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**12 /** О ВКЛЮЧЕНИИ КУРСА УПРАВЛЕНИЯ РИСКАМИ ПРЕДПРИЯТИЙ В ПРОГРАММЫ  
ОБУЧЕНИЯ ВУЗОВ **18 /** КОНЦЕПЦИЯ ИННОВАЦИОННОЙ МОДЕЛИ РАЗВИТИЯ СОЦИУМА  
**34 /** ПАТЕНТНОЕ РЕЙДЕРСТВО ИДЕТ В РОССИЮ **48 /** БРЕНД КАК АКТИВ ФИРМЫ:  
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Факс: (499) 742 5241  
E-mail: info@asms.ru  
www.asms.ru

### Главный редактор

Г.В. Панкина,  
д-р техн. наук, профессор

### Редакционная коллегия

С.А. Калинин (зам. главного редактора)  
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# Competency

4–5/85–86/2011

## 6 Educational Socialization. Managerial Decisions.

Dr. M.V. Bulanova, Associate Professor, Bauman Moscow State Technical University, Moscow

Educational socialization should be based on the principle of maximum utilization of human capital. The main task while education is to single out human abilities. The author of the article examines if these problems are being solved in Russia

Key words: human capital, educational sphere, socialization process control

## 12 Risk Management Courses and Necessity of their Implementation in Universities.

Prof. Dr. V.M. Bezdeneznih, Professor, Financial University under the Government of the RF, Moscow

Exploring companies' risk management issues has become today's necessity. That's why a need to train qualified personnel in the field of risk analysis is obvious

Key words: economic risk, risk management, risk management technologies, economic risk analysis

## 15 Professional Education in Russia. Development Prediction Problems.

Prof. Dr. A.Ya. Saveliev, Counsellor, Federal Institution for Educational Development, Vice-President, International Academy of Informational, Informational Process and Technology Sciences, Moscow, Prof. Dr. Y.N. Pavlov, Deputy Director, Intersectional Scientific Center, Technologic Education, Bauman Moscow State Technical University, Moscow

Problems in prognostication of higher and secondary special education development in Russia are being discussed. Two ways of prognostic models development are suggested. Demographic situation brought significant changes in short-term and long-term forecasts for professional education system development. Its analysis is given

Key words: professional education system, structural reorganization of staff training department, prognostication, demographic crisis

## 18 Innovation Model of Social Development.

Dr. V.I. Bodyakin, Institute of Control Sciences, RAS, Moscow

All-round development and improvement of human capital quality is one of the main factors for progressive and dynamic social development. The major task of today's science is to research, understand and moderate main functions of human's brain on computers. This article deals with one of the perspective methods of its solution

Key words: human capital, cognitive technologies, knowledge economy, innovations, neurosemantic structure, intellectual workplace, management-information system

## 22 Economic Security of Innovative Projects.

Dr. S.Y. Eroshkin, Associate Professor, Risk Analysis and Economy Security Department, Financial University Under the Government of the RF, Moscow, Dr. E.P. Mihalko, Senior Teacher, Risk Analysis and Economy Security Department, Financial University Under the Government of the RF, Moscow

Basic conditions for economic security of innovative projects (efficiency and risk management) are on consideration. Various methods for evaluating realization efficiency of these projects in selecting the most promising option as well as at the stage of potential risks minimization are discussed in the given article

Key words: innovation project, efficiency, risk analysis, economic security

## 26 Broad International Co-operation as a Way to Competitive High-Tech Production.

Prof. Dr. M.A. Pogosyan, Deputy General Director, JSC Suhoy, Corresponding Member, RAS, Moscow

One of the possible ways of ensuring the competitiveness of Russia high-tech products in the world market is international co-operation

based on CALS-technologies while using modern project management standards and implementation of the harmonized quality management system

Key words: high-tech production, international co-operation, CALS-technologies, project management, quality management system

## 31 Actual Interview. K.V. Kirienko, Proof-Reader, Information and Editing Department, Academy for Standardization, Metrology and Certification (educationaly), ASMS, Moscow

The 12 of April is a big day for Russia. This day the Day of Astronautics is celebrated. This holiday is dedicated to the Yuri Gagarin and the first space flight. It is our pride and responsibility. A lot of work has been done by thousands of professionals. One of them is our today's interlocutor, Doctor of Technical Sciences Professor Lev G. Dubitsky

Key words: astronautics, technologies, technical regulations, competitiveness, certification, dissertation

## 34 Patent Raiding Goes to Russia.

Prof. Dr. G.V. Pankina, Rector, State Educational Institution for Further Professional Education, Academy for Standardization, Metrology and Certification (Educational) (ASMS), Moscow, L.A. Sashina, Associate Professor, Nondestructive Check Department, ASMS, Moscow, A.A. Slihov, RF Patent Agent, Moscow, T.M. Tereshkina, Eurasian Patent Agent, RF Patent Agent, Moscow

Patent raiding, its origin, goals and objectives, methods of intellectual property raider seizures, as well as means to protect these facilities from patent blackmails raiding are discussed in the article

Key words: patent raiding, intellectual property, patent, patent troll

## 42 On Self-Regulation Industry Development in Russia.

Prof. Dr. V.V. Pomazanov, General Director, Nonprofit Partnership, Industrial Group, Reagent Production, CenterReachim (NP IG RP CenterReachim), Moscow

Activity of Russian non-profit organizations registered as self-regulatory ones as well as possible ways to facilitate the entry of industrial enterprises into such organizations is on consideration

Key words: self-regulating organization, federal law, licensing institute, technical regulations

## 48 Brand. Theoretical Analysis Experience.

I.D. Kotlyarov, Associate Professor, Company's Economics, St. Petersburg Branch, State University, Higher School of Economics, St. Petersburg

Improved approach to brand price factors and their identification is given in the article. Brand classification based on price growth and sales gain, as well as brand classification within its stability and singularity is proposed. Brand (trade name) management strategies are described.

Key words: brand, brand price, price appreciation, sales gain, trade name

## 57 Quality Policy Forming. Goals and Objectives.

P.N. Anishenko, Deputy Head Doctor, Strategic Planning and Medical Aid Quality Management, Institution, District Clinical Hospital, Khanty-Mansiisk Autonomous District, A.G. Zenukov, Professor, Quality Management Department, SEI FPE, ASMS, Moscow, L.A. Fedik, General Director, LLS, Standardization, Management and Certification Center, Tumen

It is necessary to develop and implement quality policy as a part of general policy of an organization in order to achieve its sustainable and competitive position in the marketplace. Basic quality requirements, formation and control methods are on consideration

Key words: strategic management, competitive environment, quality management policy

**60 Leadership as a Social Management Macro-Technology.** Dr. V.E. Tsvetkova, Associate Professor, Department, Organization Management, State Moscow Regional University, Moscow

Leadership is one of the main aspects of effective management. Social and administrative technologies, social communication channels, stages of effective management and leadership forming are described in the article

Key words: effective management, leadership, social technologies, social communication, sociocultural space, concept

**63 A Model of Corporate Management System.** A.I. Efimova, Graduate student, St. Petersburg State University of Economy and Finance, Economy and Quality Management Department, St. Petersburg

Refers to the possibility of creation a corporate management system based on international standards ISO 9000. The proposed structure and composition of the complex corporate standards of JSC Gazprom, developed on the basis of the Russian national standard GOST R ISO 9001

Key words: system management, corporate management system, complex standards

**68 Factors Affecting Kerif's Quality.** M.B. Shiribazarova, Graduate, Nutrition Biotechnology Department, SEI HPE, Moscow State University of Applied Biotechnology, Moscow

Kefir is one of the most popular dairy products in Russia. Main factors affecting its quality are discussed. The given article presents sociological research methods, enabling to examine consumers' requirements while buying this product

Key words: cultured milk foods, kefir, safety indices, identity indices, consumer preferences

**72 Further Professional Education. Improvement of Audit and Laboratory Basis.** N.A. Makarov, Director, Nizhny Novgorod Branch, SEI FPE, ASMS, Nizhny Novgorod, Dr. V.G. Kutyaikin, Head of Department, Standardization, Certification and Management Control, Nizhny Novgorod Branch, SEI FPE, ASMS, Nizhny Novgorod

Modern auditorium and laboratory fund is one of the most important aspects while licensing educational institutions. All this was discussed while seminar held in Nizhny Novgorod branch of ASMS

Key words: educational activity, licensing, auditorium and laboratory fund

**76 United Economic Union. Integration Schemes.** I.B. Kuskova, Proof-Reader, Information and Editing Department, ASMS, Moscow

Formation of the Common Economic Space (CES) of the Republic of Belarus, Kazakhstan and the Russian Federation must be completed by January 1, 2012. As a result of 15th meeting of the Interstate Council of Eurasian Economic Union (EEC) was held a press conference of heads of the governments of countries — participants of the EEA

Key words: united economic space, integration, customs union, cooperation, single market

**82 Going to Mendeleev.** Dr. T.A. Bichkova, academic secretary, ASMS, Moscow

It is truly known that D.I. Mendeleev was the father of metrology. Various conferences, international exhibitions, seminars are held on the Day of metrology. Traditionally ASMS, paying a tribute to the Great Russian scientist, one of founder of metrology, held a meeting between the members of the academy. It took place in the Mendeleev estate museum territory, in Boblovo.

Key words: academic board, visiting sessions, metrology, Mendeleev estate museum

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