experts.

Here almost any duty position possesses the corruption appeal, differing only in the level of authorities and respectively the scale corruption capacity.

Corruption in the judiciary system occurs, inter alia, largely due to the imperfection of judges' appointment institution and the lack of effective control mechanism over their appointment. Structure of economic crimes revealed during 2014 in Russian Federation is shown on Figure 1.

Figure 1
STRUCTURE OF ECONOMIC CRIMES IN RUSSIA IN 2014



According to the official statistics, no more than 4 thousand facts of bribery and corrupt business practices are annually revealed in Russia, but only 1500 criminal cases against 2 thousand bribe taker officials come into court. According to the Russian Economic Crime Survey for 2014, based on data given by respondents, the picture of economic crimes, presented in Table 1 as follows: the bulk of economic crimes in Russia are misappropriation of assets (as much as around the world), bribery and corruption (higher than worldwide by 31%) (Harland E. et al, 2014).

Table 1 PRINCIPAL CATEGORIES OF ECONOMIC CRIMES		
Type of economic crime	Russia (%)	Worldwide (%)
Misappropriation of assets	69	69
Bribery and corruption	58	27
Cybercrimes	25	24
Accounting data manipulation	25	22

According to the Ministry of the Internal Affairs of the Russian Federation in 2014 25 thousand corruption crimes were solved and about 12 thousand persons were prosecuted.

The Table 2 shows the dynamics of crimes related to bribery crimes.

Table 2 DYNAMICS OF CRIMES CLASSIFIED AS “BRIBERY”		
Year	Number of recorded crimes	Growth rate
2009	7909	
2010	12 012	52%
2011	10952	-9%
2012	9 758	-11%
2013	11 521	18%
2014	11 809	2,5%

Another chain is formed by the so-called economic corruption, the trade in corruption services. Here the major share of abuse is related to application of authorities in the field of control and distribution of financial flows.

This kind of corruption is called "corruption services" in a general sense (Portes A., 2013). A specific "sale" of power source takes place within this chain, or the power resource use for mastering of other public resources.

The analyzed type of corruption leads to damage of competition, to braking of further market relations development, to the increase of business costs, reduction of investment ratings, etc. Corruption in the private sector can be considered exactly in this conjunction that is in “business –business” relationship (Aletkin P.A., 2014).

The “business – power” conjunction forms the next chain of corruption relations, which differs from the others by having only one entity bearing both corruption interests, and corresponding power authorities.

This relationship is based on a conflict of interests: personal and public.

Merger of business and power can also be regarded as a special form of economic corruption. Nevertheless, due to the fact that there are enough differences in the subject

composition, in the interest or intent, and mainly in the methods of corruption control, it is advisable to allocate a separate unit for this type.

In countries with a larger number of government or administrative tiers and (given local revenues) a larger number of local public employees, reported bribery was more frequent (C. Simon Fan et al, 2009).

Shadow economy forms a relatively independent field of corruption relations due to its specific character of non-observability. Shadow economy and corruption are inseparable.

There are objectively inextricable bilateral ties between these two phenomena: corruption is a kind of security and sustainability system for the shadow economy operation; the shadow economy in its turn serves a fertile soil for the growth of corruption being beyond the legal protection area. The shadow economy is a growth supporting environment for corruption practices, being its financial and economic basis and herewith creating a demand for this type of services. Besides, corruption relations, due to their latent essence, are part of the shadow economy themselves.

On the other hand, the existence of corrupted officials and the so-called "administrative barriers" factor force business to go into the shadow. In this regard, the anti-corruption enforcement will not be productive if not supported by the systematic opposition to the shadow economy. In general, there are two main problems that require urgent action in the governmental level in the area of combating criminal relations, forming a conjunction of "corruption - shadow economy".

The first problem is related to the already mentioned so-called "corruption services" in the broad sense, that is, when the subject of corruption activity coincides with the subject of the shadow economic activity, and the material effect of the corruption activity - is a part of the shadow income (Derzayeva G.G., 2014).

The second problem is connected with corruption in the field of macroeconomic financial decisions of the state, motivating and involving the development of the shadow economy. This refers to the monetary, financial and tax policy of the state leading to a large-scale tax evasion; as well as unjustified administrative barriers forcing the business to go into the shadow.

The absence of balanced monetary and credit control policy leads to an increase in cash turnover as the basis of shadow economic activity and reduction of the non-cash payment capacity.

The budgetary and administrative resources concentration on the improvement of the Russian citizens' life quality - this is the main objective of the national priority projects implementation, as well as the transition guarantee of the inert, stagnant economy to its innovative development.

RESULTS

It is possible to identify the main techniques for implementation and insurance of smooth operation of these shadow processes by analyzing the whole chain of corruptive transactions yielding to the external control: from posting information of a tender to implementing a contest results. In particular, they are: signing of public contracts with predetermined range of people, formation of excessive and inappropriate cost structure of purchased goods, works and services, investment and subsidies to organizations not able and not aimed at the targeted budget implementation, establishing links of corruption in law enforcement and regulatory bodies to ensure the safety of the shadow component of the budgeting process.

As a result - a gradually expanding range of companies, which establish relations with the organizers of the competition, not interested in the situation improvement and new participants in the competition (Vetoshkina E. Yu., 2015).

Such actions may be explained to a certain extent by the fact that all participants of the analyzed corruption relations possess large investments in the relevant business. They can ensure the sustainability of their business only through the new state orders; whereas the loss of orders spells a disaster. Such business entities do not care whether the legislation is complied with or not in holding competitions. Out of desperation they are ready to any violations of the applicable laws and to unlawful acts, for the sake of getting any part of orders guaranteeing and ensuring their existence. This is what the unscrupulous organizers of the competitions make use of.

The unscrupulous organizers specifying the price in the tender documentation almost depriving businesses of the opportunities to profit quite confidently can attract a "friendly" company, which has paid them for participation in the competition, and this enterprise will most naturally win the competition. The quality of work issue for such enterprise would not be relevant, the fact that ultimately allows the contractor implementing an order to get some profit.

In case the competition is won by the company not belonging to the "elite" circle, the issue of the work quality could become dominant, and the technical requirements and conditions of the governmental customer would be formulated so that the contractor would not be able to meet them. Besides, there could occur possibility of additional work for the "friendly" company not taken into account in the formation of the competition conditions but inseparably connected with the fulfilled work and of course subject to compensation.

Furthermore, formal compliance with most of the law requirements regarding the procedure of competitive tendering does not insure impartial assessments of tender committee.

Not only organizers of tendering are interested in maintaining of such situation, but also part of their participants. In this respect, the existing rules of organization and holding of competitive bidding modification is currently required, as well as the legal culture of the contestants improvement.

As a result, corruption mechanism starts functioning not in the process of public contracting, but still at the stage of planning and budget formation of the offered project. Thus, the prepared documents contain "extra" services and products, the amount of work is overestimated and unnecessary activities are attributed.

This often causes a negative return on government projects. Moreover, the list of excessive costs must be added with artificially inflated cost of the work performed and delivered products.

This factor determines the low implementation efficiency of the most government programs and national projects; and the budget assumes an enormous burden as there occurs a forced necessity to take into account the so-called "corruption extra charge" to the value of the state contract. The present corruption has reached a level where the interests of corruptionists impede the big business interests in the regions and jeopardize national projects implementation. The bribes ensure the provision of non-competitive advantages, thus causing the distortion the competitive mechanism.

This undermines the market relations in principle, creates new, corruption monopolies (often collocated with organized crime), and reduces efficiency of the economy as a whole. Corruption deprives the state of the opportunity to comply with fair market rules. It damages both the very idea of the market, and the credibility of the state.

This is a situation, when corruption has become a most important barrier for the formation of civilized market relations, the establishment of new enterprises, and economic growth.

Hence, the increased social tension, as the corruption mechanism increases the costs of economic agents, which is burdened on to consumers through higher prices and tariffs.

A constant elimination of budgetary funds from the legal turnover and their transition into the shadow economy is ensured through operation of the above listed shadow processes. But corruption mechanism does not provide funds flow, but practically the financing of shadow component in the national economy, in contrast to the classical approach to the sources of money infusion into the informal sector, according to which these are funds formed at the expense of tax evasion or business activity fulfillment without state registration. Financing herewith is fulfilled from the public funds.

A paradoxical situation is formed as a consequence: the shadow economy receives capital flows both in case of non-payment of taxes and as a result of their payment by the taxpayer into the budget. National priority projects having a significant volume of public funding become, in fact, an inexhaustible source for shadow capital growth.

This is what causes the lack of progress in the combat against the shadow economy as well as against the corruption component.

A benevolent social planner may preempt the harmful effects of corruption by either manipulating the number of pre-existing firms in the market, or by setting up two independent (corrupt) licensing authorities. A socially optimal number of firms in the market may be reached by choosing the right number of pre-existing firms or by having exactly two licensing authorities. These mechanisms may be seen as restoring second-best efficiency in settings characterized by two major sources of distortion: Imperfect competition and corruption (Rabah Amir, Christie Burr, 2015).

The national plan against corruption was adopted for the years of 2014 - 2015, but the test results showed that half of the federal departments failed to fulfill the plan, or did it rather formally.

CONCLUSION

According to statistics from the Ministry of Internal Affairs of the Russian Federation, the most common economic crimes in Russia are crimes of corruption.

Thus, as mentioned above, corruption acts in the capacity of a key factor allowing the state financial system and the shadow sector to operate for implementation of national priority projects, to adapt easily to changing conditions, as systemic threat in conjunction with the system of shadow settlements formed on the basis of the legal monetary system and primarily the cash circulation.

Prevention of corruption at the general and individual level shall be constructed due to personality features of individuals and groups committing such crimes. The greatest effect in this regard has the creation of system conditions to restrain corruption which creates a clear understanding of high probability of exposure and condemnation in case of commission of crime in minds of would-be criminals. Expansion of judicial practice concerning the execution of forfeiture would be very effective. Besides that, it is important to create systemic conditions limiting the possibility of commission of crimes of such category.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

- C. Simon Fan, Chen Li & Daniel Treisman (2009). Political decentralization and corruption: Evidence from around the world. *Journal of Public Economics*, 93(1–2), 14–34.
- Glinkina S.P. (2010). A note on selection of economic reforms strategy and nature of Russian corruption, Shadow economy and political corruption in transitional societies (African and Asian countries and Russia). M: 2010, 1.
- Harland E., Novikova I. & Vostrova T. (2014). Russian Economic Crimes Survey. [Web resource]. URL: www.pwc.ru/crimesurvey.
- Kulikova L.I., Grigoryeva L.L. & Gubaidullina A.R. (2014). The Interrelation between the Professional Judgment of the Accountant and the Quality of Financial Reporting. *Mediterranean Journal of Social Sciences*, 5(24), 56-61.
- Portes & Alejandro (2013). The Informal Economy and Its Paradoxes Transl. by Dobryakova M.S. *Economic sociology*, 4(5), (www.ecsos.msses.ru).
- Rabah Amir & Chrystie Burr (2015). Corruption and socially optimal entry. *Journal of Public Economics*, 123, 30–41.

THE HUMAN CAPITAL MANAGEMENT BY SMOOTHING OF SPATIAL POLARIZATION OF THE REGION

A. M. Fatkhiev, Kazan Federal University
G. R. Murtazina, Kazan Federal University
A. A. Zinovyeva, Kazan Federal University

ABSTRACT

Most of the countries with the "catching-up" economy in the European Union and the Russian Federation have a considerable reserve of human capital, which has a fairly high level of education and "hard skills"- the professional competences. While there is the postulate that a substantial human capital stock increases the competitive structure of the economy, stimulates the development of high-tech sectors in it, and in general gives significant economic growth in the modern economic discus. However, this postulate is still not confirmed by the practice of the majority of countries with emerging economies, which are still lagging behind in terms of sustainable economic development. In our opinion, this is due to the spatial polarization in the regions related to the uneven distribution of different kinds of resources. Therefore, the article seeks to highlight the basic theoretical aspects of understanding of the importance of savings and consumption of human capital in the management of smoothing the unevenness of spatial development of the regions in the modern conditions of the Russian economic contraction.

Keywords: *human capital, unevenness of spatial development, the management of the smoothing of spatial polarization in the region.*

INTRODUCTION

The economic trends of 2015 were formed under the influence of Russian efforts in overcoming a shock impact of a decrease in oil prices and economic sanctions on the economy and public finances. During the first phase of economic adjustment the revenues abruptly decreased, having led to a decrease in consumer and investment demand. As a result, in 2015 the real Gross Domestic Product (GDP) of Russia shrank for 3.7 percent. The second shock triggered by a decrease in oil prices came in the beginning of August, 2015. A result of this an expected economic recovery has been delayed. The dependence on oil exports was a heavy burden for Russia in 2015, as the deterioration in external economic conditions led to a significant slowdown in the economy. In addition to the above, the growth of the world economy fell short of expectations again, having decreased from 2.6% in 2014 to 2.4% in 2015 (http://www.worldbank.org/eca/pubs/rer35_RUS.pdf). In major emerging countries and developing economies the slowdown in growth neutralized the slight recovery of economic growth in high-income countries, due to the active use of human capital. It should be noted that according to the World Bank data, in 2012 the combined potential for economic growth in developed countries was formed by 64% of human capital, and only by 20% of raw one. However, other ration indicators were indicated for the Russian Federation (RF), namely; raw factor was 72%, and human capital was only 14% (<http://www.worldbank.org/eca/russian/data>). An experience in the development of the world community on the cusp of XX-XXI centuries demonstrates that the

state, which pay an increased attention to the role of human capital in framework of implementation of "catching-up" development model, has all the prerequisites for the transition to a post-industrial type of economy, that is of particular relevance in an aggravation of the problem of absolute limitation of material production factors.

Ensuring the effective transition of the Russian economy on an innovative path of development should be based on the formation of a sustainable development platform that assumes an implementation of the principle of balance in the management, the execution of which shall be primarily implemented at the regional level in terms of human capital consumption and accumulation in the conditions of disproportionate Russian economy (Friedmann, 1966).

THEORY AND METHOD

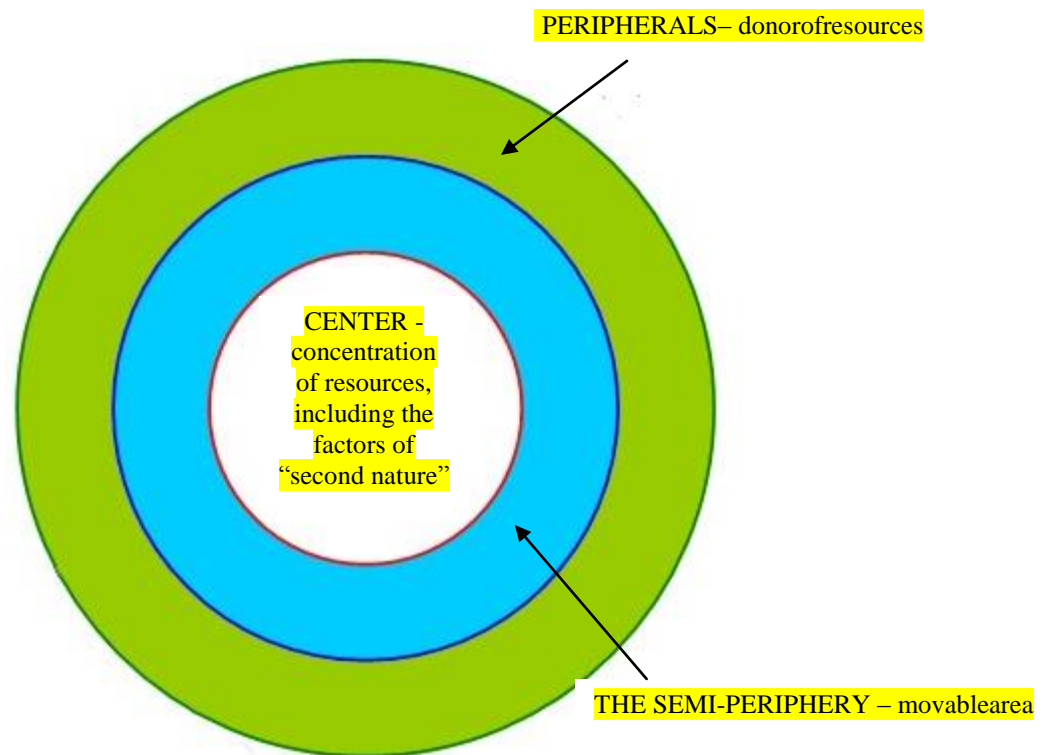
In the latter half of the XX century the regional science included a firm view of the concept of "spatial development", which a priori cannot be uniform. This is explained by two main theoretical models that have withstood check by time:

1. The center and peripheral model of spatial development by J.Friedman (Fukuchi, 2000). According to this model the centers of different levels always pool the resources (human, financial, natural) from their periphery; and namely a concentration of resources creates the opportunities for innovative changes in the centers themselves, then these innovations are transferred to the periphery with a lag in time, depending on the size of barriers to the movement of innovation. There is a moveable area of semi-periphery between the center and the periphery, which is more active and can intercept the functions of the center with a sudden change of conditions (Gabdrakhmanov, 2014). This model works on all levels: from global cities and major agglomerations to the regional and local centers.
2. The research of processes of spatial concentration of the economy (Krugman, 1991), including in the framework of the "new economic geography" by P. Krugman. According to this model, the fundamental cause of economic inequality is a well-studied in the regional science the process of concentration of economic activity in the regions, which have the comparative advantages that helps to reduce the cost of doing business. Among these advantages P. Krugman (Bell, 1976) identifies the factors of "first nature"(wealth of natural resources, advantageous geographical location), the factors that little depend on the human and the factors of "second nature" (human capital, institutional environment, agglomeration effect), which are most associated with the activities of the state and society.

It should be noted that the most important factors of development were a provision with mineral resources and geographical location in the pre-industrial period of development of human society, capital and institutions - in the industrial period, and human capital, technology and knowledge (information) - in the post-industrial period. Therefore, the benefits of the "first nature" are not eternal and defining in the economic development of the territory. As the factors of the "first nature" dominated on the stage of pre- and industrial development and in the course of transition to a post-industrial economy the role of factors of the "second nature" increases sharply, an important role is played by the human capital, as it exactly produces the technology and knowledge. The latter play a key role in the modernization on the basis of innovation, while the support of regional

development on resource advantages slows it. Thus, the spatial polarization is inevitable (see Fig. 1).

Figure 1
CONCEPTUAL MODEL OF COMBINATION OF MODELS BY P. KRUGMAN AND J. FRIEDMAN



Of course, the problem of spatial polarization in regional development is not purely Russian. In Western science, the economic local history experts annually make a significant amount of research devoted to the problem of the spatial polarization smoothing, for example L. Slocombe considers the problems of territorial unevenness in the United Kingdom in terms of Scotland, England and Wales, and C. Jensen (Zinovyeva, 2015) analyzes the spatial development of the eastern and western regions of Sweden. Furthermore one of Jensen's conclusions seems quite interesting: the researcher proposes to divide large territorial units (regions) into multiple smaller sub-regions, thus, according to the author, their level of controllability is increased, thereby reducing the level of spatial polarization.

Table 1
EXTERNAL AND INTERNAL FACTORS OF TERRITORIAL DEVELOPMENT

Domestic	External
<p>Natural – climatic conditions, availability of natural resources, etc.</p> <p>Human capital – demographic structure, population dynamics, internal migration flows, level of education, etc.</p> <p>Economic – the existing structure of the economy with the release of the dominant industries, the part of small and medium sized businesses, the part of the service and information sectors in the economy and etc.</p> <p>Financial – Occupancy of the territory's budget, the existence and size of the budget deficit, the basic orientation costs (social orientation, etc.).</p>	<p>Nearby areas – development of their economies, the intensity of the economic, cultural and other relations with them, etc.</p> <p>The influx of foreign investment.</p> <p>External migratory movements.</p> <p>Both direct and indirect state support of area – the creation of programs of development of territories and the macro-regions, the formation of free economic zones and industrial parks, transfers, special programs, budget investments and credits, financial guarantees, financial support to regional sectoral industrial complexes and large enterprises, etc.</p>

As the researches attest, the tendencies of territorial concentration of the economy in the regions with competitive advantages are common to all countries, regardless of their level of development. The economic spatial unevenness of countries is formed under the influence of objective factors, so it cannot be smooth. The only difference is that in the developed countries, focused on factors of the "second nature", the growth rates of regional economic differences are low, since the peak of enhance of unevenness came at the beginning of the XX century. In the catching-up countries the regional economic unevenness is growing faster, repeating the trend in Western Europe a century ago. Russia is a country of catching-up development, so the growth of regional economic unevenness is inevitable for it, and according to the active accumulation of human capital and its consumption this growth should slow down (Ulesov et al., 2013).

RESULT AND CONCLUSION

A significant number of methods, tools and ways of smoothing of spatial polarization are represented in the regional economy theory, but not every of the described methods of leveling of its consequences have the practice of implementation and positive results. In our view, it should be considered the most significant examples of the spatial polarization smoothing under the condition of accumulation and consumption of human capital.

The authors conducted a theoretical study of the human capital as an innovative resource of activity, growth and competitiveness factor, which is reflected in the numerous papers of foreign (the 1960s) and domestic (the 1990s) researchers representing the classical theory of political economy, neoclassical direction of economic theory, institutional tradition and the results of modern research problems of sociology, psychology, demography and other social sciences (Murtazina, 2013).

The results of the study of human capital have shown that in the works of Russian and foreign scientist's the insufficient attention is paid to the study of the mechanisms by which human capital is accumulated and then is applied in the form of properties, knowledge and experience of individual's in the human economic activities. This calls for further research and the accumulation of facts in order to formulate certain conclusions about the content of stages of human capital consumption and to determine the direction of the projecting of institutes to ensure its effectiveness, taking into account the existing spatial polarization in the regions of Russia and the features of the present stage of development of the Russian economy.

Also, the analysis of numerous scientific publications on the problems of human capital has shown that in the framework of this issue a main attention is paid to the regularities of its accumulation, whereas the question of consumption is traditionally regarded as the secondary and belongs to the level of a separate business entity. However, the experience of countries with the developed market economies shows that the full implementation of the human capital potential becomes possible under the condition of formation of effective institutions, providing significant investments in its accumulation, as well as creating conditions for their high profitability, indicating the rational use of tangible and intangible resources of the society. The beginning of the modernization processes in the Russian economy has led to the recognition of the thesis of the need for in-depth study of regularities of human capital consumption as a factor of the competitiveness of individual enterprises, their placement and the national economy as a whole. In general, the recognition of this thesis is largely declarative in nature and, in spite of its reflection in the program documents of the Russian state, determining the content of the strategy of modernization of the economy, the level of the institutional environment of human capital remains unsatisfactory. Moreover, if the regularities of its accumulation have traditionally attracted attention of the representatives of economic theory and practice, the issues of consumption are not considered that leads to the lack of conceptual approaches to solving this problem. At the same time, the accumulation of human capital contributes to a potential for economic development, while the direction and pace of development are determined by the level of demand, the ability and completeness of effective usage (extraction of useful properties) of the accumulated resource. During consumption, the human capital primarily serves as a resource, the use of which is shown in several ways: in the form of income - for the individual, in the form of economic growth and development - for the public.

The authors proposed a theoretical and methodological approach to the system of institutional designing of human capital consumption process, taking into account the multiplicity of subjects of institutional projects based on the separation stages of the lifecycle of human capital development. In the context of the post-industrial economy enterprises and household entities act as agents of institutional design along with the state. The content of designed institutions varies depending on the human capital lifecycle. The proposed approach is presented in Table 2.

Table 2 THE METHODS OF INSTITUTIONAL DESIGNING OF HUMAN CAPITAL CONSUMPTION PROCESS				
Subjects of institutional designing	The phases of the human capital lifecycle			
	Birth phase	Formation phase	Maturity phase	Decreasing phase
households	Institutions of consumer expenditure planning (short-term and long-term), institutions of reaction relations	institutions of planning of consumer spending and implementation of developmental strategies	institutions stimulating savings in order to maintain the achieved level of income in the phase of decreasing, investments in the human capital of the next generation	institutions of experience and knowledge transfer

Table 2 THE METHODS OF INSTITUTIONAL DESIGNING OF HUMAN CAPITAL CONSUMPTION PROCESS				
entrepreneurs	protection of motherhood and childhood institutions	institutions of target personnel training	continuing education institutions, institutions of social investments in the employees and stakeholders	institutions of socially responsible behavior
state	institutions of maternity capital, social security insurance	institutions of markets of educational and health services, government procurement, institutions of favorable selection of vocational guidance	institutions of taxation, promotion of continuous education, training of workers in the priority fields of development due to budget financing	institutions of pensions, social security insurance, health services market

Thus, the conscious potential of its subjects is objectified in the flow of new value and new knowledge on a phase of consumption of human capital. The implementation of knowledge, skills and professional competencies take place in accordance with the content of technological structure and institutional organization. The study of the mechanisms by which human capital is used in the form of properties, knowledge and experience of professional competence in the economic activity of the person will develop a scientific approach to the content of the institutional projects. Their implementation will ensure the creation of an effective institutional environment will create the preconditions for the implementation of the modernization strategy and will allow neutralizing the effects of spatial polarization.

In addition, the significance of the problem is determined by the fact that it is comprehensive, as the indicators of functioning of the individual enterprise and the state as a whole, the labor market and the education market, the dynamics of the main economic and social indicators in the short- and long-term periods depend on its solutions.

Thus, the circumstances considered by the authors of the article attest that the formation of a science-based approach to the management of spatial polarization in the region based on the institutionalization of human capital accumulation and consumption is necessary at this time. This approach will lead to greater effectiveness of interaction between the government, business community and public in dealing with the urgent task of the spatial polarization smoothing in the region in the meso-scale socio-economic systems and reducing the negative impact of raw material factor on the Russian economy.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

- Bell D. (1976). *The Coming of Post-Industrial Society. A Venture in Social Forecasting*. N.Y., Basic Books.
 Friedmann J. (1966). *Regional Development Policy*. Cambridge, MA, MIT Press, 279.
 Fukuchi T. (2000). Long-run development of a multi-regional economy. *Papers in Regional Science*, 79.

- Gabdrakhmanov N.K. (2014). Geodemographic Polarization Processes: Municipal Level (The Case of the Kukmorsky Municipal District of the Republic of Tatarstan). *World Applied Sciences Journal*, 30(10), 1317-1320.
- Russian Economic Report No. 35 (April) 2016. http://www.worldbank.org/eca/pubs/rer35_RUS.pdf.
- World Bank Report on the Global Development for 2012. <http://www.worldbank.org/eca/russian/data>.
- Krugman P.R. Geography and Trade. MIT Press, Cambridge, MA, 1991.
- Murtazina G.R. (2013). The institutional terms of human capital consumption in Russian Federation. *Global competition on the markets for labor, education and innovations*. B&M Publishing San Francisco, California, USA, 17-21.
- Ulesov D. V., Murtazina G.R., Safiullin L.N. & Saipullaev U.A. (2013). Special aspects of development of business in the knowledge-based economy. *World Applied Sciences Journal*, 27(13), 189-192.
- Zinovyeva A.A. (2015). The Development of Regional Management by Smoothing of Spatial Polarization. *Asian Social Science*, 11(11), 252-256.

SIMULATION MODELING OF CONSUMER BEHAVIOR IN DECISION MAKING ABOUT POINT OF SERVICES PURCHASE

L. R. Kadyrova, Kazan Federal University

M. V. Panasyuk, Kazan Federal University

ABSTRACT

The simulation modeling algorithm of consumer behavior in making economic decisions is described in the article. The resulting indicator of the simulation model is the economic efficiency of trading networks. Expected results from further research in the extension and extrapolation of the described model are presented. It is emphasized that prospects for using the model are connected with research in healthcare services, optimization medical institutions and the development of recommendations to improve their economic efficiency.

Keywords: *behavioral economics, consumer behavior, simulation modeling, modeling algorithm.*

INTRODUCTION

Consumer behavior is defined by a set of taken private decisions and their consequences. The relevance of consumer behavior modeling within a market economy is due to the fact that it is extremely important to know how humans will act in different market situations, because consumer behavior and subjective reaction to economic changes is the engine of business development (Becker 2003).

Consumer behavior is the main subject of behavioral economics, which studies the impact of social, cognitive and emotional factors on the economic decision-making (Khemchotigoon, Kaenmanee 2015, Caldwell 2014, Humann, Madni 2014). The main purpose of the research is to make an attempt to create theoretical and methodological background of a simulation model of consumer behavior in making decisions at products purchase areas selection and further extrapolation of this model to the healthcare.

The development of market relations has resulted in the modernization of both the structure of the market as a whole and its separate mechanisms (Goldfarb, McDevitt, Samila, and Silverman 2015). However, Russian healthcare system is not fully able to follow the rapid transformation of the medical service market. Distortions of the emerging healthcare market in Russia, intensively developing commercialization of healthcare were among the factors that have led to a decline of medical and demographic indicators of the country. The decline of population and life expectancy, high mortality rate of working age population, high spread of socially dangerous diseases, which form a threat of personal degradation, high infant and maternal mortality, etc. are among them.

Research experience shows that in any economic situation, both in the country and in the world, the demand for basic medical institutions services decreases slightly. If we consider medical services as a commodity and a subject of market exchanges, one of the main situations that are reviewed and modeled by experts, is the situation of services (goods) point of purchase decision - making. This leads to the relevance of modeling of services point of purchase decision -

making within the advertising organization of the institution with the aim of increasing its economic efficiency.

TERMS AND METHODS OF RESEARCH

The first discourse on human behavior in the economy appeared in the postulates of classical economic theory, in the works of A. Smith and D. Ricardo. Their ideas were developed by the representatives of marginalism, who were the authors of the first descriptions and explanations of consumer behavior and their decision-making. With the development of allied disciplines consumer behavior becomes one of the central subjects in marketers, economists, mathematicians, experts in the field of game theory researches. As a result of this research behavioral economics is formed. This discipline studies the impact of social, cognitive and emotional factors on the economic decisions of individuals and institutions and the consequences of this impact on market variables. Dan Ariely, a protagonist of Behavioral Economics ideas, in his book "Predictably irrational. The hidden forces that shape our decisions" proves that irrational economic behavior is quite predictable (Ariely 2008).

This leads to the possibility of introducing irrational moments to the probabilistic aspects of behavior that allows forming the basis of concept of simulation modeling for the study of consumer behavior. (Baptista, Martinho, Lima, Santos, Prendinger 2014)

SIMULATION MODEL

In the developed simulation model, the consumer makes the decision between two points of purchase of goods (services) and between two hypothetical producers of services which compete. According to the problem trade networks services and products are analyzed. Each consumer decides which point of purchase of the trade network to choose. The main factors are the availability of the store and the image of the trade network, which is built through advertising. A certain percentage of commercial enterprise profit is spent on the advertising.

The resulting indicator of the simulation model is the economic efficiency of trading networks, defined as the ratio of total profit to total costs that it took to obtain it. The model provides the possibility of varying the allowance on advertising with the purpose of influencing the behavior of consumers, adding new points of purchase to each of the networks and closing the most unprofitable, as well as monitoring the attendance of each of them. Thus, the simulation model can be "played" with different levels of advertising allowance of each of the networks with different number of points of purchase in each of them.

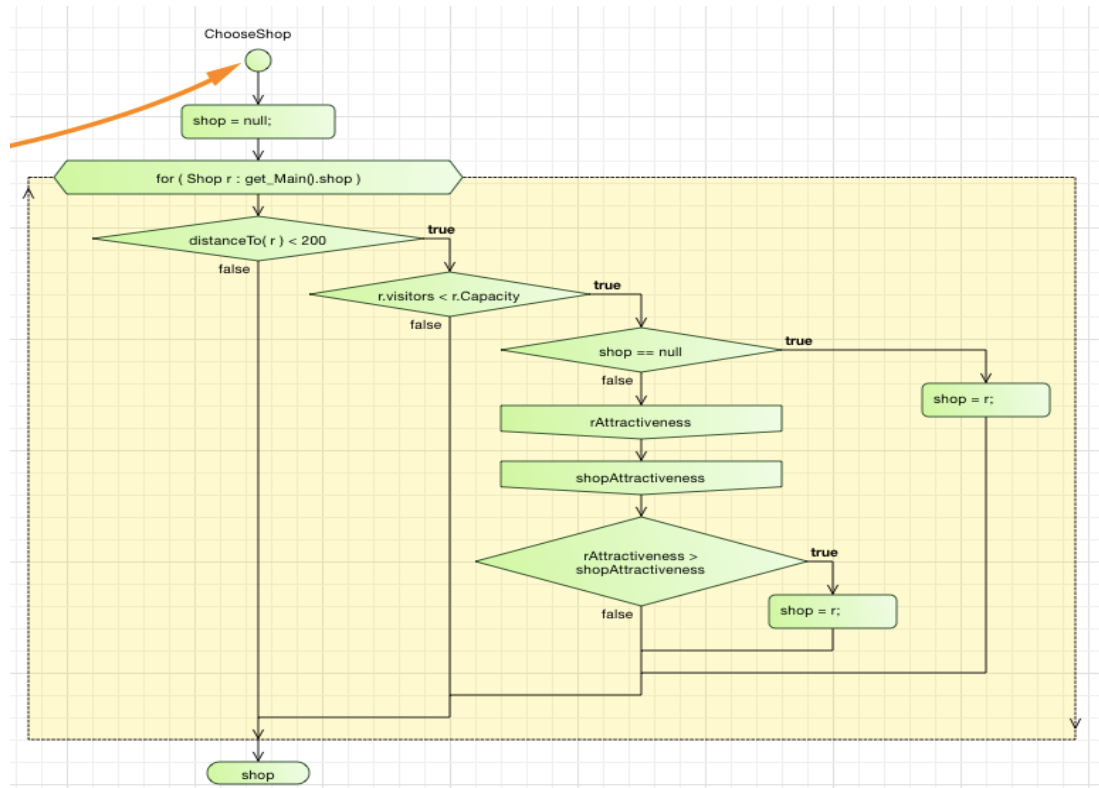
The consumer makes the decision about the point of purchase of goods (services) in accordance with the following algorithm:

1. After the evaluation of the situation the consumer can both buy the product (service) and return to the place of residence, or to refuse and stay at home.
2. When the consumer decides about the purchase he:
 - 2.1. Chooses the point of purchase that owns the network with the highest level of image.
 - 2.2. Chooses the place that has the greatest availability.

The purchase price, which forms the profit of the trade network, is a random variable. Its distribution was obtained by analysis of empirical data (samples). It has a uniform and continuous triangular distribution, which is limited on both sides.

The algorithm for the case of the trade network is schematically represented in figure 1.

Figure 1
BEHAVIOR OF THE CONSUMER ALGORITHM. IT IS BUILT IN THE SIMULATION PACKAGE ANYLOGIC



RESULTS AND DISCUSSION

The proposed model was used to analyze the behavior of student groups of consumers of the Republic of Tatarstan. The resulting parameters of economic behavior modeling algorithm allow us to estimate the attendance of the trading networks of a given region, based on the criteria of accessibility and image of the trade network formed by the advertising.

Main results of the simulation are as follows:

1. The model allows understanding what is more important for consumers - the image or the accessibility of the goods (services) point of purchase. The results of the simulation show that between points of purchase that have approximately the same availability, the consumer still choose the one that is over advertised. Saving time on purchasing, on average, play a less role in the decision making of purchase location than the image of the trade network.
2. An experiment based on this model, was conducted to identify the correlation between the economic efficiency of trade networks and a percentage of their allowance on advertising.

The results are shown in table 1.

Based on the results analysis it was concluded that for the particular case the optimum percentage of income that the trade network is to invest in advertising is 10%. With this percentage the optimum of the economic efficiency is reached.

Table 1 THE RELATIONSHIP OF THE AVERAGE VALUE OF THE ECONOMIC EFFICIENCY INDICATOR AND THE PERCENTAGE OF ALLOWANCE FOR ADVERTISING OF TRADING NETWORK		
Allowance for advertising, %	The average economic efficiency of the first trade network.	The average economic efficiency of the second trade network.
5	1.1	1.8
9	6	6.1
10	6.5	6.3
11	5.25	5.4
12	5.75	5.6
13	5.3	5.65
14	4.8	4.5
15	4	4.1
16	3.5	3.7
17	3.45	3.3
18	3.12	3.2
19	3	2.9
20	2.75	2.6

With the obvious limitations of the resulting model, further development of the modeling algorithm assumes its complexity and focus on the healthcare services, optimization of medical institutions and the development of recommendations to improve their economic efficiency.

The healthcare market differs from other markets and has specific characteristics. Among them should be noted:

1. the random nature of the demand and high risk of uncertainty, it is unclear when people will be sick and will need medical services;
2. low awareness of medical services consumers, the doctor is always more aware of medical goods and services than the patient;
3. The determining factor of purchase is not the price, but the quality, which may fluctuate and is a variable characteristic of the medical services market (Glowik, Smyczek 2015, Grubb 2015).

Consider these and other features of the medical services market, described model that is based only on two parameters and decision criteria will be modified and expanded.

The main base of the study will be statistics on the flow of patients in large medical preventive institutions of the region. Furthermore, according to these statistics it will be possible to calculate what the clinics expenses per patient and patients' average cost on their treatment in medical institutions of the region. A simulation model will allow developing methods for optimizing the process of management of medical institutions in the region and recommendations for improving economic efficiency.

Moreover, being a socially-oriented sphere, medicine is one of the factors that directly affect the aggregate characteristics of the quality of living. One of the expected simulation results will be the identification and assessment of the relationship between the efficiency of hospitals in the region and the quality of living in the region.

CONCLUSIONS

Development of simulation models of consumer behavior in making decisions about the point of service purchase allows analyzing the development perspectives of the enterprises (institutions) and trends of increasing their economic efficiency. According to the modeling algorithm the consumer makes decision about the point of purchase the goods (services) on the criteria of accessibility and its image. The described algorithm is routinely extended to cases of more than two enterprises or institutions. The model of consumer behavior was developed in the simulation environment AnyLogic and software modules are in Java. It allowed us to increase the flexibility and efficiency of the simulations (Šperka, Spišák 2013, Kiseleva 2009).

An advanced sphere of expansion the described simulation model is the sphere of healthcare. On the basis of the extension the developing of following recommendations are expected:

1. Recommendations to improve the economic efficiency of medical preventive institution of the region;
2. Recommendations on optimizing the management process of medical preventive institutions of the region.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

ENDNOTES

1. World Health Organization (hereinafter Who) estimates, that for the men and women life expectancy (of 64.0 and 75,6 years respectively) Russia was on the 113th place in the list of 192 countries, the official website of the Who in 2014. URL: <http://www.who.int/countries/rus/ru/>
2. The official website of the medical portal. URL: <http://medportal.ru/mednovosti/news/2015/08/04/601mortality/>

REFERENCES

- Ariely Dan (2008). Predictably irrational. *The hidden forces that shape our decisions*, HarperCollins, 304.
- Baptista, M.L. , Martinho, C., Lima, F., Santos, P.A. & Prendinger, H. (2014). A business simulation with an agent-based deliberative model of consumer behavior (Conference Paper), Springer Verlag, *Lecture Notes in Computer Science*, 8605, 215-223.
- Becker G. S. (2003). Human behavior. Economic approach. M: su-HSE, 651.
- Caldwell L. (2014). When can cognitive agents be modeled analytically versus computationally? (Conference Paper). *Advances in Intelligent Systems and Computing*, 290, 63-69.
- Glowik M. & Smyczek S. (2015). Healthcare: Market dynamics, policies and strategies in Europe, Walter de Gruyter GmbH, 252.
- Goldfarb A., McDevitt R.C., Samila S. & Silverman B.S. (2015). The effect of social interaction on economic transactions: Evidence from changes in two retail formats. *Management Science*, 61(12), 2963-2981.
- Grubb M.D. (2015). Failing to Choose the Best Price: Theory, Evidence, and Policy. *Review of Industrial Organization*, 47(3), 303-340.
- Humann J. & Madni A.M. (2014). Integrated agent-based modeling and optimization in complex systems analysis (Conference Paper). *Elsevier, Procedia Computer Science*, 28, 818-827.
- Khemchotigoon Y. & Kaenmanee S. (2015). The relationship between consumer animosity, marketing mix, perceived product quality, consumer satisfaction and intention to purchase of consumer behavior. *International Business Management*, 9(1), 70-78.

- Kiseleva M. V. (2009). *Simulation of systems in the environment of AnyLogic: educational-methodical manual*. Ekaterinburg : USTU – UPI, 2009, 88.
- Šperka, R. , Spišák, M. (2013) First steps of java-based simulation for decision support system of business companies. *Journal of Applied Economic Sciences*, 8(3), 372-380.

PREDICTIVE MODELING OF MIGRATION FLOWS BETWEEN RUSSIA AND THE CIS COUNTRIES

E. M. Pudovik, Kazan Federal University
I. G. Malganova, Kazan Federal University

ABSTRACT

Article enlightens the role of migration in reproductive process and labor potential of Russia. In order to assess the role of migration in short-term period the forecast on the number of arrivals from the CIS countries was made. The grouping of Russian regions in terms of "migration balance" for a number of years was elaborated. It allowed identifying the regions of immigrant attraction. The analysis of ethnic structure of migrants, and the factors of immigrant attracting for these regions is represented.

Keywords: Migrations, ethnical structure of migrants, labor potential, forecasting, net migration.

INTRODUCTION

For several decades, the post-Soviet development of the newly independent states was involved in intense migration processes. The collapse of the Soviet Union into separate independent states instantly transformed the old domestic, migration between republics flows that existed in the USSR, in the international (Demko, Ioffe, Zayonchkovskaya, 1999; Chereshnev, Vasilyeva, 2013; Tarasyev, 2014; Hoang, 2015).

Since the collapse accompanied by acute political and economic crisis in the post-Soviet space, it has caused an "explosion" of international migration, for the most part forced, panic, ethnically-motivated. Following the collapse of the USSR, even after seven years passed since dramatic events that lead to disintegration of the region the consequences of migration did not come to the end (Bagautdinova, Hadiullina, Sarkin, Pratchenko, 2014; Bigo, 2002).

Following the adoption of new forms of migration in the post-Soviet space has become an important feature of economic and social legal status and violations of their legal and social rights. At the same time the probability of migration - permanent or employment - allowed many former Soviet citizens to survive in conditions of prolonged economic crisis that accompanied the transition to a market economy (Panasyuk, Pudovik, Sabirova, 2014). Multilateral cooperation in the area of migration within the CIS was aimed not only on good governance has permanent and temporary migration and ensuring the rights of migrants, as well as the fight against illegal migration.

TERMS AND METHODS OF RESEARCH

To solve the problem of studying the processes of the migration exchange between Russia and the CIS countries and identify the factors contributing to the migration attractiveness of regions the authors elaborated approach for making a forecast of the volume of migration flows, the grouping of Russian regions by the "balance of migration" indicator. It combines forecast and subsequent analysis of the ethnic structure of migrants in the identified centers of gravity and the factors identification determining region selection by migrants.

To solve the problem of migration forecasting in the Russian Federation with the CIS, ARIMA autoregressive forecasting was used with parameters ($p=1$, $q=0$).

The calculations were performed on the basis of Federal service of state statistics data in period from 1997 to 2014 (FSSS, 2014; CSS, 2014; FMS, 2015).

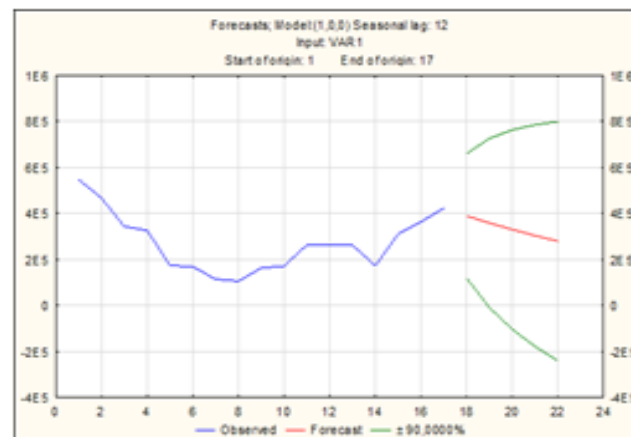
RESULTS

On the basis of the above mentioned approach short-term forecast of the migration flow volume of the Russian Federation with the CIS countries was elaborated. When forecasting, we used the Federal service of state statistics data on arriving migrants from the CIS countries in Russia in the period from 1997 to 2014. The lowest influx of migrants was 105488 people in 2004, and the biggest influx during this period was 547386 people in 1997. The predicted values of migration are shown in table 1 and graphically shown in figure 1.

Table 1 THE PREDICTED VALUES OF MIGRATION BETWEEN THE RUSSIAN FEDERATION AND THE CIS COUNTRIES				
Year	Predicted value	Upper interval	Lower interval	Standard deviation
2015	357923	-10060,4655	725906,3373	210772,0044
2016	329343	-104220,4473	762906,7693	248334,7629
2017	303045	-179120,0304	785210,9332	276172,7422
2018	278848	-240927,2938	798622,4672	297714,4974

The forecast results show that the Russian Federation would face a decline in migration influx of population from the CIS countries. By 2018 the number of arriving migrants in the average forecast would be about 280000 people, which are 144000 less than in 2013. This forecast suggests that the number of arriving migrants in subsequent years will stabilize.

Figure 1
FORECASTING OF ARRIVING MIGRANTS NUMBER FROM THE CIS COUNTRIES TO RUSSIA



In the high variant of the forecast the number of arrivals from the CIS countries would increase in 2015 from 660000 to 800000 persons.

In the low forecast variant the reduction in numbers of arriving migrants reflects the continued economic distress in the country. It is clear that migration exchange with the CIS countries can't stop, but to predict the level at which it would stabilize is pretty hard. Such predictive trend shows almost zero volume of arriving migrants from the CIS countries in 2018.

The forecast results show that the decrease in immigration could change the demographic and economic situation of the country. Because all these years, migration to Russia is becomes an important tool for global demographic control. Having a mode of reproduction with low fertility and high mortality, especially among men of working age, Russia needs immigrants influx.

To determine the Russian regions which are most attractive for migrants and to identify the factors for attracting migrants, the grouping of the regions of the Russian Federation in terms of "balance of migration" for 2012 - 2014 with the use of the statistical classification methods was carried out.

The calculation results showed that for migrants the most attractive regions of the Russian Federation in all years were: Saint-Petersburg, Moscow region, Leningrad region, Moscow city, Voronezh region, Krasnodar region, and Tyumen region.

Further comparative study was aimed to analyze ethnic composition of the arriving immigrants over the 2005, 2010, 2014 years, characterizing the distribution of the number of arriving migrants from the CIS countries in regions with a high degree of attractiveness (70 Million in CIS Would Migrate Temporarily for Work, 2015).

In the city of St. Petersburg, in 2005, most migrants arrived from Kazakhstan (29.3 %), Ukraine (25.8 %), Belarus (14.6 %), and Uzbekistan (7.5 %). In 2010 the immigrant flow started to rise and structural characteristics were also changed - this year the main immigrant flow was from Ukraine (21.1 %), Kazakhstan (16.2 per cent), Moldova (14.9 %). For 2013 the main immigrant flow to the city of St. Petersburg was accounted for countries such as: Uzbekistan (56.3 %), Ukraine (7.9 per cent), Belarus (7.7%) and Moldova (6.7 %), Tajikistan (6.1 %), Kazakhstan (5.8 percent).

In recent years there has been a tendency of strengthening the attractiveness of St. Petersburg as a place of life, work and study for residents of other Russian regions and the CIS countries. Primarily, this is due to the improvement of the urban environment, economic growth, increase in performance of nationwide federal and international functions by the city, as well as a deficit of labor resources. The increase in immigrant flow was due mainly to intensification of labour migration processes. St. Petersburg is attractive for labour migrants because of large-scale labour market, higher than the average in Russia, the level of wages, and there is a great demand for labour so. Foreign migrant workers are employed mainly in workplaces of low qualification in construction, trade, industry, and transport.

In the Moscow region in 2005, the majority of migrants are citizens of Ukraine (28.9 %), Uzbekistan (21.2 %), and Kazakhstan (14.9 %). In 2010 the number of arriving immigrants had increased, but not significantly. The main flow, as in 2005, was accounted for by Ukraine (27.1 %). In 2014, there has been high growth in arrivals, due, primarily, to dynamic development of the regional economics, presence of major trade and manufacturing facilities, active constructing, and availability of jobs accordingly. In this case, the influx of labour migrants is seasonal. The

peak usually falls on the period from April to September. The leading position as in the previous years belonged to Ukraine (22.1 %). Next comes to the immigrants from Moldova (15.5 %), Kazakhstan (12.3 %), and Uzbekistan (11.8 %).

The Leningrad region in 2005 was visited by more than three thousand migrants from the CIS countries. The main share of arrivals belonged to Kazakhstan (29 %), Ukraine (23.4 %). In 2010 Ukraine (18.1 percent) and Kazakhstan (15.2 per cent) still lead in the structure. In 2014, as in other regions, there has been a significant increase in the number of immigrants arrived from the CIS countries. The highest observed immigrant flow was from Uzbekistan (39.2 %), Ukraine (15.5 %), Tajikistan (12.9 %), Belarus (7.9 %), and Moldova (7.8 %).

The greatest number of migrants coming to Moscow was from Ukraine (39 %), Kazakhstan (11.1 %), Uzbekistan (10.6 %), and Armenia (9.6 %). Many of those who come to the city to work don't even know about the existence of associations of their countrymen. For example, in Moscow there is the "Buston" network of ethnic Uzbeks immigrants from Tajikistan. The leader of the community helps to address a significant number of problems - meeting on arrival to Moscow, finding housing, employment, cash assistance for the first time, transfer the earned money home, providing money for operative "buy out" of migrants detained by police, etc.

Another attractive region for migrants is the Voronezh region. In all years of observation the main immigrant flows there came from Kazakhstan, Ukraine, Uzbekistan and Kyrgyzstan (in 2014). This is partly due to favourable climatic conditions and geographic location of the Voronezh region ("gate to the Caucasus", "the end of Europe – the beginning of Asia"). Migrants were also maintained by active diaspora, especially by Uzbek one (Savoskul, 2012). Migrants are settled in the regional territory, as a rule, in the city of Voronezh and surrounding areas, with a developed engineering and social infrastructure, and better population characteristics. Main areas of guest workers are construction (38%), agriculture (25%), manufacturing (10%) and trade (9%). Attractive territory is the Krasnodar region. In 2005 6788 people from the CIS countries arrived there. The greatest number of arrivals, as in other regions of the Russian Federation was from Ukraine then followed by the immigrants from Kazakhstan, Uzbekistan, and Kyrgyzstan. This is due primarily to the emerging sport and recreation, transport and infrastructural Sochi Olympic complex which became the catalyst for socio-economic development of Krasnodar region.

The traditional region of immigrant attraction is the Tyumen region. In 2005 more than seven thousand people arrived here. The most of migrants came from Kazakhstan (34.5 %), Ukraine (25.9 %), Kyrgyzstan (13.9 %), Moldova (6.8 %), and Belarus (6.7 %). In 2010 the Tyumen region was visited by eleven thousand people from the CIS countries. The main migrant flow to this region came from Ukraine (18.6 %), Tajikistan (18.7 %), Kazakhstan (15.2 %), Kyrgyzstan (13.9 %), and Azerbaijan (12.5 %). In 2014 more than 27 thousand workers that were more than twice exceeded indicators of 2010, arrived to the region. The main immigrant flow in 2013 came from Azerbaijan (19.7 %), Kazakhstan (18 %), Ukraine (14.8 %), Tajikistan (13.3 %), Kyrgyzstan (12.8 %), Moldova (7.3 %), and Uzbekistan (6 %).

Labor migrants were recruited mostly to low-paying jobs in the construction sector, trade, transport, agriculture. In the labor market of the Tyumen region there is a predominance of low-skilled vacancies (The Demographic-Economic Framework of Migration, 2013).

It is successfully developing region with an effective demographic policy. In oil industry, building trade and other sectors of economy labor from other regions and countries is widely used here. The influx of migrants is due to the real needs of the regional economy.

In a labor market of the Tyumen region there is a predominance of low-skilled vacancies (assistant workers, loaders, drivers), as well as occupations in building trade and industry (masons, concrete workers, carpenters, gas and arc welders, machine operators) with reasonable wages.

DISCUSSION

All of the above mentioned regions demonstrate steady migration attractiveness for all observation period. But there are some regions that previously were less attractive and became part of the group of regions with a high degree of attractiveness only in 2014. Such region is the Republic of Bashkortostan, Kaluga region, and Belgorod region.

CONCLUSIONS

Migrants flow in Russia was rather stable in recent years. However, in 2010 a decline in migrants from the CIS countries was observed. In our opinion this is due to financial crisis in 2008. The 2008-2009 financial crisis, during which Russia suffered the most serious recession among all "Big twenty" countries, has caused some decline in the inflow of immigrants from the CIS. This is, in particular, according to the statistics of the Federal Migration Service of Russia, which recorded a decrease in the number issued to the citizens of the CIS work permits in 2009 (786,000 people) and 2010 (659,000 people) in comparison with level of 2008 (985,000 people) (FMS, 2015). However, the number of foreigners from neighboring countries, managed to obtain the entry permit, began to increase again in 2011 (1015,000 people) and 2012 (1183,000 people), when Russian economy slowly began to recover (The Demographic Yearbook of Russia. 2014). In this regard, a reduction of migration pressure on Russia up to levels that was observed during the crisis five - six-years ago can be expected in medium term.

A study on the scope of migration flows in Russia show growth of population movements in 2014 from the CIS countries. It includes, in particular, citizens of Uzbekistan, Kazakhstan, Tajikistan, and Azerbaijan. Migration, thus, is an indicator of socio-economic prosperity of a state.

In 2015-2016 according to the forecast, there will be a decrease in migration flow from CIS countries. This forecast can be justified due to the current crisis (fall of the ruble and oil prices), outflow of foreign labor force from regions with high attractiveness is possible too. Character of migration flows is also affected by migration legislation. In 2015 rules of entry and recruitment of foreigners has undergone changes. Since January 2015, citizens of all CIS countries, that are nonmembers of the Customs Union (except Kyrgyzstan), should have passport to enter the territory of the Russian Federation. Simultaneously, this year has ceased to operate the Institute of migration quota: foreigners now for legal employment need to purchase a patent, the value of which is established by regional authorities. Another innovation is tests on history and foundations of law, without the successful passage of which migrants will not get documents to work.

Another change is inclusion of voluntary medical insurance policies in the list of documents required for job placement for foreigners and gaining access to services in all municipal clinics.

Finally, last but not the list, the legal innovation was the black list of the 800 thousand. Foreigners, which has been permanently denied entry to Russia because violations of immigration rules; Despite the apparent rigidity of this rule, its performance will be very difficult

because of the conservation regime of open borders: listed as visitors will be subject to deportation only in the case of detention by law enforcement officials while the majority of them in fact are free to stay in the territory of the Russian Federation.

From the above regions with a high degree of attractiveness we can identify the main factors that attract migrants:

1. highly developed economy in the region;
2. high level of income;
3. large manufacturing facilities, trade, active construction;
4. favorable geographical position;
5. developed infrastructure;
6. favorable climatic conditions;
7. mineral resources (Tyumen region);
8. Ethnic communities in the region that help immigrants from the CIS countries to adapt to the new society.

Study on the migration flows in Russia points at the growth of population displacement activity of the CIS. The existence of national communities is important for our country. The presence of a large number of migrants in Russia - the phenomenon of everyday reality. The presence of "diaspora" in the political field is the impetus for the development of structural changes in the Russian society; it contributes to the recognition of the phenomenon of large-scale labor migration at different levels. In developed countries, where the history of migration goes back decades and often centuries, in the field of migration management, and support for new countrymen are a variety of institutions - government bodies, human rights organizations, centers for the integration of migrants, and so on.

In Russia today, workers can rely on the support of their countrymen, human rights activists and aid from the national associations. It obliges the state to implement a comprehensive policy to adapt immigrant population, taking into account federal and regional interests.

The problem of migration is multidimensional. We focus on its main aspects:

1. Legislative support migration processes;
2. Integration of migrants into the new society;
3. Temporary accommodation of migrants;
4. Preventive medical examination;
5. Employment;
6. Professional training and other educational services;

What are the solutions of the mentioned problems today? So in the legislative field are detailed questions about the legal status of migrant workers, the requirements for migrants and their employers. However, the legislative measures taken are often offset by poor compliance with them by both federal and regional regulatory authorities, denouncing the existing corrupt schemes of illegal migration.

One of the major problems of migration is the cultural integration of immigrants into the new society, which was the focus of federal law, which came into force on January 1, 2015. The powers of the Act set out the requirements for foreign migrants in obtaining a permit for temporary residence and work, which consists in the need to provide a document, knowledge of Russian history and the foundations of the Russian Federation legislation.

The political crisis in Ukraine at the end of 2013 and to present time can seriously affect the existing migratory ties between Ukraine and Russia. The crisis in Ukraine will provoke a slight surge of "stress" of immigration in Russia in the short term. However, in the long term the level of Ukrainian immigration to Russia will decrease. These factors will lead to the deterioration of the image of Russia, especially in the western part of Ukraine, and the expansion of legal possibilities for movement of Ukrainians in the developed Western countries.

In the long-term crisis in Ukraine will lead to further reorientation of Ukrainian migration flows from the east to west direction (Gentile, Marcińczak, 2012).

On the one hand, the inevitable polarization and deterioration of mutual perception of the parties in conflict can make Ukrainian migrants to abandon Russia in favor of other areas for ideological reasons. To learn how to change the image of Russia among the Ukrainian population, it is difficult to speak because of lack of appropriate polls.

Timely detailed study of the peculiarities of migration processes in Russia and its regions will allow the state to develop and implement a comprehensive system for monitoring and control of migrating citizens from CIS countries.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

- 70 Million in CIS Would Migrate Temporarily for Work, date of access: 20.10.2015 <http://www.gallup.com/poll/141746/Million-CIS-Migrate-Temporarily-Work-Study.aspx?I>
- Bagautdinova, N.G., Hadiullina, G.N., Sarkin, A.V. & Pratchenko, O.V. (2014). Typology of the regions with the account of level of influence of infrastructure facilities on the structure of economic areas. *Asian Social Science*, 10, 57-61.
- Bigo, D. (2002). Security and immigration: Toward a critique of the governmentality of unease (2002) Alternatives, 27 (SUPPL. 1), 63-92.
- Chereshnev, V.A. & Vasilyeva, A.V. (2013). Model complex of forecasting of interdependent development of migration processes and region labour market. *Economy of Region*, 3, 272-281.
- Current Statistical Survey Russia - Foreign Countries Migration of Population. Federal State Statistics Service. Russian Federation. 2014. http://www.gks.ru/wps/wcm/connect/rosstat_main/rosstat/en/figures/population.
- Demko, G.J., Ioffe, G. & Zayonchkovskaya, Z. (1999). *Population under Duress: The Geodemography of Post-Soviet Russia*. Westview Press, Boulder-Oxford.
- Federal Migration Service. 2015. <http://www.en.fms.gov.ru>.
- Gentile, M. & Marcińczak, S. (2012). No more work for Stakhanov: Migrants and stayers in the depopulating Donbas, Ukraine. *Urban Geography*, 33(3), 401-419.
- Hoang, L.A. (2015). Post-Soviet governmentality and migration securitization in Russia. *Geoforum*, 67, 1-3.
- International migration by selected countries. The Demographic Yearbook of Russia. 2014. http://www.gks.ru/wps/wcm/connect/rosstat_main/rosstat/ru/statistics/publications/catalog/doc_113767420_9312.
- Panasyuk M.V., Pudovik E.M. & Sabirova M.E. (2014). Problems of labor market of modern Russia in conditions of stable economic growth. *Life Science Journal*, 11(6s), 487-489.
- Panasyuk M.V., Pudovik E.M. & Malganova I.G. (2014). Modified Index Method in Scenarios of Regional Socio-Economic Development. *Mediterranean Journal of Social Science*, 5(8), 331-335.
- Savoskul, M.S. (2012). Models of the adaptation of ethnic migrants in the regions of Russia. *Vestnik Moskovskogo Universiteta, Seriya 5. Geografiya*, 2, 59-64.
- Tarasyev, A.A. (2013). Construction of the migration flows forecasting into Russian regions. *Economy of Region*, 2, 192-199.

The Demographic-Economic Framework of Migration. EU Neighbourhood Migration Report 2013 – Russia.
http://www.migrationpolicycentre.eu/docs/migration_profiles/Russia.pdf

TOPONYMY AND BRANDING OF TERRITORIES

T. S. Shcherbinina, Kazan Federal University

M. V. Panasyuk, Kazan Federal University

ABSTRACT

The article is devoted to problems of relationship between toponymy and territorial branding. Historical overview of classifications in toponymic researches is presented. Main methods of toponymic research, including mapping, comparative historical, structural, statistical, linguistic, and geographical are discussed. The importance of toponymic research as the factor of formation and development of the branding area is underlined. Contribution of toponymy for making and developing the brand, "Historical and cultural heritage" of the Republic of Tatarstan is revealed.

Keywords: *toponymic research, place names, brand, branding of territory.*

INTRODUCTION

At the present time public activity of population is closely linked with the problem of raising the level of knowledge of the history of the place of residence that enables to provide additional conditions for growth of creative potential of the population. A geographical-regional approach where a large role for the knowledge of residence-land is dedicated to study of processes of formation of its geographical names helps to resolve the problem.

Toponymy - (from the Greek «Τοπος» - a place, «ονυμα» - name) is quite a young science, it studies the origin of names, patterns and conditions of formation, semantic content, pronunciation and transfer from one language to another. In Russia, the first scientific toponymic researches were conducted at the end of the XVIII century. In 1847, a special commission to study the geographical terms was organized at the Russian Geographic Society, and by 1855 a five-volume geographical and statistical dictionary of Russia was published. In 1904, also mapping commission was organized at the RGS, which included the commission for transcription of geographical names. Names of natural and social objects, regardless of the territory occurred in ancient times. The people creating them, noticed an individual features inside the general, conventional ones, and gave the names to objects by characteristic features. In ancient times the need for place names arose for the spatial orientation of the population. The selection of names of objects depended on the physical and geographical conditions of habitat features of ethnic groups, nature of their activity and the other features of living territory (Nash, 2015). In any toponym there was and there is a specific content, so it is important not only to correctly decipher the name, but also to determine its historical and geographical origins. Use of geographical names is a way of transmitting the culture of the ancient people to today's young generations.

MATERIALS AND METHODS

In the study of place names as the first step, it is required to develop a common approach, which examined the different approaches to the classification of geographical names. One of the

first relatively detailed divisions of geographical names was carried out by V.P. Semenov - Tianshanskiy in 1924. He identified seven categories:

1. From personal names, last names and nicknames;
2. From the religious holidays;
3. From the historical names;
4. From the paganism cult;
5. From ancient tribes;
6. The names assigned in honor of significant events and individuals;
7. From the objects that make up a typical geographical landscape of the area.

Classification made by Popov A.I. (1965) considers the following approaches:

1. Relation of object name to a geographical reality: the forest, river, lake, etc.;
2. The time and the conditions of its occurrence;
3. The origin of language;
4. Etymology;
5. Morphology - the name of the object must be consistent with the language and grammar rules;
6. Scientific justification for transfer of names from one language to another.

Selishchev A.M. in his book "Out of the old and new place names" developed a different classification, paying great attention to the semantic content of the name of a geographic object. The exact translation of the word, its grammatically correct spelling is essential for precision and clarity in the development of place names. From the linguist point of view, Russian names fall into the following categories:

1. Origin from names of people and their nicknames;
2. Origin from occupation of people;
3. On the basis of social and property characteristics;
4. Reflecting the ethnic characters of the population;
5. Reflecting the natural features of the territory (landscape)

Murzaeva E.M. in 1979 proposed a classification, which is constructed on the basis of affiliation to the names of the socio-cultural and natural areas. The author has identified the following categories:

1. Names given on the basis of the relief;
2. Names given on the basis of water bodies;
3. Fitotponymy;
4. Zootponymy;
5. Anthrotoponymy;
6. Productive place names;
7. Social names, reflecting the social structure of the population;
8. Etnotponymy;
9. Ideologynames.

On the basis of the above mentioned approaches dedicated to grouping of place names, a general classification was proposed by which revealed two large groups containing the place names associated with the natural features of the study area and place names associated with life and other aspects of human activity (Fedorova, Chizhevskaya 2014, Toponymy as Commodity 2015).

There are special requirements when working with these or other object names. In

connection with this, the place name is to be extracted from the source that maximum reflects the toponymy of any other area. The place name should be informative, it will allow researchers to further explore this name from different points of view and take it as a basis during the formation of toponymy.

Toponymy uses several methods: mapping, comparative historical, structural and derivation analysis, statistical, linguistic, and geographical.

A cartographic method is a one of the main methods. It is especially important in the study of place names, because of any shortcomings like numerous distortions of the names, inaccurate translations of words is entailed to decline in the quality and the general suspension of the research process.

The essence of the comparative-historical method is the study of linguistic phenomena in their historical path, according to their origin.

The structural and derivation analysis highlights the internal structure of names, describes the relationship of components, semantic features.

The statistical method allows understanding the repeatability of place-names in a particular historical period or within a certain range.

Linguistic method allows more accurately determining the semantic content of the place name and the history of the settlement area.

Geographical method allows reflecting the most characteristic features of an object of nature.

To gather material for place names:

1. Use mapping, expeditionary methods;
2. Determine the linguistic affiliation (the historical method, structural and derivation analysis);
3. Conducts decoding of names, in which dictionaries, Internet resources, a survey of the local population during the expedition and trekking are used;
4. Gathered geographical names are included in the database and analyzed and depending on the tasks distributed into various groups (statistical methods and mapping).

RESULTS

Branding is the key element of the development strategy of a particular territory. Branding area includes not only its creation, but its strengthening, promotion, renewal, repositioning the brand. It is a unique way to identify it, highlight, among other areas, bringing to it the attention of potential consumers of goods and services, and ultimately - the most important way to realize the competitive advantages of the territory (Horlings 2012; Petrea, Petrea, Olău, Filimon 2013).

Currently, an important factor in the formation and development of the branding area is toponymic research (Pike, 2009). Toponymy helps to understand better the historical roots of the formation of the territorial community population and its economy. This contributes to a better understanding and definition of the mission of territories (settlements, municipalities, regions, etc.), more effective analysis of their competitive position, the formation of strategic prospects for the development of territories (De San Eugenio-Vela, Barniol-Carcasona 2015, Kalieva, 2015).

Often names of place names are used as a basis of the brands, which means that a greater role in the strategic development of areas now plays a national and cultural identity as one of the

criteria of brand recognition (Zhang, Merunka 2014). Registration of brand is not enough for a particular area become recognizable. This requires the availability of natural, historical, cultural and other potentials, the formation of which directly or indirectly reflected in the place names. The brand is based on a positive image of the territory, which is formed in a long historical perspective, clearly revealed its toponymic base (Karpova, Sigova 2014; Lefebvre, Roult 2013). Being as a matter of highest manifestation of the emotional consumer preferences, the brand appeals to the territory of the ethnic features of the population, which are reflected in the toponymy of the area?

Recognized brand characterizes the Republic of Tatarstan and represents the concept of conservation and enhancement of historical-cultural heritage of the territory. One of the key roles in the formation of the brand of the Republic of Tatarstan belongs to toponymy as the emergence and formation of names of natural and anthropogenic objects area occurs gradually and is a multi-layer form, composed of elements of different ages and speaking different languages, time distortion and altered by the impact of the new languages. In many cases, the formation of the brand is determined by the historical features of the settlement and development of the territory.

The multiple history of settlement of the territory of the Republic of Tatarstan led to a different ethnic composition of the population, a mixture of linguistic groups that most clearly reflected in the names of geographic objects and directly influenced the enrichment of the historical - cultural component of the Republic of Tatarstan. A bright example of the formation and establishment of the brand in the country is the project of restoration and reconstruction of the Ancient city of Bulgars - a place of pilgrimage and Muslim culture (Figure 1).

Figure 1
THE ANCIENT CITY OF BULGARS



Results of toponymic research in the areas branding shows that the name of the locality - the ancient Bulgar is not given by chance. Geographical area name "Bulgaria" and "Bulgar" is closely related to the ethnonym ancient Volga Bulgars. According to the official version, the Bulgars is a transcription of the Russian language "Volgars" - "the inhabitants of the Volga region" (Figure 2). In this example, we see that the toponymic science and branding of specific territory are linked genetically.

Figure 2
ANCIENT INHABITANTS OF THE VOLGA REGION



CONCLUSIONS

Branding of the territory is a modern and a key area in the development and planning of the territory. Becoming brand distinguishes this territory from the other, making it a unique and contributes to its competitiveness, attracting various investment projects for the further promotion and development brand. Toponymy as diverse and complex science that is closely related to geography, linguistics, history and firmly linked with the branding area. On the one hand, place names keep the information about the past, and on the other hand, toponymy is gradually developing and updating that affects the development of the brand in the region. The variety of brands is reflected through toponymic studies of natural geographical conditions, historical and ethnic characteristics of the region. Toponymic research allows brands to better reflect the specific character of the geographical conditions, historical and ethnic characteristics of the region, allowing you to increase the variety and expressiveness brands. Toponymic research are making a significant contribution to the brand, "Historical and cultural heritage" of the Republic of Tatarstan. They help to increase public interest in the study and knowledge of the history and culture of their region, thus contribute to the development of the foundations of civil society.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

- De San Eugenio-Vela J. & Barniol-Carcasona M. (2015). The relationship between rural branding and local development. A case study in the Catalonia's countryside. *Territoris Serens (El Lluçanès)*, 37(2), 108-119.
- Fedorova O.B. & Chizhevskaya E.L. (2014). Adapting intellectual property evaluation methods to the region brand evaluation. *Middle-East Journal of Scientific Research*, 19(1), 24-28.
- Horlings L.G. (2012). Place branding by building coalitions; Lessons from rural-urban regions in the Netherlands. *Place branding and Public Diplomacy*, 8(4), 295-309.
- Kalieva O.M. (2015). Development of territory brand image: The marketing aspect. *Review of European Studies*, 7(2), 23-28.
- Karpova G.A. & Sigova M.V. (2014). Place branding as a development factor of tourist regions. *World Applied Sciences Journal*, 30(30), 107-108.
- Lefebvre S. & Roult R. (2013). Territorial and touristic branding: Urban history and the festive and economic perspectives of Montreal's formula one grand prix. *Loisir et Societe*, 36(1), 43-59.
- Nash J. (2015). Is toponymy necessary? *International Journal of Urban and Regional Research*, 39(1), 229-234.
- Petrea R., Petrea D., Olău P.E. & Filimon L. (2013). Place branding as efficient management tool for local government. *Transylvanian Review of Administrative Sciences*, SPEC., 124-140.
- Pike A. (2009). Geographies of brands and branding. *Progress in Human Geography*, 33(5), 619-645.
- Toponymy as Commodity: Exploring the Economic Dimensions of Urban Place Names (2015). *International Journal of Urban and Regional Research*, 39(3), 435-450.
- Zhang M. & Merunka D. (2014). The use of territory of origin as a branding tool. *Global Business and Organizational Excellence*, 34(1), 32-40.

INTERDENOMINATIONAL CONSENT AS THE STYLOBATE FOR SUSTAINABLE DEVELOPMENT TATARSTAN'S EXPERIENCE

Rinat A. Nabiev, Kazan Federal University
Aivaz M. Fazliev, Kazan Federal University
Farit N. Shakurov, Kazan Federal University
Bulat R. Nabiev, Kazan Federal University

ABSTRACT

The relevance of the problem is based on the need to study and share the best practices in interdenominational relations against a backdrop of the global competitive environment on ethno-religious field. This article is aimed to disclosure the strength of interfaith consent in gaining sustainable development, and steps to set up traditions of peaceful coexistence between nations with due regard for national historical memory. The structural and functional approach and historical methods were adopted as key methods to review the given social phenomenon to reveal the stages to set up interdenominational complementary relations. The nature of scaling in interfaith relations is open as well as the significance of complementary intelligibility and social group behavior on the back of religion rebirth. The experience in creation of tolerant communities, ethno-confessional and mental environment is exhibited during post-Soviet period facing global changes in the Euro-Asia domain. This information might be useful for governmental and social institutes as well as become the basis of scientific methods and educational practices.

Keywords: *society, sustained development; the dialogue between Muslim and Christian people; mutual respect; tradition; Russia.*

INTRODUCTION

As the chance to respond to new challenges, the concept "sustained development" was out in the open due to the report "Our Common Future" made by the World Commission on Environment and Development in 1987 as the development case where current needs are met without reducing the capacity to meet the needs of future generations.

The Sustainable Development Strategy implies a balance between the population, society and the ecosystem, and in the meantime, it focuses on reconciliation of anthropocentric and biocentric opinions, on achievement of such economic development and the growth of economy that would not go beyond the environmental capacity of the Earth ecosystem (<http://www.un-documents.net/our-common-future.pdf>).

The specific attention is drawn to the actual development trends prioritized subject to aspiration to adopt new techno-economic paradigm that propose positive qualitative modifications (Glazyev and Kharitonov, 2009).

For purposes of sustainability, the economic development cannot be undoubtedly based on the capacity of generation and diffusion of new skills, however, events and conflicts are ignored that may disrupt the harmonic social life and cause destruction to applicable social institutions that incur economic losses apart from any other dramatic losses.

In this view, the principles of sustained development should be reviewed in terms of sociological realism, and in particular, in terms of ethnic and religious relations assessment.

Humans often encounter the growing global xenophobia and serious collisions based on religious adherence.

As the core of spiritual life, the religion "has a powerful influence on political culture and political code of conduct of the majority of society" (Bestuzhev, 2006).

As part of the global political development, the religion has a great influence and is often used by destructive forces to create stresses and to cultivate extremist groups such as groups acting in the Middle East nowadays.

To maintain the stability between the political, ethnic and confessional societies, regular scientific researches should be in place and the effective mechanisms of interaction should be triggered.

So, for example, a model of Christian-Muslim dialogue was under extensive study, especially in the United States of America upon the known dramatic events in 2001 (Smith, 2007).

The importance of the policy of memory is growing in the current time which is the key and serious part of the profound and consistent policy aimed at integration and stability for the sake of the common future.

Against the challenges of globalization, secularization and radicalization, a range of levels for inter-confessional relations is highlighted in the religion that has some degree of intolerance, indulgence, complementary tolerance and mutual complementary.

The study of these social and political events in view of creation of the environment for sustained development as the principle of further promotion of the society acts is the important task of our time.

Political, ethnic and confessional pattern and the variety of cultural traditions are determined by the current ethnic and religious structure of the Republic of Tatarstan.

It is the very situation where the skills of tolerant behavior are formed providing for self-preservation of the unique public society, even if it aims at conglomeration of different language and faith communities.

The total population of the Republic of Tatarstan accounts to 3 786 488 persons, including Tatars - 2 012 571 (53,2%); Russians - 1 501 369 (39,7%), and other nations based on the results of the Census of 2010 (<http://www.an-tat.ru/zhurnal-nash-dom-tatarstan/2334/2672/>).

On January 1, 2013, 1594 religious organizations are registered in Tatarstan as per the Department of the Ministry of Justice of the Republic of Tatarstan. Out of them:

1. 1194 Muslim, 305 Orthodox, 95 other organizations, mostly Protestant.

Currently, 1,763 religious buildings and houses of worship for various denominations function properly, of which the Muslims use and hold 1382 mosques, Orthodox - 320 temples and 61 houses of worship are hold by other confessions (Kozlov, 2013).

METHODOLOGICAL FRAMEWORK

The concept of sustained development emerged at intersection of such disciplines as economics, sociology, biology, psychology, political science and so on.

Hence, this concept is interpreted based on theoretical structures where economic and non-economic factors are considered on a comprehensive base.

In this view, in order to analyze the components of sustained development we should use the unorthodox economic theory, where the economic circumstances are not subjected to economic reductionism and the social context is taken into account.

We also have to deal with the institutional direction of economic ideas that emerged in the late XIX century in USA and up to the middle of the XX century it was formed into the well-known scientific trend.

Unlike the neoclassical direction where under the concept of "rational economic person" developed and influenced by the Cartesianism that seeks to maximize the utility function, the institutionalism considers a person in relation with cultural and institutional environment, focusing on endogenous pattern of institutions (Hodgson, 2000).

Habits, behavioral patterns and social values appear to be closely related to institutions and human economic activity and are seen as the process that occurs in social environment (Volchik and Oganessian, 2014).

Expressing the core essence of this approach, the contributors to this article emphasize the interaction between religious institutions and the government ones as the environment that transforms social relations (social capital) of multi-vector pattern.

To study this social phenomenon, the structural and functional methodological approach was adopted to allow representation of the social reality as the system and unity of structural and functional inherited elements.

Since the question is to establish interrelations not subject to formalization and mathematical modeling between the phenomenon of inter-confessional relations and sustained development, the contributors focus on reference tools as the special method of economic science.

In contrast to the positive analysis, the reference analysis requires qualitative assessments and the scientific intuition in terms of interpretation of causal relationships and functional dependencies between the social system elements, as well as the determination of conditions to maintain and develop it.

RESULTS

Historical traditions and culture of the nation's inhabiting the Volga-Kama region supposedly appear to function as the scientific object to analyze the complicated process of peaceful neighborliness model to be created.

Scholars draw more attention to the Russian religious revival and it is analyzed upon the most diverse aspects such as development of social and political specific terms in relation to Orthodox Russian and Islamic Russian sociolects (social dialects) (Kemper, 2012).

The comprehend historic past in the area of Islamic dissemination, as well as other religions appears as the recognizance of the positive Islam development and development of intercultural dialogue in the Eurasian area to be the subject of further investigations, like Halida Adeeb, Uli Schamiloglu (Adeeb, 1998).

In the recent years, notable efforts are made to concentrate scholar efforts to identify and understand resources of interfaith dialogue, which is efficiently shown in the digest of the International Conference held on 23-24 May 2013.

In terms of the concept of interdisciplinary approaches, the scholars participated in the international conference held in May 2015 at Kazan Federal University, the subject highlighted was: "The experience of inter-confessional interrelation in the space of historical memory". In line with this statement, a number of researches were carried out to reveal the methodological

approaches to the problem in the field of ethnic and religious identity, origins and practices to form mutually complementary environment in the confessional community.

The important effort to cluster this material is shown in the edition of the encyclopedia "Islam in the European East" (2004), in other analogous edition for different regions as well as "Orthodoxy in multi-confessional society" (2006).

The solidarity of historic destiny predetermines the potential of cultural interference in the shadow of civilization space relations between West and East.

In Tatarstan, the degree of mutual inter-religious trust, as noted by the Commissioner of the Council of Europe on Human Rights, and is much higher. As the realities show, the impact of the negative experience of the ethnic group is the predominant component of the historical memory.

The violent forms of Christianization in the region, revolutionary terror and civil wars, colonial conquests and slave trade, world hostilities, totalitarian regimes and related collaboration are included in the incomplete list of issues prioritized in the plan of democratic critique of national history.

Speculation in such matters in the area of mass communication on the back of memory growth and increase of conflicts based on ethnic and religious grounds is at high risk. In this view, historical cases should be approved as the key interpretations that prevail with the positive perception of past knowledge, including the issue on correlation with the "neighbors" on cultural and historical development.

In this case, we address not only to the meaningful restructuring of ordinary historical recognition, but also to shaping it as more systematic concept with use of ideological and organizational measures in the course of works.

Meanwhile, this post-communistic crisis and advent in the sphere of theological studies give the opportunity to percept new capacities in terms of post-ancient segments rationally. Current correlation between the government and religion substantiate the new type of interaction between them, particularly in the cooperative form, where agreements are concluded between social institutions of religious and government authorities for joint performance in various spheres of life.

The regime of permanent dialogue between religions on macro and micro levels turns to have the systemic character.

Education, culture and religion, the involvement of religious institutions in implementation of socially significant projects, as well as countering to the spread of extremist trends cover a variety of interaction levels and extents. The community service is a specific kind of "platform" for inter-religious cooperation, where, as in case of education sector, large communities prevail that constitute the majority of bi-confessional parity (Islam and Orthodoxy) in Tatarstan.

The correlation between two major religions common for Russian society, namely Christianity and Islam, is to be reasonable determined as the model of inter-religious cultural symbiosis in the historic slice of Tatarstan. It should be noted that the "spirit of tolerance and culture of coexistence of different religions formed more than a thousand-year period ago"

The interpretation of the term "symbiosis" in the context of sociological science is based on postulates of passionate theory of ethno genesis by L. Gumilyov, as he describes the pattern of mutually beneficial co-existence of ethnic systems in the same region where symbionts retain their identity.

A group of scholars that acted in the name of civic institution is in process of implementation of "Culture, religion and society" scientific and practical project since 1997 to issue 26 publications there under. Many of them resulted from projects implemented, such as comprehensive scientific and practical measures, researches, encyclopedic, scientific and methodological works. The project was aimed to compile scientific researches with political and practical needs to become the directly applicable art.

It covered organizational and conceptual areas, legal and practical spheres to enable creation of the model of system social and cultural based legal coordination in the religious sphere that became the ideological and organizational tool in process of cross-cultural formation. Thus, the modern confessional policy when based on the past experience has its clear theoretical and political reference points.

It was the nation of regions that in difficult situations contributed to the development of tolerance to each other avoiding religious wars that contributes to formation of complementary and mutually respectful relations to be the stylobate of sustainable development. The interfaith segment of social capital structure in terms of sustained development has its support points to ensure consistency of the given process. The past experience may become the factor that in view of modern realities can contribute to the sustainable development of society and gain global significance.

DISCUSSIONS

The idea of reconstruction of integrated memory of the Tatar and Russian nations based on acquisition of their historical, cultural and religious heritage is developing in Tatarstan.

The state influence should be highlighted in the confessional policy in terms of two aspects as follow: "control of balance of interests of two major religions of Islam and Christianity and the equality of all religious communities under the law" and "separation of religion and state, though religion it is not abstracted from community".

Under support of the Government, the Cathedral of the Annunciation was restored as well as the Kul Sharif Mosque in Kazan Kremlin as the part of arrangements and reconstructions done on the eve of the 1000th anniversary of Kazan, the comprehensive project "Cultural heritage - a town-island of Sviyazhsk and the ancient town of Bolgar" is being implemented and supervised by the first President of the Republic of Tatarstan with involvement of the scholar group from the Federal University.

Understanding of the contemporary Islamic-Christian dialogue in the light of the specificity of reflection of iconic places and events in memory of the nation is performed through approaches of mutual forgiveness and approval of mutual common understanding of different ethnic and religious parties.

The historical memory of nations retains the complicated process of tolerant relations created between them. Various religions peacefully coexisted at the origin of religions correlation, like in Volga Bulgaria, and the transition from Tengrianian Islamic to higher Islamic level was placid and voluntary leaving positive impressions in social and cultural history and national mindset.

Chingisids worked out the environment of religious liberty and inter-confessional tolerance resulted from the pragmatic approach to arrange the governance on the range of lands in the vast space. The Golden Horde Yasa directs: "to respect all confessions without giving preference to any of them. All this acts as a tool to serve to the God".

It is known that with the variety of meanings of cultural and historical characters, the social memory commits to retain the specified phenomenon as a kind of dominant referent.

For example, the term "Bulgarians" is associated with the adoption of Islam in 922 by Turkic tribes, and "Sviyazhsk" refers to conquest of the Kazan Khanate by troops of Ivan IV that deeply reflected the human mind due to discrimination of the nation conquered (Muslims and pagans) for religion and forcing Christianization that is comprehended by nations, indeed.

Its significance is enhanced by the fact that it is the period to report on the commencement of the Russian Empire. The tolerance capacity did not allow occurrence of religious wars, then.

The Mufti Razaetdin Fakhretdin noted that the Tatars during and after the conquest of Kazan were not united to form the Muslim forefront to struggle with Christian conquerors. Mukhammedyar, the poet and thinker, who lived and performed in Kazan that time, emphasized: "Heterodoxy does not destroy the land, the nation will decline being oppressed; the gentile hurts only himself, whereas the oppression will destroy the whole country".

The works by the Muslim thinkers and modernist jadidshad the important influence on evolution of inter-religious apprehension in Russia as follow: Abdrakhim Utyz-Imani, I. Gasprinskiy, Sh. Mardjani, G. Barudi, M. Bigiev, Devlet-Kildeev, Murza Alim, A. Bayazitov, the akhun for St. Petersburg, etc.

I. Gasprinskiy voted for learning Russian language. He also expressed his high hopes for "chances to unite and oppose moral education based on equality and liberty". People performing in the late XIX - early XX centuries - Murza Alim, Devlet-Kildeev, A. Bayazitov stressed the importance and efficiency of Islamic and Christian interference, in particular, Islam does not conflict with progress and science promotion. Further upon, M. Bigiyev developed the doctrine of inclusiveness of the divine mercy extending the notion of the Quran as the Holy Writ of the tolerant pattern.

Progressive thinkers with democratic mind-set among the Tatar intellectual society were far from religious fanaticism and national narrow-mindedness.

During the World War I Gabdulla Tukai, the poet strongly objected against statements made in multilingual publications when the Balkan War was described as the struggle between the Bible and Quran: "They cannot deceive the nation with such a tale. Mullahs do not struggle with popes".

CONCLUSION

Based on traditions and historical memory of nations a new model of interrelation between the government and religions should be created, the type that may rely on the wide range of scientific and practical developments, proven techniques and methods to achieve complementary and mutually respected relations between confessions.

Involvement of religious institutes in social sphere will enable them to become the component of civil society. The agreement reached in the field of relations between ethnic groups and confessions has formed the social capital that is aimed at activities to develop the society on the sustained level. One of significant aspects of the historical experience of Tatarstan in the field of relations between the government and confessions and inter-confessional relations is the systematic cultural and historical and legal policy aimed to create tolerant relations between people of different confessions.

RECOMMENDATIONS

The material on the base of experience gained through inter-faith relations allows recognizing its niche in the structure of sustainable development that promotes the development of research, educational and managerial practices.

In this point of view, the material will be useful for the employees of governmental, educational and scientific institutions, as well as for representatives of authorities and public bodies.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

- Adeeb, K. (1998). *The politics of Muslim cultural reform: jadidism in Central Asia*. University of California Press. 400.
- Bestuzhev, E.L. (2006). Modern Russian Orthodoxy as the poly-confession. *Dialogue, tolerance, education, joint cooperation of Council of Europe and confessions: materials of the final international workshop*. Religion and human rights. Kazan: KSU Publishing House, 140-147.
- Glazhev, S.Y. & Kharitonov V.V. (2009). *Nanotechnologies as the key factor for innovative techno-economic paradigm in economics*. Moscow: Trovant. 304.
- Hodgson, G.M. (2000). What is the essence of institutional economics? *Journal of Economic Issues*, 34(2), 317-329.
- Kemper, M. (2012). Comparative conclusion: Islamic Russian as a new sociolect?
http://www.academia.edu/2104539/Islamic_Authority_and_the_Russian_Language_Studies_on_Texts_from_European_Russia_the_North_Caucasus_and_West_Siberia
- Kozlov, V. (2013). Religious life in Tatarstan: advantages and drawbacks in view of the governmental officials:
<http://www.kazved.ru/article/43856.aspx>
- Nash dom Tatarstan (Tatarstan is our home). (2012). Historical and ethnographic Magazine: <http://www.an-tat.ru/zhurnal-nash-dom-tatarstan/2334/2672/>
- Report of the World Commission on Environment and Development (WCED): Our Common Future. (1987).
<http://www.un-documents.net/our-common-future.pdf>
- Smith, J.I. (2007). *Muslims, Christians, and the challenge of interfaith dialogue*. Oxford: University Press. 200.
- Volchik, V.V. & Oganessian A.A. (2014). Why are we in need of institutional economics if neo-institutionalism is in place? *Economic expansion*, 4. URL: <http://cyberleninka.ru/article/n/zachem-nuzhna-staraya-institutsionalnaya-ekonomika-esli-est-neoinstitutsionalizm>

EXPERT ANALYSIS OF MASS MEDIA OPERATION DURING THE PERIOD OF PREPARATION AND PERFORMANCE OF GREAT SPORTS EVENTS

M. R. Safiullin, Kazan Federal University
L. A. Elshin, Kazan Federal University
E. P. Dyomkina, Kazan Federal University
M. I. Prygunova, Kazan Federal University

ABSTRACT

Study of the image constructing of Russian cities is becoming increasingly popular among domestic researchers. This indicates that the understanding of the possibility of image analysis of the different territories (countries, regions, cities as brands, which can increase the loyalty of the local population, attract tourists and investors.

The media are active subject and at the same time object of informatization processes of the modern urban space. The ability to quickly attract the greatest audiences, possession of a technological approach to designing makes the media as an important factor transforming the entire system of cultural production, including branding of territories.

In this article, readers can get to know some results of the author's research regarding the social and economic legacy of sports mega-events for host cities by the example of Universiade 2013 in Kazan. One of the research objectives was the identification and analysis of expert judgement regarding the efficiency of media activities in the period of the Universiade, in connection with which number of expert interviews was held. According to the obtained results, the majority of interviewed experts noted the successful work of Kazan and the national media, however there were some problems in their activities related to the coverage of sports mega-events held in the Republic of Tatarstan and Kazan. The main criticism of experts is connected with low professionalism in the field of sports journalism, the lack of expressiveness and emotionality publications.

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

Keywords: *marketing of places, event marketing, great events, tourist attraction, expert evaluation, the Republic of Tatarstan.*

INTRODUCTION

Informatization and computerization of the modern society have a significant impact on the image (brand) formation of the territory – countries, regions and cities. The character and number of publications posted in the mass media are important factors in territorial branding, as a result of the exchange of information, its selection and sequencing in the mass consciousness a symbolic image of a particular territory is formed and is assigned. (Noskova E. P., 2015; Collins, A.J. & Flynn, A.C. & Munday, M. & Roberts, A., 2007) Promotion of the brand in a particular territory is necessary not only for incensement of tourism and investment attractiveness, but also for such purposes as strengthening the loyalty of local residents, promote their love to the city, region, and country.

In line with the constructionist approach in this work, the image of the territory will be considered as a set or system of generalized basic opinions, feelings and ideas about a particular region that is created and transmitted mainly through mass media with specific goals – political, economic, cultural (Noskova E. P., Prygunova M. I., Egorov D. O., 2015; Follows S.B., Jobber D., 2000).

According to the authors, the execution of sports mega-events such as the Olympics, the Universiade, and the World Cup is a good opportunity to transform the current external and internal image of host cities and regions. A large role in this process is given to the activities of local, regional, federal and foreign media (Holden J., 2007; Serikov A.V., Barkov F.A., Bazhenova E.Y., 2013). In this article, on the basis of the research the analysis of expert judgement regarding positive and negative aspects of media activities, their influence on the formation of the image of Kazan and Tatarstan during Universiade in 2013.

METHODOLOGY

Specialists of “Center of Advanced Economic Research in the Academy of Sciences of the Republic of Tatarstan” held a series of expert interviews to identify expert opinion on fashion, infrastructural and cultural changes of the urban environment and the effectiveness of advertising campaigns. 39 experts of the republican and federal level were interviewed. The experts were selected by us on the basis of two key criteria. The first criterion is competence in the studied subject, the second – belonging to one of the five interest groups, namely: 1) academic environment (leaders of various branches of science, university professors having degree of Candidate of Sciences – 9 experts); 2) professionals working in the “Executive Directorate for Sports Projects” engaged in organization of major sports events (6 experts); 3) representatives of public authorities (national and municipal, a total of 8 experts); 4) media (8 experts); 5) the tourism sector (7 experts). The purpose of this: to represent properties, characteristics or qualities of the research subject but not study group experts. The sample was formed in the research process, it was open until the completion of the study and constantly refined in the process. The collection of empirical material was carried out until has ceased to contribute to the repetition of opinions (theoretical saturation of each category). This means that there is no new data relating to this category; the category is defined tightly enough to consider all the elements of the theory and variations of the phenomenon under study.

Data processing was performed by:

1. First of all, descriptive (narrative) analysis. Its task is to ensure that from intermittent illogical story to make a coherent organized text: firstly, chronologically (i.e., the events are described in the order in which they occurred), and secondly, thematically (all the judgments, facts about one topic are in one place), and thirdly, logically (cause and effect go together).
2. Second, meanings. It means the compression of the judgments of the interviewee to short statements, sometimes reduced to a few words. Page split into two columns. In one recorded text transcribed interviews, other recorded accurate and concise interpretation of individual pieces of text. The result is a lengthy, sometimes fuzzy text in the first column is transformed into a set of insights recorded in the second column. Is the ascent to the conceptual vision. The conclude of the general laws is happening at this stage (Ermolaeva P. O., Noskova E. P., 2013).

RESULTS

Let’s refer to the analysis of expert opinions on media activities during the preparation and staging of sports mega-events in Tatarstan.

The majority of interviewed experts noted the successful work of local (Kazan and national) media (35 experts), for example:

1. *"...for the local media, I think, the priority was to give the positive rating of the event. Somewhere, perhaps, they didn't write about some negative aspects, I don't think it's bad"* (expert, group 1);
2. *"...it seems to me that all that could be done at the level of the local media, I think has been done, i.e. both information and social advertising and public awareness"* (expert, group 1);
3. *"I think the regional media did a very good job during the Universiade, covering all of the sports events which have occurred and cultural events, which was. There are no complaints to regional media"* (expert, group 2).

Some experts-professionals in the field of media said that such sporting events are also huge positive experience for the republican journalists:

1. *"we prepared at work to this event. We visited trainings, prepared for this event, because personally, by my experience – this is the first time such a global event occurred"* (expert, group 4);
2. *"its [international sporting events] and the incentive were for the development of our employees too, for self-development"* (expert, group 4).

In general, most experts are positive in relation to the media, seeing them as effective agents to promote a healthy lifestyle, sports, events, and activities. While there have been some problems, let us consider more detail for analytical purposes.

Among the problems noted by experts we can allocate the following:

1. The media presents information mostly informational and advertising character, with no detailed information, the disclosure of the essence of the processes:
 - *"reporters need to tell more about the essence of the process: what is it anyway, who will be there – it should be affordable information for people that they are interested in this. When they will experience the process and understand why this is necessary, they will want to come to participate"* (expert, group 1);
 - *"... is was not enough information on how to get to these events, what happens, how to buy tickets, what to do if any problems arose – namely the description of the internal process and the situation... I wanted more details, because not always understand all the nuances of the organization of the process, indeed, such activities were held in the first time"* (expert, group 1).
2. Lack of professionalism of the local media;
 - *"...our media suffer from the fact that they are unprofessional. Maybe through the Ministry of Youth, Sports and Tourism something was done, but generally the media works unprofessional"* (expert, group 1);
 - *"... many of our media – I believe that they frankly are just too lazy to work – they take the message of the press service and just rewrite it all, without changing anything. And even those funny moments are when the press-service is wrong, makes mistakes in the names of the guests or the names of cities, and journalists don't even double-check and all passed"* (expert, group 4).
3. Insufficient volume of materials with engaging of human stories, foreign experts, foreign experience, etc.:

- *"...it was not enough the involvement of the opinions of international experts in the field, interviewing key figures, starts with regards to sporting events, round tables" (expert, group 1);*
- *"...it was not enough, perhaps, even global covering of such events, because we wanted more interviews with foreign guests, more information about their lives" (expert, group 4);*
- *"It is necessary to give the story at least with a human face, less formal protocols, and more real life stories, emotional stories, in order to the population has the impression that something really significant and positive, and not merely a formal event" (expert, group 4).*

4. Lack of initiative media regarding sporting events of city and republican scale:

- *"For example, there are such [local] competitions – the championship of Kazan, and so on, the championship of the Republic...I want them [journalists] came voluntarily and showed the initiative. Of course, I understand that we now have journalists, now a lot of events of different directions... of course I wanted them to, and on the national scale is also out – covered and looked" (expert, group 3).*

5. The media care more about the image than about the honest performance of their duties, the politicization of the media:

- *"... the journalists have everything very bad, or very good. For example, when was the repair of roads, build interchanges, there were many critical materials, but is clear that it is for some time and that sooner or later it will end. But simply, perhaps, the negative easier attracts attention, these materials are gaining a lot of reviews" (expert, group 3);*
- *"...if the media supported by authorities, it provides only positive and neutral material, completely ignoring any inevitable problems that arise. If the media has positioned itself opposition, and highlights mostly the negative aspects, "forgetting" about the large number of positive events and factors. If the media with a "slight touch" of the opposition and/or positioning itself as "honest media", "media for the people", the materials it is served mixed with strict observance of proportions, certain editorial policy (for example, 60% of neutral materials, 25% negative and 15% positive). I can say that the problem of local media is the prevalence in its activities, the socio-political goals. As a result, we obtain the following: people who read only, for example, "KazanskijeVedomosti" get a rosy picture of events, those who reading local news on the page "Regnum" – a dark, readers of "Evening Kazan" - ambiguous (but the most realistic, in my opinion" (expert, group 4).*

6. Poor adaptation of materials for different target audiences:

- *"...it is desirable to make reports about the younger generations in more understandable language in order to show the development in the younger generation, desire to learn from different sports" (expert, group 1).*
- Among the experts there were those who expressed strong criticism regarding the work of the journalists that was more of a reflection, because such point of view was from informants working in the field of media:
- *"...we [the media] for some details, is likely overdone the treacle. When you can write a few other words and more accurately, and we have it that we only scream, "Hurrah, Hurrah!"... I say, my assessment is three, and there is something to grow" (expert, group 4);*
- *"...many, especially the state media had so-called image of intense activity. I mean, really, the Universiade could be better and more interesting than it was done. It wasn't enough video content, for example, which would be, in my opinion, very much needed" (expert, group 4).*

It is curious that the predominantly positive nature of publications in the period of preparation and execution of the Universiade, some experts tend to interpret from the point of view of influence of an administrative resource:

- *"...a lot of media – urban, national – are actively cooperating with the City Executive Committee, and accordingly, they initially can't write anything critical. That is, they have some agreements"* (expert, group 3);
- *"If we talk about the media in the classic sense of journalism as an impartial, honest, objective, comprehensive coverage of the situation, then we can't evaluate them positively, as most media are controlled by Tatarstan government, and covered the event exclusively from a positive point of view, giving a comprehensive assessment of impacts"* (expert, group 4).

The experts also noted that if on the level of the republic, the media worked very well and smoothly, positive information was mostly prevailed but on domestic and international level there were more problems. Among the latter we can distinguish low-energy lighting, as well as the negative nature of the materials.

- *"...in the foreign media I have seen a lot of criticism about the Universiade after the euphoria. After it all, still got some deficiencies, and everything else... The quality of sports facilities. It was a lot of criticism"* (expert, group 3);
- *"There were such incidents that are blocked abroad our positive image. For example, boycotts of animal rights activists and the entire initiative group "Universiade on blood." There were many materials in the foreign press and it attracted attention. There was even a record in the American media, in Canada, in the BBC about it, even the story was something that the eve of the Universiade animals were killed"*(expert, group 3).

CONCLUSION

We note in conclusion that at the moment the greatest image effect in the Republic of Tatarstan of sports mega-events is observed at the local level. In other words, sports mega-events are a tool that not only allows to retain and attract tourists and investors, but, first and foremost, to strength a positive internal image in mind of improving the quality of life of the population of the host city.

This happens in the real infrastructure changes that improve the quality of life of the population of the host city (Parkerson B., Saunders J., 2005; Pinto D.C., Herter M. M., Rossi P., Borges A., 2014; Stern P.C., 2000). Also this is due to the active work of the local media positively covering these changes and the activities of the authorities, while analysis of international media discourse demonstrates the lack of information about the country, aimed at strengthening the national colors, positioning of the Tatar culture, language, cuisine, music, literature and holidays, ongoing investment and sports mega-projects in order to promote regional brand.

Referring to the expert opinion concerning mass media operation during the period of preparation and great sports events performance in Tatarstan, we found out that the majority of surveyed experts noted the successful work of the local (Kazan and Republican) media.

At that, according to expert opinion, there are some problems in the activities of local mass media related to the coverage of great sports events, held in the Republic of Tatarstan and Kazan, namely:

7. Mass media provided the information mostly of trial and advertising nature. At that the detailed information is absent;
8. The lack of local mass media professionalism;
9. Insufficient amount of materials involving people stories, foreign experts, foreign experience, etc.;
10. Insufficient initiative of mass media in respect to the sports events of urban and Republic scale;
11. Mass media care more about their own image, rather than about an honest performance of their duties, the politicization of mass media;

12. A low-quality adaptation of materials for different target audiences.

The experts also noted that if they worked very well and smoothly at the level of the republic mass media and the positive information then there were more problems at Russian and international level. Among the latter, one may specify the low level of light activity, as well as the negative nature of materials:

SUMMARY

Finally let's note that the greatest image effect from the performance of great sports events in the Republic of Tatarstan sports is observed at the local level. In other words, the sports great events is a tool, which not only allows to retain and attract tourists and investors, but, first of all, strengthening the positive internal image due to the population life quality improvement of a host city.

This occurs due to significant infrastructure changes that improve the quality of a host city population life [8, 9, 10]. It is also explained by the active work of local mass media, positively highlighting these changes and the activities of authorities, whereas the analysis of the international media discourse demonstrates the lack of information about the Republic, aimed at national color strengthening, the positioning of Tatar culture, language, cuisine, music, literature and holidays, current investment and sports great projects in order to promote a regional brand.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

The publication is prepared in the framework of the research project No15-32-01353 supported by the Russian Foundation for Humanities.

REFERENCES

- Noskova E. P. (2015). Sports branding as a tool for improving attractiveness of the region. Territorial research: goals, results and prospects: Abstracts of the VIII all-Russian school-seminar of young scientists, postgraduates and students. Birobidzhan, September 22-25, 2015, ed. by E. Ya. Frisman. Birobidzhan: IKARPDVO RAN – Amur State University named for Sholom Aleichem, 293-296.
- Collins, A.J., Flynn, A.C., Munday, M. & Roberts, A. (2007). Environmental Consequences of Tourism Consumption at Major Events: An Analysis of the UK Stages of the 2007 Tour de France. *Urban Studies*, 44(3), 457–476.
- Noskova E. P., Prygunova M. I. & Egorov D. O. (2015). Event tourism in the context of international sport events. Tourism as a factor of modernization of economy and regional development: Materials of I all-Russian scientific-practical conference with international participation. Under the general editorship of A. N. Polukhina, 279-283.
- Follows S.B. & Jobber D. (2000). Environmentally responsible purchase behaviour: a test of a consumer model. *European Journal of Marketing*, 34, 723–746.
- Holden J. (2007). Thought piece: Creative cities. *Place Branding and Public Diplomacy*, 3, 287-290.
- Serikov A.V., Barkov F.A. & Bazhenova E.Y. (2013). Tourist Image of Rostov Agglomeration as a Factor of Regional Branding of the Rostov Region. *World Applied Sciences Journal*, 26(4), 484-488.
- Ermolaeva P. O. & Noskova E. P. (2013). Methodology of sociological evaluation of the territory image. *Electronic economic reporter of the Republic of Tatarstan*, 3-4, 103-106.
- Parkerson B. & Saunders J. (2005). City branding: can goods and services branding models be used to brand cities? *Place Branding*, 1(3), 242-264.

- Pinto D.C., Herter M. M., Rossi P. & Borges A. (2014) Going green for self or for others? Gender and identity salience effects on sustainable consumption. *International Journal of Consumer Studies*, 38, 540–549.
- Stern P.C. (2000). Toward a coherent theory of environmentally significant behavior. *J. Social Issues*, 56, 407–424.