



MATERIAŁY
X MIĘDZYNARODOWEJ
NAUKOWI-PRAKTYCZNEJ KONFERENCJI

«STRATEGICZNE PYTANIA
ŚWIATOWEJ NAUKI - 2014»

07 - 15 lutego 2014 roku

Volume 3
Ekonomiczne nauki

Przemysł
Nauka i studia
2014

SPIS

EKONOMICZNE NAUKI

MARKETING I MIENIEDŹMIENT

Поверіна Ю.О., Скригун Н.П. Передумови виникнення та сутність маркетингу вражень	3
Крайнюченко О.Ф., Габор О.О. Етапи процесу створення та розвитку бренда: формування днк бренда	5
Хоміч О., Вода І.С. Управління якістю і конкурентоспроможністю продукції на підприємствах України	8
Шамин Д.В. Разработка концептуальных рекомендаций по снижению рисков проекта «Полномасштабная разработка лицензионных участков ЗАО «Роспан Интернешнл»	10
Кузнецова І.О., Чербаджи М.І. Моніторинг в процесі формування маркетингової стратегії підприємства	17
Найденев С.А. Место и роль контроля в системе управления организацией ...	20
Вашанова В.В., Величко А.А. Лидерство в менеджменте.....	22
Мурзагалиева А.Г. Профессиональная компетентность преподавателя как важнейшая составляющая интеллектуального потенциала вуза в условиях инновационной деятельности.....	26
Браженко А.А., Ровенская В.В. Инновационные технологии управления	30
Бевзюк І.В., Капінус Л.В. Напрямки маркетингової діяльності підприємства в мережі інтернет.....	35
Манаєва О.В., Образ А.А. Основы эффективного управления современной организацией.....	37
Яркина Н.Н. Комплексный механизм управления предприятием как экономическая категория	40
Горшенко А.В. Сингапурский опыт стратегического развития страны	43
Турчак В.В., Погребняк С.О., Грушко А.С. Перспективи застосування реінжинірингу бізнес-процесів на підприємствах України	47
Трегулова И. Система оценки персонала гостиничной индустрии.....	50
Akishev Y., Kadyrov Y. Organization of the strategic planning	54
Mustafayeva A.A. On the materials of the Internship at the University of Reading, UK.....	57
Zhumabaev A. The role of Innovations in Global society	60
Досмурзієва Ж.М. Инструменты маркетинга в формировании регионального агропродовольственного рынка (на примере ЗКО)	64

Анциферова Е.А., Гасило Е.А. Особенности учета затрат в системе «Стандарт-кост»	66
Дадонов В.А. Анализ динамики роста сертифицированных интегрированных систем менеджмента в России и за рубежом	69
Дроговоз П.А., Кашеварова Н.А. Модели управления интеллектуальной собственностью в мировой практике и их адаптация на российском высокотехнологичном предприятии	74
Вербова А.С., Бслова Т.Г. Можливості покращення маркетингової діяльності на ПАТ «Київхліб»	77
Моисеенко И.В., Новиков О.А. Особенности рынка сотовых телефонов.....	79
Моисеенко И.В., Костюченко С.А. Особенности рынка туристских услуг	82
Duvanskaya E.V., Alehina E.S., Gornostaeva Zh.V., Kuhmistrova N.A. Catering companies: the concept and substance of a client-oriented service	85
Колпакова К.В., Кунник М.А. Анализ предпосылок при разработке критериев оценки эффективности деятельности бизнес-инкубатора в федеральном университете.....	87
Карпенко Ю.В., Пирогова А.В. Методи формування бюджету маркетингу	91
Jumasseitova A.K., Tsoy K. Competitive state of the market services small business in Republic of Kazakhstan.....	94
Акопова Н.С., Гасило Е.А. Внедрение системы «Стандарт-кост» на предприятии	97

considering the situation and the reasons which caused it, should, in our view, about the problems that arise during the establishment and development of the corporation strategic planning system. Their consideration explains a lot in the development of strategic planning for U.S. companies in 1970-1980 -ies.

Analysis of failures strategic planning systems shows that they are based on two main reasons. First, was unrealistic initial theoretical premise of effective strategic planning – the ability to achieve the strategic objectives selected by the hard, direct transfer analytically prepared forecasts of key environmental factors into specific long-term economic strategies and related investment decisions. Secondly, the introduction of strategic planning in most corporations occurred, usually without significant changes of traditional forms and methods of management, that is the planning system as it « clings » to obsolete forms of management /

In our view, the main (but not only) cause low efficiency of strategic planning was psychological and professional managers unprepared firms to implement a fundamentally new features planned. When analyzing the experiences of strategic planning systems in corporate America it seems that for many years manager of the little idea how management tool they use. Affected inertia ekstrapolyativnogo planning emasculated essence of strategic planning and brings him down to the level of manipulating figures and minor changes in the strategy adopted in previous planning cycles. And like any administrative mechanism for regulating the social systems, strategic planning takes place in its development corporation in a number of successive stages, each of which is specific in terms of objectives, methods of work and organizational behavior of persons and entities involved in the planning process. This means that the system of strategic planning, as well as any product or organization as a whole, has a life cycle, for each step that requires special management mechanism, the appropriate organizational context.

However, the nature of economic relations in society determines the nature and control and thus planning.

Operation of enterprises in the market economy characterized by a high degree of uncertainty. «... The higher the level of uncertainty posed by instability, the greater the role of planning in the course of which must be justified by different variants of management, is adequate to meet the forecast scenarios of development « [2, p.53] .

Planning – a tool for coping with uncertainty. Where there is a plan, the uncertainty is reduced.

Literature review

1. N.A. Nazarbayev New Kazakhstan in the new world. Strategy «Kazakhstan – 2030» in the new stage of development of Kazakhstan: Presidential Address to the people of Kazakhstan from February 28, 2007. – Almaty, 2007. – 70.

2. Lyubanova TP, Myasoedova LV Oleinikova YA Strategic planning at the enterprise. – M.: Publishing house PRIOR 2001. – 314 ..

PhD Mustafayeva A.A.

The results of Improving University leadership, management and teaching and learning

ON THE MATERIALS OF THE INTERNSHIP AT THE UNIVERSITY OF READING, UK

According to the internship in the specialty «**Improving University leadership, management and teaching and learning**» there were created tasks, such as to be able to:

- carry out pedagogical diagnostics in the education system;
- assess the quality of education at the level taught discipline;
- manage the quality of education, to make the necessary fundamental adjustments respectively;
- understand and apply the innovative pedagogy in higher education;
- understand the needs of students in the educational process.

As the research internship has been done in human and sociological aspects included pedagogical aspect, the main additional work out of the classrooms was carried out in the library of the university rather than in a laboratory. Rich collection fund of the University Library allowed to learn the main types of library catalogues of books and academic journals. There was an opportunity to have a look through the books and papers of A.Floyd, L.Smith, C.Fuller, A.Goodwyn, R.Fincham, A.Gmelch and other scholars who widely contribute in development of pedagogical studies. For instance, «The expert Teacher of English» and «Developing English teachers» of A.Goodwyn allowed to see the modern methods of teaching foreign languages, and some of the methods will be used in the teaching of Arabic in higher education in Kazakhstan. It is known that the methods of teaching a foreign language are one.

One of the tasks in the course of the research internship has been writing an article for UK journals based on the references of the University Library. Thus, the paper entitled «English language difficulties among International students» was submitted for publication in a special issue of the journal «London Road papers» of the University of Reading.

Due to the fact that methodology of scientific papers «English language difficulties among International students» has been based on difficulties of learning English among international students, the university allowed to conduct research in the form of a questionnaire among them, which allowed to identify most language difficulties. There should be noted that one of the questionnaires was filled as an audio, this type of a method is widely used in European research.

Another independent study was the use of both electronic and non-electronic resources of the library fund of the University to collect data for writing papers in academic journals of Kazakhstan based on European literature to enable a comparative analysis. One of these studies is religion studies, including Islam in Western research

work, from the point of view of Western scholars that would allow an interesting comparative study in the future.

On the basis of one of the richest universities fund there has been mastered a number of modern techniques in terms of both research and teaching.

As regards doing research, the most appropriate method, developed in the course of the internship was conducting surveys as a part of the research. Filling the questionnaire is not a new method of research for Kazakhstan, but it is most widely used in sociological research rather than education. Accordingly, conducting surveys among foreign students allowed achieving fruitful results of the study that will be used in the practice of domestic students.

Regarding pedagogy the most useful method was to use an interactive whiteboard during the lectures, seminars. Every learning room at the University was equipped with those technologies. Another useful method was dividing classes into macro groups and mini-groups. Problem of classification groups is to obtain the highest percentage of the audience to deliver information by a lecturer.

The main result of the internship obtained as a article «English language difficulties among International students» (2000 characters), which has been written in accordance with the publication of journal articles in the UK, which reflects all the necessary items such as key words, introduction, methodology, results, discussion, literature review, a list of references.

In conducting the research internship in the specialty «Improving University leadership, management and teaching and learning» as a whole, to achieve the goals and objectives in particular the huge contribution belongs to the director of Internationalization Tony Macfadyen, as well as to academic staff (responsible for internship modules), particularly professors Liz Smith, Alan Floyd, Carol Fuller, Berry Bilingsley, Andy Goodwyn, Cathy Tissot, Andy Kempe and Jeanine Treffers-Daller, and a tutor Yota Dimitriadi.

While visiting a foreign country for purposes to do a research internship the main problem is to understand the Academic English language (participation in discussions, writing papers) at the academic level. In solving this problem an enormous contribution belongs to the organizers of the program under the guidance of Professor T. Macfadyen, particularly the language of lecturers was adapted at right level, division into groups allowed to develop the ability to think and engage in discussions with colleagues. As for writing a scientific paper, the organization of special group for editing scientific articles was a great idea from the university. Those editors have paid attention not only to the spelling of words, but also the style, grammar, and an academic language as a whole. Also pre-research internship six months language course helped to develop basic skills, like listening and understand during the internship monologues, dialogues, writing mini-essays. However, the role of the Institute of Education (Reading University) in developing academic English is crucial.

On 21 November, there was an organization to attend lectures at Oxford University on the topics «Oxford: An International University» and «The Future of Higher

Education at Oxford» in the framework of cultural and scientific programs. It was organized by the University of Reading, which was allowed to examine the structure of the famous Oxford University, its plans for the development of international cooperation and some members of the faculty.

As the research internship included both educational and scientific aspects, the results can be implemented both in the research sphere as well as pedagogical. Regarding the research,

- the development of academic writing based on the European model: conducting surveys, registration of scientific papers in accordance with the requirements of European standard;

- the development of critical thinking in the research;

- writing scientific articles (al-Farabi KazNU Journal, Oriental Studies Volume) based on literature review in the library of Reading University;

- presentation of the report and results on the International conference (based on the sources written in English) .

As regards the second aspect, in the teaching process there will be implemented the following results:

- implementation of study work in small groups to improve the quality of perception and participation in discussions;

- obtaining opinions (orally) for each student in during tutorials and their feedback on modules;

- work with modern technologies (The Intranet, «smart board», «whiteboard», «Blackboard»);

- drawing up criteria for assessing students' work .

References.

1. The triumph of English A world empire by other means. Economist, 20 December, 2001 (<http://www.economist.com/node/883997>)

2. Robertson, M., Line, M., Jones, S. and Thomas, S. (2000) International students, learning environments and perceptions: A case study using the Delphi technique. Higher Education Research and Development, 19, (1), 89-102.

3. Bretag, T., Horrocks, S. and Smith, J. (2002) Developing classroom practice to support NESB students in information systems courses: some preliminary findings. International Education Journal, 3, (4), 57-69.

4. Bayley, S., Fearnside, R., Arnol, J., Misiano, J. and Rottura, R. (2002) International students in Victoria. People and Place, 10, (2), 45-54.