

**Commission of the Russian Federation for UNESCO
State Council of the Republic of Tatarstan
Ministry of Culture of the Republic of Tatarstan
Ministry of Education and Science of the Republic of Tatarstan
Ministry of Economy of the Republic of Tatarstan
Ministry of Youth Affairs, Sports and Tourism of the Republic of Tatarstan
Tatarstan Republic Committee for UNESCO
Public Chamber of the Republic of Tatarstan
Tatarstan Academy of Sciences
Academy of Management «TISBI»
and
International UNESCO Chair**



International Scientific Conference on

**«THE MODERN REGIONAL POLICY:
DOMESTIC AND FOREIGN EXPERIENCE. FUTURE TRENDS»**

November 24-26, 2010

Kazan

Location: Academy of Management «TISBI»,

Russian Federation, Republic of Tatarstan, Kazan, Moushtari st., 13)

The aim of the conference is to attract public attention of the society, scientific and pedagogical audience, art workers, Russian and foreign specialists and experts to regional social and economic, ecological, legal, humanitarian and educational problems.

The conference is intended at analyzing mechanisms of interaction between state of the state and regional structures, estimating the factual social and economic state, contemplating prospects and trends for innovational development of regions.

Organizing committee:

Chairperson:

Nella M. Pruss - Rector of the Academy of Management «TISBI», Chairholder of the International UNESCO Chair at the Academy of Management «TISBI».

Co-chairpersons:

Grigoriy E. Ordzhonikidze - Executive Secretary of the Commission of the Russian Federation for UNESCO at the Russian Federation Ministry of External Affairs. Moscow;

Zilya R. Valeyeva - Deputy Prime Minister of the Republic of Tatarstan, Minister of Culture of the Republic of Tatarstan, Head of the Committee of the Republic of Tatarstan for UNESCO.

Deputy Chairpersons:

Farid Kh. Khamidullin, Drs, Prof. – Vice-Rector for research at the Academy of Management «TISBI», Coordinator of scientific research at the International UNESCO Chair;

Liliya T. Miftakhutdinova, PhD – Vice-Rector for International Cooperation at the Academy of Management «TISBI», Executive Director of the International UNESCO Chair.

Co-ordinating committee:

Rafis T. Burganov – Minister of Youth Affairs, Sports and Tourism of the Republic of Tatarstan;

Albert Kh. Gilmutdinov – Minister of Education and Science of the Republic of Tatarstan;

Akhmet M. Mazgarov, Acad. – President of the Tatarstan Academy of Sciences;

Ludmila N. Andreyeva - Deputy Chief of the Kazan Municipal District, Secretary of the Kazan Municipal Duma;

Sergey N. Druzhkov – Member of the Tatarstan Republic Public Chamber, Vice-Rector for Correspondence Learning at the Academy of Management «TISBI»;

Christian Ost, Drs - General Manager of the Brussels School of Management ICHEC, Belgium;

Teus Kamphorst, Drs – Treasurer of the Foundation Wageningen International Centre of Excellence for Sustainable Leisure, WICE – DSL, Director of the Tatarstan-Netherlands MATRA project on Heritage Preservation, the Netherlands.

Program

November 24, 2010, Wednesday

9.00 – 10.00	<i>Registration</i>
10.00 – 13.00	<i>Plenary session (Assembly Hall)</i>
13.00 - 14.00	<i>Lunch break (Academy of Management «TISBI»)</i>
14.00 - 17.00	<i>Plenary session continues</i>
17.00 – 17.30	<i>Coffee break (Rooms 440, 441)</i>
17.30 – 18.30	<i>Cultural program (Assembly Hall)</i>

- Performance of a string quartet
- Presentation of the film «The Song which it is inaudible» (Director Alexey Barykin)

Welcoming speeches

Nella M. Pruss	Rector of the Academy of Management TISBI, Chairholder of the International UNESCO Chair at the Academy of Management TISBI. Kazan.
Zilya R. Valeyeva	Deputy Prime Minister - Ministry of Culture of the Republic of Tatarstan, Head of the Tatarstan Republic Committee for UNESCO. Kazan. <i>Family as the factor of human capital preservation in the Republic of Tatarstan.</i>
Grigoriy E. Ordzhonikidze	Executive Secretary of the Commission of the Russian Federation for UNESCO at the Russian Federation Ministry of External Affairs. Moscow.
TimurYu. Akulov	State advisor of the President of the Republic of Tatarstan on international issues, Director of the department of foreign affairs of the President of Tatarstan. Kazan.
Marat G. Galeev	Chairmen of the Committee on Economy, Investments and Business at the State Council of the Republic of Tatarstan. Kazan.
Akhmet M. Mazgarov	Academician, President of the Tatarstan Academy of Sciences
Rafis T. Burganov	Minister of Youth Affairs, Sports and Tourism of the Republic of Tatarstan
Albert Kh. Gilmutdinov	Minister of Education and Science of the Republic of Tatarstan
Archimandrite Vsevolod Valiulla-khazrat Yakupov	The prior at the Raifa Men's Monastery of the Virgin Deputy Muftiy of the Tatarstan Republic on Relations with State Structures
Yitzchak Gorelik	Chief Rabbi of the Republic of Tatarstan, Head of the Jewish Centre. Kazan.

Konstantin Rusnak	Secretary-General of the Commission of the Republic Moldova for UNESCO
Alena Krasouskaya	Secretary-General of the Commission of Byelorussia for UNESCO
Gunay Afandieva	Secretary-General of the National Commission of the Azerbaijan Republic for UNESCO
Murod Komilov	Executive Secretary of the Commission of the Republic Tajikistan for UNESCO
E. van Nieuwburg, Drs.	Executive Director of the Tatarstan-Netherlands MATRA project «Protection and Preservation of Cultural, Historical and Natural Heritage as Part of Social Transformations in the Republic of Tatarstan», the Netherlands.

Presentations

Ludmila N. Andreyeva	Deputy Chief of the Kazan Municipal District, Secretary of the Kazan Municipal Duma <i>Experience of the Kazan-city in Attraction of International and Domestic Public Attention on Preservation of a Historical and Architectural Heritage by the Example of the Kazan Kremlin.</i>
Sergey Yv. Ivanov	Deputy Minister of Youth Affairs, Sports and Tourism of the Republic of Tatarstan <i>State and Private Partnership in Tourism.</i>
Igor Iv. Makovetskiy	President of the Russian National Committee of the World Heritage, President of the ICOMOS National Committee, Chair-holder of the UNESCO Chair on preservation of city-planning and architectural monuments
Drs. Christian Ost	General Manager of the Brussels School of Management ICHEC, Belgium. <i>Cultural Heritage Economics and Management as Tools for Regional Development</i>
Vyacheslav S. Shilov	Deputy Chair-holder of the UNESCO chair «Municipal Service and Management of Social and Economic Processes» at the Russian Academy of municipal service at the President of the Russian Federation, Moscow. <i>The French Experience of a regional policy(1982-2003).</i>
Drs Jan W. te Kloeze	Expert of the Tatarstan-Netherlands MATRA project «Protection and Preservation of Cultural, Historical and Natural Heritage as Part of Social Transformations in the

Republic of Tatarstan», the Foundation Wageningen International Centre of Excellence for Sustainable Leisure, WICE – DSL, the Netherlands.

Rural Tourism and Agritourism within the Context of Modern Regional Development

Stanislav A. Stepanov

President of the International Independent University of Ecology and Political Science (Academy MNEPU), Moscow.

Infrastructural Priorities of Modernization in Russia and Human Factor.

Father Diogenes Urkiza

Senior Priest of the Roman Catholic Congregation “Exaltation of the Holy Cross”. Argentina.

Political Institutions at Service for a Person.

Andreas Jopt

Head of the Representation of the German Academy of Management of the Lower Saxony DMAN in Moscow, Germany

Alexander Glushko

Rector of the Moscow University of Engineering Ecology, Chairholder of the UNESCO Chair «Nature Protection and Engineering Geology for Sustainable Development », Moscow.

Extreme Ecology: a Man and Nature. Problems of Bioecology and Geoecology.

Drs. Al-Ammari Mohammad Saleh

Director of the Center of Arabic Culture “Al-Khadara”. The Republic of Yemen.

Dialogue of Civilizations and Role of Literature in Rapprochement of Nations.

Natalya V. Naumova

Chairholder of Pedagogics and Psychology at the Samara State Regional Academy (by Nayanova), Head of Volga Region association of Teachers, Samara.

Modern experience in networking by the Example of t the Volga Region Association of Teachers.

Dan Swanson

General Director of the Swanson International Corporation, the USA.

International Stock Market Conditions: the Effect on Regional Markets in Russia in the post-crisis period.

Nina V. Zhitnik

Rector of the West Donbass Institute of economics and management, Pavlograd-city, the Ukraine.

The Project Approach in Managing a Regional High School.

Irina B. Kuznetsova-Morenko, PhD

Head Of The Sector Of Qualitative Research At The State

Department «Center Of Perspective Economic Research Of The Tatarstan Republic».

Education and Employment of Handicapped People: Integration or Isolation? (According to Sociological Researches).

Dmitriy V. Polyakov, PhD

Director of IT-Centre at the Academy of Management «TISBI», Kazan.

The Integrated System of Managing a High School as an Effective Tool of a Quality Management in Training Specialists.

Drs. Wang Jinling

Director of the Institute for International Relations and Culture at the University of Changchun, China.

Prospects and Problems in Realization of the Cooperation Program between Regions of the Far East and Eastern Siberia of Russia and Northeast of China.

Drs. Michial P. Postalyuk

Head of the Economics Chair at the Academy of Management «TISBI», Kazan.

Innovational Methods of Training Specialists for Financial and Economic branches in a region.

Alexander B. Mezyaev

Head of the Constitutional and International law at the Academy of Management «TISBI», Kazan.

Urgent Problems of Modern International Justice.

November 25, 2010, Thursday

9.00 – 10.00	<i>Participants registration Регистрация участников</i>
10.00 – 13.00	<i>Parallel round-table discussions Работа круглых столов</i>
13.00 - 14.00	<i>Lunch break (Academy of Management «TISBI»)</i>
14.00 - 15.00	<i>Master-classes</i>
15.00 – 16.00	<i>Final session and signing conference resolution.</i>
16.00 – 17.30	<i>Cultural program (Assembly Hall)</i>

***Round-table Workshop “Regional social, ecological and economic innovation systems: foundation, operation and development”
(Room 221)***

Chairman: Farid Kh. Khamidullin, Drs, Prof. – Vice-Rector for research at the Academy of Management «TISBI», Coordinator of scientific research at the International UNESCO Chair;
Co-chairman: Vitaliy A. Epstein, Ph, Academy of Management «TISBI»
Secretary: N. Khalotova.

Participants:

1. **Baranov A.B., Markina I.V.** The Mari State University, the Academy of Management «TISBI». Operation and development of regional ecological and economic systems.
2. **Biktemirova E. I.** The Tatar State Humanities and Pedagogics University (Kazan). Development of environmental culture and competence of future foreign language teachers.
3. **Boiko T.U.** The West-Donbass Institute of Economy and Management. Regional clusters: economic essence, criteria definition and classifications.
4. **Borovikova A. N.** The Altay Academy of Economy and Law (Barnaul). The improvement of distance education quality at International Institute of Management LINK.
5. **Vishnyakova I. V.** The West-Donbass Institute of Economy and Management. The short review of groups of indicators applied in traditional techniques of a complex estimation of social and economic development of regions.
6. **Ziyatdinov K. Sh., Ismagilov Sh. M., Ivanov A. V., Tafeeva E. A., Davletova N. H., Kundakchyan R. M., Sabirzyanova G. E.** The State Educational Institution of Additional Professional Education “Kazan State Medical Academy”, “Kazan State Medical University”, The Kazan State Finance and Economics Institute. Recuperation of life and labour potential at the cost of realization of activities on atmosphere air protection.
7. **Ivanov A. V., Kundakchyan R. M.** The Kazan State Medical University, the Kazan State Finance and Economics Institute. Methodological approaches to a quantitative assessment problem of the population well-being index in municipal education of the Republic Tatarstan.
8. **Lebedyanzev S. V., Simak S. V.** Samara fund “Ecos” (Samara). Ecological culture is to be formed at each lesson.
9. **Rjevskaya Y.E.** The Academy of Management «TISBI». Development of human resources as the factor of innovative and investment strategy.
10. **Stolpirova L. M. Phedorov A. A.** The Academy of Management «TISBI». Strategy and strategic management in regional banks and their impact on economy.
11. **Phazlyeva E. P.** The Academy of Management «TISBI». Creation of innovative mechanism of education and business interaction.
12. **Fedorova O. V. Chimitov D.** The Academy of Management «TISBI». Regional distributor logistic system of pharmaceutical products.
13. **Khasanov L. R.** The Academy of Management «TISBI». Innovative enterprise as the factor of transformation of domestic economy into economy of knowledge.
14. **Shilov V. S.** UNESCO Department “Public service and management of social and economic processes” Russian Academy of Public Administration under the President of the Russian Federation” Regional policy: French experience (1982-2003).
15. **Yao L. M., Gabdulhakova O. I.** The Kazan State Technological University. Social and economical problems of the Tatarstan Republic.

***Round-table Workshop “Regional investment and innovation policy formation”
(Room 231)***

Chairman: Postaluk M.P. , Doctor of Economic Sciences, Professor at the Economics department at the Academy of Management “TISBI”;
Co-chairman: Sofya M. Syurkova, PhD, Head of the “Finance” Chair at the Academy of Management “TISBI”;
Secretary: A. Loftrakhmanova.

Participants:

1. **Afanasiev K.I.** The Academy of Management "TISBI". Strategy selection of investment portfolio in current stock market development conditions of the Russian Federation.
2. **Bezvidnaya M.M.** The Institute of Management, Economy and Law (Kazan). On the entities of investment activity in the form of capital investment.
3. **Volkova E.N., Suvorova A.P.** The Mari State Technical University. Strategic planning of social and economic development in the region on an innovation basis.
4. **Galeeva G.M., Arsentieva P.S., Dmitrieva E.** The Academy of Management "TISBI". Taxation policy in the economic crisis conditions.
5. **Galeeva G.M., Kovtyn P.O.** The Academy of Management "TISBI". The problems of Russian education system development.
6. **Galeeva G.M., Sharova Yu.** The Academy of Management "TISBI". Government control of investment policy in the Republic of Tatarstan.
7. **Zadelienov V.V.** The Academy of Management "TISBI". Specific character of innovation policy formation in the modern conditions.
8. **Zujeva G.S.** The Ulyanovsk State University. The formation of regional innovation and investment policy: Forsyte technology.
9. **Ivanov M.E.** The Academy of Management "TISBI". The development problem actualization with small and middle share capital.
10. **Kvon G.M., Akhmetzyanov D.A.** The Academy of Management "TISBI". Significance and challenges of investment into the sphere of information and communication technologies.
11. **Kvon G.M., Akhmetzyanova R.R., Mironova I.A.** The Academy of Management "TISBI". Perspectives of social, economic and innovation development in the Republic of Tatarstan.
12. **Kvon G.M., Nazipova, Tsarjeva A. Yu., Japparova A.I.** The Academy of Management "TISBI". The formation of a regional innovation strategy (on the example of the Republic of Tatarstan).
13. **Korobkova M.A.** The Academy of Management "TISBI". The role of fiscal control in the formation of a regional policy.
14. **Kuznetsova N.V.** The Academy of Management "TISBI" (Nizhnekamsk office). The evaluation of investment projects opportunities in the process of elaboration and realization of petrochemical complex development strategy.
15. **Likhatskaya M.L.** The Academy of Management "TISBI" (Almetjevsk office). The regional investment and innovation system in the Republic of Tatarstan.
16. **Lugovnina S.M.** The Academy of Management "TISBI". The formation of an investment policy in the Republic of Tatarstan.
17. **Malakhov V.P.** The Academy of Management "TISBI". The current state of an investment policy in the Republic of Tatarstan.
18. **Mamedaliev Z.G.** The Institute of Business and Technology (Kaluga). Main principles of evaluation of a investment potential in the region.
19. **Mingazova R. Kh.** The Academy of Management "TISBI". Innovations as a factor of competitive growth of the economy in the region.
20. **Mikhailova F.B., Nikiforova L.** The Academy of Management "TISBI". Innovation and investment activity of the Republic of Tatarstan.
21. **Mokhnachev S.A., Mokhnachev K.S.** The Kamsky Institute of Humanitarian (Classical) and Engineering technologies, Udmurt State University (Izhevsk). Regulations of innovation activities at a meso-level: know-how and challenges.
22. **Muksinov Sh.** The Academy of Management "TISBI". Tendencies in petrochemical engineering sector evolution and shaping strategies for creating conditions for its forward development.
23. **Pavlova E.A.** The Kazan State Architecture and Civil Engineering University. Higher priority problems and innovation development strategic issues in the Republic of Tatarstan.
24. **Polyakova A.G.** The Tyumen State Academy of World Economy, Management and Law. The system approach to state administration of renovation processes in the region.

25. **Postaluk M.P., Postaluk T.M.** The Academy of Management “TISBI”. Innovativeness of economic education at the Academy of Management “TISBI” and its ethic (moral) aspects.
26. **Ramazanov A.V.** The Academy of Management “TISBI”. Investment and innovation policy of companies as a factor of establishing and development of a regional stock market.
27. **Sabirova G.** The Academy of Management “TISBI”. Problems of a company’s investment and innovation policy.
28. **Safargaliev E.R.** The Academy of Management “TISBI” (Naberezhnye Chelny office). Investment policy and regional economy on the example of the Republic of Tatarstan.
29. **Syurkova S.M.** The Academy of Management “TISBI”. Islamic financial instrument: implementation into Western economic systems.
30. **Syurkova S.M., Zangirov I.** The Academy of Management “TISBI”. Methodological aspect of regional investment and innovation policy formation in the Republic of Tatarstan.
31. **Tikhonova E. Yu.** The Academy of Management “TISBI”. The formation of social and economic policy of the region.
32. **Tursunmukhamedov I.G., Kotenkov D.A.** The Timiryazev Agriculture Academy (Kaluga). The development of an investment potential of the Kaluga region.
33. **Ustinova S.M.** The Academy of Management “TISBI”. The scheme, providing innovation interaction between economic agents of practical and finance industries.
34. **Ustyuzhina O.N.** The Academy of Management “TISBI” (Naberezhnye Chelny office). Main problems of investment potential escalation of the Russian Federation regions.
35. **Khabibullina Yu. Kh.** The Social Science and Humanities Institute (Kazan). The basics of a company’s investment policy development.
36. **Khazieva G. Kh.** The Academy of Management “TISBI”. Multi-region co-operation in the innovation sphere, stimulating competitive growth.
37. **Khamitova A.I.** The Academy of Management “TISBI”. The analysis of a government support of an investment climate, stimulating further development of the Tatarstan economy.
38. **Khannanova R.T.** The Academy of Management “TISBI”. Mastering the regional policy of cluster backing and development in the economy of the Republic of Tatarstan.
39. **Shegunova G.V.** The Academy of Management “TISBI”. Main milestones of collective investment development and its role in improvement of the regional economic policy.
40. **Shishkin O.V.** The Academy of Management “TISBI”. Financial innovations in the budgeting of the Republic of Tatarstan.
41. **Shmulevich M.S.** The Academy of Management “TISBI”. Contemplations of intergovernmental fiscal relations.
42. **Jakimova O.G.** The Academy of Management “TISBI”. The comparative analysis of innovation components in the development of the Volga Federal District regions.
43. **Janakidis Kh.V.** The Academy of Management “TISBI”. Self-sustained budget as a way to invest into innovations.

Round-table Workshop “The international experience in preservation of culture, history, architecture and nature heritage”
(Room 330)

Chair: Drs. Christian Ost, General Manager of the Brussels School of Management ICHEC, Belgium;

Co-chair: Liliya T. Miftakhutdinova, *PhD*, Vice-Rector for International Cooperation at the Academy of Management «TISBI», Executive Director of the International UNESCO Chair;

Secretary: Guzel Nurieva, assistant of the Vice-Rector for International Cooperation at the Academy of Management «TISBI».

1. **Adolf Gustaaf Lange.** Dutch Cultural Heritage Agency (former RACM) at the Ministry of Education, Culture and Science. Digital technology in presentation and use of historic and cultural monuments.
2. **Christian Ost.** ICHEC Brussels Management School. Cultural heritage economics and management as tools for regional development.
3. **Galina Minnulina.** Bavly school of General Education № 7. Patriotic education of students by means of museum work.
4. **Lilia T. Miftakhutdinova.** The Academy of Management «TISBI». Sustainable protection and use of heritage in the context of innovative conceptions of heritage.
5. **Ermakova T. U.** Secondary School № 33, (Engels). “We shall live in the country of culture”.
6. **Sadykova E. R. Sigacheva N. A.** The Academy of Management «TISBI». The poetry of H. Taktash as the object of cultural heritage.
7. **Sadykova E. R. Sigacheva N. A.** The Academy of Management «TISBI». On the problem of revival of spiritual culture and folk customs in the Republic of Tatarstan.
8. **Stoeva N. V.** The Tupolev State Technical University (Kazan). Historical background and onomastic realities in the translations of E. Hemingway novel "For Whom the Bell Tolls"
9. **Faizullina A. G., Rizatdinova L. D.** The Academy of Management «TISBI» (Naberezhnye Chelny office). Reflection of the world picture in proverbs of English, Tatar and Russian languages.
10. **Fedorova O. V. Fattahova M. A.** The Academy of Management «TISBI». Volunteer movement in the Republic of Tatars tan: trying to make an analysis.

***Round-table Workshop “Problems of regional tourism development”
(Room 313)***

Chairman: Drs Jan W. te Kloeze, Expert of the Tatarstan-Netherlands MATRA project «Protection and Preservation of Cultural, Historical and Natural Heritage as Part of Social Transformations in the Republic of Tatarstan», the Foundation Wageningen International Centre of Excellence for Sustainable Leisure, WICE – DSL, the Netherlands;

Co-chairman: Elvira R.Sadykova, PhD, Head of Social and Cultural Service and Tourism Department at the Academy of Management «TISBI»;

Secretary: E. Prokhorova, assistant of the Head of Social and Cultural Service and Tourism Department at the Academy of Management «TISBI».

Participants:

1. **Eleonora van Nieuwburg** “Van Nieuwburg Project Support”, the Netherlands (Wageningen). The role of local community in sustainable development of regional tourism.
2. **Jan Willem te Kloeze.** The Foundation Wageningen International Centre of Excellence for Sustainable Leisure. Rural Tourism and Agritourism in the Context of Modern Regional Development.
3. **Marina Gunare.** The Baltic International Academy, Latvia (Riga). Creating a cultural event in the marketing of tourism areas.
4. **Abzalova S.R, Neljubina E.A.** The Academy of Management “TISBI”. The problems of tourism development in Tatarstan (in terms of river tourism).
5. **Busigina O.V.** The Academy of Management “TISBI”. Communication problems of regional tourism.
6. **Gazizova A.G.** The Russia State Trade and Economy University (Kazan office). The usage of clustered approach in forming competitive national tourism service market: Jordanian Hashimists Kingdom know-how.
7. **Gazizova E.G.** The Russia State Trade and Economy University (Kazan office). Hotel service development oriented to Universiade 2013 in Kazan.
8. **Zinovjeva A.A.** The Academy of Management TISBI”. Hotel service development peculiarities of the Republic of Tatarstan in the context of tourism industry formation.

9. **Zinovjeva A.A., Bronnikova K.M.** The Academy of Management “TISBI”. Present-day state and potential of food service industry in Kazan.
10. **Zinovjeva A.A., Gubaidullina A.G.** The Academy of Management “TISBI”. Recreative resources of Laishevsky municipal district and their role in tourism industry in the Republic of Tatarstan.
11. **Zinovjeva A.A., Fjedorova R.T.** The Academy of Management “TISBI”. Sightseeing activity in Tatarstan.
12. **Larionova N.B., Mihailova F.B., Isaeva M.** The Academy of Management “TISBI”. The role of tourism in economic development in Russia and Tatarstan.
13. **Naida A.M.** The Academy of Management “TISBI”. The problems of innovation development in the tourism sphere of Tatarstan.
14. **Orlova S.A., Khabibulina I.R.** The Academy of Management “TISB”». Hotel service industry in Tatarstan: current state and challenges.
15. **Prokhorova E.A., Glotova Ju.A.** The Academy of Management “TISBI”. Tourism in Tatarstan: current state and potential.
16. **Rozanova L.N.** The Academy of Management “TISBI”. Estimation and opportunities of tourism potential oriented to Univarsiade 2013 in Tatarstan.
17. **Sadykova E.R., Antokhina S.A.** The Academy of Management “TISBI”. The challenges of individual tourism development in Tatarstan.
18. **Epshtein V.A., Gazizova G.F.** The Academy of Management “TISBI”. Tourism market of Saudi Arabia: conflict of traditions and opportunities.
19. **Jakovleva Ju.** The Academy of Management “TISBI”. Tourism development in Tatarstan.

Round-table discussion of the Associated UNESCO Schools of the Russian Federation (Room 332)

Chair: **Natalya B. Larionova**, Coordinator of the associated UNESCO schools in the “Volga” region, the International UNESCO Chair Cooperation at the Academy of Management «TISBI»;

Co-chair: **Natalya V. Naumova**, Chairholder of Pedagogics and Psychology at the Samara State Regional Academy (by Nayanova), Head of Volga Region association of Teachers, Samara;

Secretary: **K. Nabieva**, assistant of the Dean of Humanities faculty at the Academy of Management «TISBI».

Participants:

1. **Boginskaya, N.F. & Mikhailova, I.M.** Secondary School №25, Abakan. Big problems in a small “Republic of health and recreation”.
2. **Bukharina, I. V.** Secondary School №18, Kazan. The virtual museum “Streets of our childhood”.
3. **Gabdrakhmanova, G.Z. Karaduvan School**, Baltasinskiy region, Karaduvan village, Tatarstan. Civil identity upbringing under the conditions of a global ecological danger.
4. **Golukhova, N.V.** School ‘Evrika’, Samara. The influence of a modern school and business partnership on socio-economic readiness of a school child.
5. **Krechetova, M.V.** Liceum ‘Stolichnij’, Moscow. The examination of 4 to 5 year old children communicative speech activity under the conditions of a pre-school educational institution.
6. **Naumova, N. V.** Nayanova Samara State Regional Academy, The Regional Volga Association ‘UNESCO TEACHERS’, Samara. Current know-how of a network interaction of the Volga region association “UNESCO Teacher”.
7. **Khudjamkulova, Z. H.** Liceum №2, Mamadysh. Applicability of modern educational technologies in fine art teaching.

8. **Chanisheva, G. H.** Liceum №2, Mamadish. The role of mass culture images in children psychological health formation.
9. **Chugalayev, A.H., Gvozdikova, E. I., Ivanova, V. A., Korepanova A.A., Kurushkina, S.A.** Boarding School № 97, Izhevsk. Conclusions based on the analysis of experience of implementation of the UNESCO program “World and Environmental Heritage”.
10. **Yarigina, S.N.** Kindergarten № 11 (Otradnij urban district in Samara region). Innovative approach to ecologization of a pedagogical process.

***Round-table Discussion «Developing the quality management system at TISBI and training professionals in the region»
(Room 210)***

Chairman: Maksim V. Savushkin – Head of the academic department at the Academy of management «TISBI»;

Co-chairman: Olesya M. Bobienko – PhD, Coordinator of the Bologna process at the Academy of management «TISBI»;

Secretary: G. Larionova.

Participants:

1. **Nella M. Pruss** Rector of the Academy of Management «TISBI», Chairholder of the International UNESCO Chair. Innovation policy as guarantee for high quality in education.
2. **Abdulov R.M.** The West Donbass Institute of Economy and Law. Composite evaluation of professional training at a modern higher educational establishment.
3. **Abramova N.A., Melnikova E.F.** The Academy of Management “TISBI” (Almetjevsk office) Personnel training as source of a company’s competitive advantage
4. **Akhmina G.A. Bobienko O.M.** The Academy of Management “TISBI”. The analysis and challenges of innovative development of a non-state educational sector in the system of regional higher professional education.
5. **Bobienko O.M, Postalyuk M.P., Postalyuk T.M.** The Academy of Management “TISBI”. Training of specialists in finance and economy with the use of innovative methods of education in the region.
6. **Vesloguzova M.V.** The Academy of Management “TISBI”. Role play methods in teaching subjects.
7. **Volchkova V.I., Gabitova G.N.** Tupolev Kazan state Technical University. A paradigm crisis on perfecting the educational process at a higher professional educational establishment.
8. **Vorontsova O.G., Komadorov I.S.** The Academy of Management “TISBI” (Naberezhnye Chelny office). Student community as a strategic resource of the modern society.
9. **Vjyugina S.V.** The Kazan State Technological University. The development of intellectual potential of a future professional with current approaches to an educational process at a higher educational institution.
10. **Gusak L.P.** The Academy of Management “TISBI” (Almetjevs office). The current state of affairs and opportunities of educational service market development in the Republic of Tatarstan.
11. **Dashina E.I.** The Academy of Management “TISBI”. The basics of research of the financial provision of education at free market conditions.
12. **Dubrovskaya A.N.** Tupolev Kazan state Technical University. Guidance of students cognitive self-support as one of the most important tasks of education and methods of foreign language teaching.
13. **Zhitnik N.V.** The West Donbass Institute of Economy and Law. The project approach in a regional higher educational establishment management.

14. **Ivanov A.V., Tafejeva E.A., Davletova N.Kh.** The Kazan State Medical University. Implementation of scientific research results into academic process as a method of improvement of quality of medical staff training.
15. **Kamaltynov E.Yu.** The Academy of Management "TISBI". Objective preconditions for the necessity of promotion of financial competence among young people.
16. **Kozin A.N., Pekerman Z.M., Polyakov D.M.** The integrated management system at a higher educational establishment as an effective instrument of the system of quality management in training highly professional specialist.
17. **Komandorova I.V.** The Academy of Management "TISBI" (Naberezhnye Chelny office). The present-day state and further development of a higher professional education: problems of quality and competitiveness.
18. **Lazarev G.A., Korotajevsky A.G.** The Russian Academy of International Trade at the Ministry of Economic Development of the Russian Federation (Far East office). Checking students results of mastering subjects at higher educational establishments.
19. **Lazarev G.A., Korotajevsky A.G.** The Russian Academy of International Trade at the Ministry of Economic Development of the Russian Federation (Far East office). Use of multi-media complexes in a training courses at higher educational establishments.
20. **Lopatina O.V.** Tupolev Kazan state Technical University. The technique of forming a student's competence in the process of foreign language teaching.
21. **Savushkin M.V.** The Academy of Management "TISBI". The set of teaching material for each subject as a factor of refinement of professionals at a higher educational establishment.
22. **Sannikova I.M., Savchenko I.V.** The Academy of Management "TISBI" (Nizhnekamsk office). Tendencies of higher education development at innovation economy conditions.
23. **Sedova L.M., Vildanova F.Z.** The Academy of Management "TISBI". The tolerant attitude development at the Academy of Management "TISBI".
24. **Khairutdinova R.R.** The Academy of Management "TISBI" (Almetjevsk office). Professional skills as a basis to become a highly qualified lawyer.
25. **Chernomorchenko S.I.** The Tyumen State University. Peculiarities of a group curator's work in a modern higher educational establishment.
26. **Shipilov D.N.** The Academy of Management "TISBI" (Nizhnekamsk office). Modernization of Russian higher education structure.
27. **Shipilova G.K.** The Academy of Management "TISBI" (Nizhnekamsk office). Project activity in a professional training of a manager.

Round-table Discussion

“Modern Aspects of Regional Economic Branch Management”

(Assembly Hall)

Chairman: Nailya G.Bagautdinova, Doctor of Economic Sciences, Professor, Vice Rector for Research, Head of the Management department at the Academy of Management "TISBI";

Co-chairman: V. Kulkova;

Secretary: N. Potapova.

Participants:

1. Svirina A. The Academy of Management "TISBI". Development of social values to prevent future economic crisis.
2. **Abdulmanov I.M.** The Institute of Economy, Management and Law (Kazan). Competitive power of regional economy.

3. **Burdin Y.S., Mukhamadiarov D.F.** The Academy of Management "TISBI". Administration and control over the production costs.
4. **Vasilyeva N.V., Kuptsova D.E.** The State Technical University (The Republic of Mari El). Company's loan debt analysis as a tool for creating the source of financing its activities.
5. **Vetlugaeva M.V.** The State Technical University (The Republic of Mari El). Theoretical basis to administrate the financial flows of joint activity in the companies.
6. **Vorontsov Y.N., Komadorova I.V.** The Academy of Management "TISBI" (Naberezhnye Chelny office). The introduction of lean production and quality management conception in motor vehicle industry.
7. **Gatsenbiller A.P.** The Saint Petersburg State Engineering Economic University (Cheboksary office). Methodical approach to cost effectiveness analysis of regional resort and treatment centres.
8. **Gatsenbiller N.Y.** The Saint Petersburg State Engineering Economic University (Cheboksary office). Development of integrated tourism-recreational industry.
9. **Yeshtyganova M.S., Suvorova A.P.** The State Technical University (The Republic of Mari El). Ways to improve the effectiveness of distribution policy within the consumers' cooperative society.
10. **Zakiullina E.A.** The Academy of Management "TISBI" (Naberezhnye Chelny office). Upgrading of city traffic administration.
11. **Kazakova E.A.** The Academy of Management "TISBI". Intellectual potential as a foundation basis for business entity's intellectual capital in the conditions of Russian economy's modernization.
12. **Kravchenko E.V., Yapparova A.I.** The Academy of Management "TISBI". The analysis of managerial ethics influencing company's effectiveness.
13. **Kulkova V.Y.** The Academy of Management "TISBI". Introduction of programmed-targeted method in management of a social sphere of the region.
14. **Lazarina E.I., Sudakova N.Y.** The State Technical University (The Republic of Mari El). Reallocation of financial flows within customs brokers in the conditions of customs union.
15. **Minnekhanova E.V.** The Academy of Management "TISBI" (Nizhnekamsk office). Significance of demographic policy in the regional development on the example of Nizhnekamsk industrial district.
16. **Nigmatullina L.G.** The Academy of Management "TISBI". Rational behavior of an "economic" person and a public choice theory.
17. **Nikiforova O.V.** The Social Science and Humanities Institute (Kazan). Foreign know-how of milk production.
18. **Nurmukhametov G.A.** The Centre for Economic Research at the Academy of Sciences of Tatarstan. On problems of harmonization of social-economic development target programmes on the Republican and municipal levels and their coordination with Federal target programmes.
19. **Petrukhina N.A.** The Academy of Management "TISBI". Budgeting as a financial component of business administration.
20. **Sakhabova R.F.** The Academy of Management "TISBI" (Nizhnekamsk office). Potential development for small business in the cluster "Vector of Movement" in the Republic of Tatarstan.
21. **Sevastyanova O.Y.** The State Technical University (The Republic of Mari El). Economic problems of regional gasification.
22. **Sedova A.Y.** The Academy of Management "TISBI". Trends in regional sector industry on the example of dairy product market of Tatarstan.
23. **Sudakova N.Y., Khalturina E.E.** The State Technical University (The Republic of Mari El). Company's financial strategy control system.
24. **Topleninov E.O.** Tatarstan Pharma-chemical Company. Opportunities for establishing a pharmaceutical cluster in the Republic of Tatarstan.
25. **Fakhreeva R.I.** The Academy of Management "TISBI". Legal standing (personality) of municipal unitary enterprises: a regional aspect.
26. **Fedotova E.V.** The Social Science and Humanities Institute (Kazan). Local food market formation and research (on the example of bread and flour products).
27. **Khusainova S.V.** The Academy of Management "TISBI" (Naberezhnye Chelny office). Economic essence of company's competitive power.

28. **Cherdantseva T.N.** The Altai Academy of Economy and Law (Barnaul office). Clusters as a contemporary aspect of management in regional economic branches (on the example of Altai pharmaceutical cluster).
29. **Shakirova A.V.** The Academy of Management "TISBI" (Naberezhnye Chelny office). Strategic basis for the development of agroindustrial complex in the Republic of Tatarstan.
30. **Sharifullina I.I.** The Academy of Management "TISBI"(Almetyevsk office). Conceptual ground of outsourcing relations in regional economy.
31. **Shnyakina Y.R.** The State University of Service (Toljatti office). Theoretical and methodological research of regional service industry management within the innovative-creative approach.
32. **Yakubova L.M., Yakubov M.R.** The Academy of Management "TISBI". Tatarstan's scientific potential involvement into the "knowledge-based" economy.

***Round-table Discussion «Jurisdiction problems: an internationally accepted statutory aspect»
(Room 334)***

Chairman: G. Shaikhutdinova, Doctor of Law, Professor, the Academy of Management "TISBI";

Co-chairman: Alexander B. Mezyaev, Head of the Constitutional and International law at the Academy of Management «TISBI»;

Secretary: A. Morzhina, assistant of the Head of the Constitutional and International law at the Academy of Management «TISBI».

Participants:

1. **Yulia Malysheva.** The Academy of Management "TISBI". Violent Crime in America: Individual, Community and Institutional Consequences of Economic Change.
2. **Avrakh A.M.** The Academy of Management "TISBI". The procedure of signing a contract with the participation of consumers.
3. **Arkhipova O.A.** The Academy of Management "TISBI". Problems of forming the system of defending intellectual property and author's right in the RF.
4. **Vaiman A.B.** The Russia Academy of Justice. Peculiarities of American legal federalism.
5. **Gavrilova A.I.** The Vladimir Juridical institute (Kazan office). Actual ways of implementation juvenile technologies in Tatarstan based of best home and foreign practices.
6. **Gatayllin Z.Sh.** The Academy of Management "TISBI". The prosecution attorney in a criminal proceeding of terrorism cases.
7. **Ivanov A.V.** The Academy of Management "TISBI". Criminal process is to be comfortable for all its participants.
8. **Keshner M.V.** The Academy of Management "TISBI". Ombudsman' activity in the realization of the actualization mechanism of the UN Security Council targeted sanctions.
9. **Keshner M.V., Puchinin A.** The Academy of Management "TISBI". The mechanism of actualization of the right to fair judicial judgment in the system of international justice.
10. **Lupova A.V.** The Academy of Management "TISBI". Sport law in Russia: from projects to performance.
11. **Malisheva Ju.Ju.** The Academy of Management "TISBI". A bribe and present – legal effects for people working in health care institutions to get benefit and profit.
12. **Malisheva Ju.Ju.** The Academy of Management "TISBI". Criminal-juristic aspects of corruption and corrupt crimes.
13. **Minnehanova S.H.** The Academy of Management "TISBI". The implementers of civil mode for state foreign property protection in the Russia Federation in view of the Conception of the RF civil legislation development.
14. **Mezjaev A.B., Neznanov A.V.** The Academy of Management "TISBI". International and intrastate mechanisms used to defend the right to life.

15. **Pashina A.D.** The Academy of Management “TISBI”. Illegal usage of threat or act of force by states and governments.
16. **Stepanenko R.F.** The Academy of Management “TISBI”. The general theory of marginality: problems of legal approach.
17. **Sundurov F.R.** The Academy of Management “TISBI”. Forms of individualization of punishment.
18. **Sundurova O.F.** The Academy of Management “TISBI”. Modern problems of imposition and execution of judicial restraint in Russia.
19. **Khairullina A.R., Ilalova L.Ju.** The Academy of Management “TISBI”. Crime among the youth.
20. **Shakirova R.I.** The Academy of Management “TISBI”. Reimbursement of just satisfaction on the resolution of European Court of Justice.
21. **Shamsutdinov M.M.** The Academy of Management “TISBI”. International standards of applying penal procedure enforcement measures.

Round-table Discussion “Problems and prospects of inclusive education” (Small Assembly hall)

Chairman: **Valentina D. Parubina**, Director of the Institute of Continuous Education at the Academy of Management «TISBI»;

Co-chairman: **Ilyas Yu. Khalitov**, Director of the “Volga” Region Centre of Education for Handicapped at the Academy of Management «TISBI»;

Secretary: **D. Sobchuk**, assistant of the Director of the “Volga” Region Centre of Education for Handicapped at the Academy of Management «TISBI».

Participants:

1. **Belayeva, E.A.** The Academy of Management “TISBI”. Overcoming difficulties in understanding English verb tense aspects as one of the tasks of inclusive educational.
2. **Vildanova, F.Z.** The Academy of Management “TISBI”, The integration of students with hearing disabilities: the psycho-pedagogical aspect.
3. **Kuznetsova-Morenko, I.B.** The Center for Advanced Economic Research of the Republic of Tatarstan. The education of people with disabilities in the Republic of Tatarstan” (based on the materials of social research).
4. **Nikishina, Y.G.** The Academy of Management “TISBI”. Problems of teaching the information technology to students with hearing disabilities.
5. **Parubina, V.D.** The Academy of Management “TISBI”. Integration versus inclusion: pros and cons.
6. **Rogozhina, N.N.** Nayanova Samara State Regional University. Teaching intercultural communication in a learning institution of continuous education.
7. **Taumov I.D.** Nayanova Samara State Regional Academy. Returning to the question of Kazakh-Russian bilingualism in Samara region.
8. **Taktamisheva, R.R., Mullagalieva, G.** The Kazan State Energy University. The short analysis of the main culture and subculture interaction of people with disabilities.
9. **Khalitov, I.Y., Sobchuk, D.V.** The Academy of Management “TISBI”. Inclusive education in Russia and the world practice of inclusive education.
10. **Yakovleva, I.I.** The Academy of Management “TISBI”. Educational opportunities for people with disabilities.

November 25, 2010, Thursday
Master-classes

14.00 – 15.00 *Dmitriy V. Polyakov, Director of IT-Centre at the Academy of Management «TISBI», Kazan.*

«The Integrated System of Managing a High »
(Room 221)

14.00 – 15.00 *Dr. A.G. Lange, Senior knowledge manager and data analyst, Dutch Cultural Heritage Agency (former RACM) at The Ministry of Education, Culture and Science*

(Room. 210)

«Continuous access to heritage information as a means for preservation»

14.00 – 15.00 *General Director of the Swanson International Corporation, the USA*

«The U.S. stock market: strategy and profit»
(Room. 330)

November 26, 2010, Friday

14.00 – 17.00 – Master-class

Location: Ministry of Youth Affairs, Sports and Tourism of the Republic of Tatarstan, Conference hall

Drs Jan W. te Kloeze, The Foundation Wageningen International Centre of Excellence for Sustainable Leisure, WICE - DSL

"Agritourism: A Challenge for Tatarstan, a Niche for Tourists"