

**O. M. Mikhaylenok**

**Network society as an aspect of social reality**

At the beginning of the new century there was an increasing continuous concern for obtaining the mechanism, which could be implemented in order to ensure sociopolitical security and stability properly and effectively. It should be noted that the research in the problem area was of paramount importance due to the processes of globalization, information technology, upward tendency in the case of network society, growing risks and challenges of technical, economic, socio-political and cultural development. The concept of the network society is highly valuable for this article, since it may shed some light on the comprehensive understanding of modern social reality. Moreover, the problems connected with risks of public safety in network social space are going to arouse intense interest among society (especially, in Russia). At present we experience an acute crisis of scientific ideas, the lack of new methods and means of understanding of both global and not less significant local problems that continue to arise as an avalanche during the formation of a new social reality.

**Key words:** New social reality, challenges, threat, network society, network structures, socio-political relations.

**O. G. Shchenina**

**«Network man» in political communities**

The article attempts to analyze the transformations of society occurring in the conditions of formation and development of network society in the context of its anthropological component. It is shown that in the network society there is a change in the public space as a whole. The analysis of these transformations allows us to draw a conclusion about a kind of communicative and humanitarian turn in society, taking into account the change in the role of man in the processes of the information society and the strengthening of the influence of the anthropogenic factor on them. It is noted that the dilemma of the role and place of man in the new social reality is particularly acute. Network society has an impact on socio-political processes and the person himself, largely transforming social reality and expanding the range of political. In the communicative space of the network society, the interests of social groups, citizens, civil society as a whole and power structures, including the political elite, are interfaced. Network resources represent innovative mechanisms of interaction of political actors.

**Key words:** network society, network person, political network communities, communications, competence political actors.

**L. I. Nikovskaya, V. N. Yakimets**

**Introduction to the subject field of municipal public policy**

The article analyzes different interpretations of the concept of "public" and "public policy". It is shown that in developed democratic countries the topic of public policy has always been the focus of theoretical discussions, was considered as an organic part of political science, without which it was unthinkable to imagine the mechanisms of policy formation, interaction in this process of the state, civil society and business. Various interpretations of the concept of public policy in various research schools of Russia are also considered in detail. For the first time the concept of "municipal public policy" is introduced into circulation and its subject content is outlined. It is shown that it is connected first of all with features of the local order of socially oriented property based on balance of interests of the main social groups of local community and the power, intersectoral partnership and principles of coordination of interests for the sake of the general good of development of the territory.

**Key words:** public policy, civil society, subjects, institutions, municipal public policy.

**L. I. Nikovskaya, V. N. Yakimets**

**Features of municipal public policy in Kostroma region: institutions, subjects and prospects of development**

The article presents an analysis of the state of institutions and mechanisms of municipal public policy in the Kostroma region on the basis of the index approach. From these positions the institutional design of two municipalities – Kostroma and Krasny-on-Volga is considered, its features from the point of view of solvency/insolvency of institutions are analyzed. The criterion of completeness of the subject functional of factors and subjects of municipal public policy is introduced for the first time. It is shown that Kostroma formed a centered

type of municipal public policy, but with some tendency to break. In the Krasny-on-Volga – discontinuous type. In General, the nature of the current public policy at the municipal level in the Kostroma region is characterized by the properties of state paternalism, which somewhat limits the possibilities of the component of local self-government as an institution of civil society.

**Key words:** local self-government, municipal public policy, civil society, non-profit community, public interaction, index, integral assessment, public activity.

## **ECONOMY AND ECONOMIC MANAGEMENT (REGIONAL ECONOMICS)**

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**L. G. Batrakova**

### **Formation of cluster-network economy of regions**

The article considers the formation of cluster-network economy in the regions of Russia. Theoretical aspects of regional network economy, cluster form of network interaction of regions are revealed. The bases of management of social and economic development of the region in the conditions of formation of network economy are defined. Important principles of network economy development are highlighted: the principle of globalization; increasing effect; completeness; exponential development; reverse pricing; chaos principle. The distinctive features of cluster development in different countries of the world, as well as different models of clusters are shown. The relevance of creating clusters in Russia is determined by the development of partnership between the state, economy and science. New strategic trends in the development of cluster initiatives in the regions are noted, in particular, the involvement of clusters in the formation and implementation of regional strategies can be attributed to modern trends. The characteristic of cluster policy in Russia is given. It is noted that regions with cluster formations have characteristic features in management and functioning of clusters directly influences social and economic development of regions. The experience of cluster development in the economy of the Yaroslavl region is given. Trends in cluster formation in different regions of Russia are analyzed. The problems of implementation of cluster policy in the regions, in particular, the lack of a legal basis for determining the main directions and mechanisms of cluster policy, the lack of systematic information and methodological support for potential participants of clusters, as well as the insufficient level of competence of specialists.

**Key words:** region, network economy, cluster, cluster development, management, cluster formations.

**V. A. Gordeev, S. V. Shkiotov**

### **Growth points and braking factors in the economy of Yaroslav region**

The article is devoted to contemporary problems of the regional economy using the example of the Yaroslavl region of the Russian Federation. A critical assessment of the implementation of the governor's program "Ten Points of Growth" is presented. A number of inhibition factors were identified in this activity. There is a drop in the index of industrial production, the cessation of industrial construction, continued losses of one-third of all industrial enterprises, the accelerated growth of prices of consumer goods, the fall in real disposable income of the residents of the region, the decline in real pensions. It is emphasized that in the region there is a further serious reduction in aggregate demand and stimulation of production. Particular attention is paid to financial support for the implementation of the governor's program, replenishment of the regional budget. Suggestions are made to overcome the identified inhibition factors.

**Key words:** regional economy; Yaroslavl region of the Russian Federation; Governmental program «Ten points of growth»; braking factors; program financial support; the problem of replenishing the regional budget.

**R. V. Kolesov, A. V. Yurchenko, I. A. Naumov**

### **Improvement of the mechanism for assessing the quality of regional and municipal finance in order to improve its efficiency**

In the article, the authors consider the problem of improving the management mechanisms of regional and municipal finances in modern conditions, taking into account the effective and responsible use of limited financial resources. Special attention is paid to the scientific substantiation of the methodology for assessing the quality of a control system of formation and execution of budgets of subjects of the Russian Federation as an integral part of reliable operation of the mechanism for effective and responsible management of regional and municipal finances.

**Key words:** mechanism, quality, financial management, regional finance, municipal finance, assessment, efficiency, rating, budget.

**O. A. Koryakovtseva, L. V. Pluzhenskaja**

### **Formation of innovative development strategy of educational institution**

The article is devoted to the problems of formalization of the development strategy of the University, relevant for the reform of Russian higher education. As discursive practice shows, the main problems of stable long-term development of the university are associated with overcoming the difficulties that arise when choosing a way to implement innovations due to the peculiarities of the innovation policy of the university. Based on a number of program state documents, the authors actualize the problem of radical transformation of economic policy of universities, mediated by the activities of the national innovation system. In their opinion, it is necessary to accelerate the transition from fragmented innovations to the system innovation economy of the university. The mechanism of implementation is the commercialization of intellectual property of universities, orders of partners for research and consulting on knowledge management. Corporate strategy is formed by the mission of the organization and its development goals, and is provided by the resource policy.

The article reveals the essence of a number of concepts of corporate strategy and determines their usefulness for the innovative development of the university. The authors identify several problems of formalization of innovation strategy: systematization of innovations, providing the university evolutionary development in a spiral, the choice of principles of knowledge dissemination for their commercialization, the choice of policies for innovation in the educational team.

Attention is drawn to the fact that the condition for the real implementation of innovative relations in higher education is a clear innovation policy of the organization's management, based on the collective social process of the university development on the basis of established traditions, best practices, trends in the development of the region and the country. In this regard, the essence of innovation policies of different types is considered and the degree of significance of the factors influencing their choice is determined: factors of the rate of change, the level of resistance and awareness of the team; factors of authority and authority of the initiator of changes, the presence of a crisis or conflict in the university.

The materials of the article convince that in each period of time, taking into account certain organizational conditions, the level of development of the university as a corporation and a certain resource direction of management, an appropriate innovation policy is selected and developed. The combination of these policies will be a projection of the strategy of innovative development of the university at a particular stage.

**Key words:** university development strategy, innovation strategy typology of university development concepts, types and types of innovation strategies, innovation policy.

**D. V. Chernov**

### **Design features of the development programs of institutions of non-formal education for children**

The subject of the study is the methodological justification of design tools in determining the development strategy in institutions of further education. The goal is to find effective software development approaches. Considerable experience has been accumulated in this direction in institutions of additional education in the city of Novosibirsk. A structural and conceptual analysis of the design activities of specific institutions and methodological recommendations of leading domestic experts allows us to identify the main design features of innovative programs for the development of centers for children's creativity. To determine the most effective strategies for designing development programs based on the work of leading experts, the main research elements are identified: the development of the mission of the institution, the specifics of goal setting, the formation of leading design areas, the creation of a conceptual base. Particular attention was paid to the justification of the project approach in the design of development programs for institutions of additional education, the presentation of modern design models in this area. The analysis made it possible to formulate a working algorithm for designing a development program, which was tested at the Center for Children's Creativity «Commonwealth» of the Kalinin District of Novosibirsk. The results of the study can be used in institutions of additional education as a methodological basis for the project approach in developing a development program.

**Key words:** social work, vocational education, scientific research systems.

**D. T. Berezin**

### **Active and interactive methods, forms and means of training: on the example of K. D. Ushinsky YSPU**

The author conducted a sociological study among students of Yaroslavl state pedagogical University named after K. D. Ushinsky. It is established that teachers encourage the active participation of each student in the educational

process, for this purpose the University actively uses simulation and non-simulation learning technologies. YAGPU mainly uses discussion (dialogue, group discussion, analysis of situations from practice, etc.) and training forms and methods of interactive learning. To a lesser extent, game methods of teaching (didactic and creative games) are used. It is revealed that the competence approach in the organization of the educational process contributes to the effective assimilation of educational material. It is proved that a significant part of students, regardless of gender characteristics, age and direction of study have a positive attitude to active and interactive teaching methods. The study demonstrates the presence of potential resources in the University for the use of active and interactive methods, forms and means of education, as evidenced by the positive experience of a large number of departments and faculties of YAGPU and the answers of students in the questionnaire. The activities aimed at improving the effectiveness of the use of active and interactive methods in the learning process are proposed.

**Key words:** interactive teaching methods, active teaching methods, competence approach, educational technologies, students, University.