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| Значение |
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| |
| MOTIVATION AS AN INCENTIVE TO WORK AND LEARN |
| The article discusses the main motivations for students learning activities. The historical aspect of changes in motivation, changes in the parameters of motivation as students grow up, is studied. |
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| Объект №2 | |
|-----------------------|---|
| Заголовок | SOCIAL FACTOR AND ITS ROLE IN SHAPING THE IMAGE OF A COMMERCIAL ENTERPRISE |
| Аннотация | Today, more and more attention is paid to the impact of social responsibility on the image of the organization, and, accordingly, on further commercial activities. The author studies the essence of the social responsibility factor in the image of a commercial enterprise and approaches to its understanding. The article analyzes the role of the social factor in shaping the image of a commercial enterprise by observing the main features of a socially responsible organization. In conclusion, the importance of using various manifestations of social responsibility that can have the necessary impact on the formation of a positive image of a commercial enterprise is justified. |
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| Объект №3 | |
|-----------------------|---|
| Заголовок | FOOD IMPORT SUBSTITUTION AND BALANCED DEVELOPMENT OF THE AGRICULTURAL SECTOR OF RUSSIA: CURRENT STATUS, TRENDS AND PROSPECTS |
| Аннотация | This article discusses the current state, trends and prospects of food import substitution in the Russian Federation in the context of economic sanctions. A factor analysis of the dependence of the Russian export of food and agricultural raw materials on 10 financial and 8 natural indicators of the functioning of the Russian agro-industrial complex was carried out, and indicators corresponding to the declared import substitution strategy were calculated. The necessity of the balanced development of the agricultural sector, within the framework of which the achievement of a balance of economic and social interests of various actors of the food market is ensured, is substantiated. |
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| Объект №4 | |
| Заголовок | HOW THE STATE CAN STRENGTHEN THE POSITIVE INTERACTION OF MARKET PARTICIPANTS: METHODS AND TOOLS |
| Аннотация | It is established that only the state, without interfering in the functioning of the market, can strengthen the positive mutual influence of market participants and increase the transparency of the market and the awareness of its subjects it is shown how to do this with the help of original methods and tools. |
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| Объект №5 | |
|-----------------------|---|
| Заголовок | PRINCIPLES OF ENTERPRISE DEVELOPMENT BASED ON DIGITAL PLATFORMS |
| Аннотация | The article considers the leading role of business models based on digital platforms in the modern economy. An analysis of the development of enterprise platforms is made. Distinctive features of platform enterprises in the digital economy are highlighted. The main principles (openness, accessibility, modularity) of enterprise development based on digital platforms are formulated. |
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| Объект №6 | |
| Заголовок | ECONOMIC AND MATHEMATICAL METHODS IN EFFECTIVE MANAGEMENT OF THE RESOURCE POTENTIAL OF VEGETABLE FARMING |

| Аннотация | The paper shows the technology of using economic and mathematical modeling methods in order to increase the efficiency of using the resource potential in vegetable-growing peasant (farm) farms (farms). To achieve this goal, a model development of a combination of the structure of production types on the example of a specific farm in Almaty region is proposed. The results of the research show that the use of economic and mathematical optimization models will significantly increase the efficiency of production and use of the resource potential of the vegetable farm. On the basis of this method, it is also possible to solve the problems of substantiating the optimal parameters of the resource potential of all types of agricultural formations for the conditions of the Almaty region. This article was prepared on the results of research under the grant project number AR05130910 Committee of Science The Ministry of Education and Science of the Republic of Kazakhstan on the topic: Information technologies and mathematical methods in the effective management of the resource potential of the agricultural enterprises of the Republic of Kazakhstan. |
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| Объект №7 | |
| Заголовок | FEATURES OF THE DEVELOPMENT OF EFFECTIVE MARKETING IN THE FASHION AND BEAUTY INDUSTRY |
| Аннотация | The prospects and success of fashion development at the present time, the time of fierce competition, depend not only on the conformity of the new clothing collection to modern trends, its beauty, unusualness or creativity. This issue is very controversial. Indeed, on the one hand, a developer or designer must do everything for the success of his collection, and on the other hand, the relationship between manufacturers and consumers directly depends on the tools of marketing communications used by a company operating in the world of fashion and beauty. That is why the question of the formation of effective marketing in the organization of the fashion and beauty industry is very relevant and necessary for study by all who intend to adapt their activities to existing fashion trends. |
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| Объект №8 | |
| Заголовок | JUSTIFICATION OF GATHERING OF CHAFF AND PARAMETERS OF THE SCREW CONVEYOR FOR STRAW SHAKER OF THE COMBINE FOR MOVEMENT, CRUSHING AND SCATTERING OF STRAW WHEN HARVESTING SOY |
| Аннотация | The problems of collecting chaff as a resource for providing livestock feed are considered. An screw has been proposed for the removal, chopping and spreading of straw on the left and right along the side of the combine for the side- walls and the installation of an additional bunker for collecting chaff behind the sieve mill. The parameters of the screw for the removal, chopping and throwing of straw are developed and the power for its drive is determined. |
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| Объект №9 | |
| Заголовок | INCREASING THE EFFICIENCY OF GEOLOGICAL AND TECHNICAL MEASURES TO REDUCE WATER INFLOWS |
| Аннотация | The article considers the problems of watering well production. It is analyzed that at present there are no criteria for the application of the method depending on the physical, geological and technological conditions for the development of the location. It was revealed that the full coverage of the reservoirs by water flooding and the final oil recovery sharply decreases with increasing degree of geological heterogeneity of the developed facilities. |
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| Объект №10 | |
| Заголовок | DEVELOPMENT OF OZONE GENERATORS FOR DECONTAMINATION OF AGRICULTURAL STORAGE FACILITIES |
| Аннотация | The development of an industrial generator for ozone production contributes to solving technological problems, increasing the shelf life and preserving the quality of agricultural products. Designing an ozone generator installed in warehouses, which helps to deodorize and disinfect these rooms from harmful bacteria and other infections. Ozone is safe to use and does not affect the quality of products, but rather contributes to and protects them from pathogens. |
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| Объект №11 | |
| Заголовок | THE EFFECT OF SURFACE CONDITION ON THE DEFORMATION BEHAVIOR OF PRODUCTS AND THE STAMPABILITY OF AUTOMOTIVE SHEET STEEL |
| Аннотация | The influence of various methods of surface treatment on the behavior of products under tension and their mechanical properties is analyzed. A new method is proposed for increasing technological ductility and improving the formability of cold-rolled automotive steel sheets. |
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| Объект №12 | |
| Заголовок | EXPERIMENTAL STUDIES OF THE MAIN ELECTROTECHNICAL PARAMETERS OF INSULATION OF TRACTION ENGINES LOCOMOTIVES DURING DRYING IN DIFFERENT WAYS |
| Аннотация | This article compares two methods for drying the insulation of traction motors, namely the convective method and the method using thermal infrared radiation. The principle of the experiment is described. The results of the main electrotechnical parameters after drying are analyzed. |
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| Объект №13 | |
| Заголовок | MODELING THE TEMPERATURE OF THE SHOE DURING BRAKING, DEPENDING ON ITS MASS AND GEOMETRY |

| Аннотация | This article discusses the features of the formation of the braking force of railway rolling stock. The features of thermal processes in the contact area of the wheel block are analyzed, taking into account the geometric features of the brake pads. The issue of the influence of the temperature of the pads on the coefficient of friction is considered. The results of finite element modeling of thermal processes taking into account the geometry of the block are presented. Observations of the dependence of pad wear on temperature in the friction zone are presented. |
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| URL | http://naukarus.ru/public_html/wp-content/uploads/2020/ Scientific%20research%20of%20the%20SCO%20countries%20- %20English%20Reports%20-%20May%2014%20- %20Part%202.pdf#page=101 |

| Объект №14 | |
|-----------------------|--|
| Заголовок | SOME ASPECTS OF PREVENTION OF HEALTH CARE- ASSOCIATED INFECTIONS |
| Аннотация | Currently, the problem of infectious safety of patients and staff of medical organizations is becoming of paramount importance. This is explained by the presence of many routes of transmission of infectious (parasitic) diseases: contact household, airborne droplets, artifacts, etc. Additional risks for the occurrence of health carea-ssociated infections (HCAI) among medical personnel are created by factors such as emergency medical care, the simultaneous arrival of a large number of patients (the massive nature of the disease, the epidemic rise, etc.), a large number of ongoing laboratory studies, the human factor. |
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| Объект №15 | |
|-----------------------|---|
| Заголовок | STABILITY OF TRANSCRIPTS ENCODING IMMUNOPHILINS |
| Аннотация | The article presents the results of a comparative analysis of mRNA genes encoding immunophilins. It has been established that most genes are characterized by the presence of several transcript variants that differ from each other by the length of three prime untranslated region. The classical pathway of deadenylation of mRNA is supposed to be the main regulator of its stability. The contribution of ARE- and microRNA -dependent degradation to the post-transcriptional regulation of gene expression was evaluated. |
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| Объект №16 | |
| Заголовок | IMPACT OF RISK FACTORS ON THE RESULTS' QUALITY OF ORTHODONTIC TREATMENT OF DENTAL ALVEOLAR DISTAL OCCLUSION IN CHILDREN |

| Аннотация | Distal occlusion (DO) is the most prevalent dentofacial anomaly, as evidenced by published data. Therefore, the aim of our research was to analyse the influence of risk factors on the quality of the results of orthodontic treatment of children with a dentoalveolar form of distal occlusion using a clinical case as an example. The main (clinical) and additional (instrumental) research methods were used in the examining of the patient. Our research made it possible to clarify the influence of certain factors on the effectiveness of secondary prevention and treatment of dentofacial anomalies. |
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| Объект №17 | |
| Заголовок | A BRIEF DISCUSSION ON THE MANIFESTATIONS AND TREATMENTS OF STOMACH BAORU DISEASE FROM THE THEORY OF SIX FUNDAMENTAL DISORDERS PERSPECTIVES |

| Аннотация | Depending upon the the theory of Six Fundamental Disorders which is documented in the Four Ganlu treatises in Mongolian Medicine and combining with the current clinical observation and treatments on the Stomach Baoru disease, this article discussed generally the pathogensis, categories and manifestations of the disorders. Meanwhile, the six subtypes manifestations of Stomach Baoru disease are carefully described here through the authors investigation according to the primary principles of this theory, and summarized the clinical characteristics and treatment of the six subtypes of Stomach Baoru disease. |
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| Объект №18 | |
|-----------------------|--|
| Заголовок | THE EFFECT OF TOXEMIA ON THE CIRCADIAN RHYTHM OF BLOOD PRESSURE IN SEVERE BURNS IN INFANTS |
| Аннотация | Based on the analysis of the results of monitoring systolic (SBP), diastolic (DBP), the authors revealed that significant daily fluctuations in SBP are characteristic of the most severe children of group 3. The decrease in DBP at 1 day in the most severe children was due to the severity of the condition on the verge of depletion of the sympathoadrenal system in group 3. Migrations of the acrophase and bathyphase peaks of the SBP circadian rhythm were an important part of the adaptation of hemodynamics of young children during toxemia in burn disease, playing a role in stabilizing the SBP and DBP values. The more severe the burn injury, the greater the range of differences in SBP, DBP, the greater the increase in the weekly period of fluctuations in blood pressure. |
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| Объект №19 | |
| Заголовок | PREVENTION AND PROGNOSIS OF ACUTE ADHESIONS INTESTINAL OBSTRUCTION |
| Аннотация | Purpose. Develop an approach for the prevention and prognosis of acute adhesive intestinal obstruction. Material and methods. Under the supervision in 2011-2019, there were 108 patients admitted with a clinic of acute adhesions intestinal obstruction (AAIO). Most patients were between 35 and 80 years old. Men - 38, women - 70. Results. A new AAIO prevention concept has been developed. The proposed treatment regimen makes it possible to exclude the diagnosis of acute adhesive intestinal obstruction in 31.81 of cases. As a result of a set of preventive and treatment measures, AAIO was resolved in 28.18 of cases. Conclusions. The proposed prognosis prophylaxis scheme allows the diag- nosis of acute adhesive intestinal obstruction to be excluded and contributes to conservative resolution of AAIO in 28.18 of cases. |
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| Объект №20 | |
| Заголовок | MANIFESTATION OF THE VOLUNTARY COMPONENT OF HUMAN MOTOR ACTIVITY IN EEG PARAMETERS |
| Аннотация | Violations of arbitrary behavior and motor activity, characteristic of various forms of cerebral pathology, including craniocerebral trauma, greatly complicate the process of neurorehabilitation of patients. EEG correlates of an arbitrary component of the motor act have not yet been determined. We can assume that there is a certain similarity in the structural and functional organization of an arbitrary component of the motor act with the individual components of the executive functions (EF) that initiate, plan, regulate and control any purposeful activity. This pilot study is aimed at identifying correlates of an arbitrary component of the motor act based on a comparison of EEG responses in active and passive motor tests, as well as in the counting down test (as models for studying the structural and functional organization of EF). The studies revealed similarities in changes in the spatial organization of the EEG coherence (EEGCoh) of healthy people with an active motor test, including an arbitrary component, a relatively more automated passive, as well as when counting down relative to the background. The topographic patterns of EEGCoh that are normal for both tests are normal (changes in the frontal cortical areas, accentuated on the left, as well as in the symmetrical parietal leads) are violated in a patient with severely impaired voluntary movements and other EF components after severe traumatic brain injury, and can act as EEG markers of an arbitrary component of the motor act. |

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| Объект №21 | |
| Заголовок | ANALYSIS FACTORS OF THE EFFECTS OF THE DEVELOPMENT OF TRADITIONAL TECTONIC SYSTEMS |

Аннотация

ntroduction: this research is based on the scientific hypothesis about the systemic nature at influencing factors that determine the peculiarities state and genesis in traditional tectonic (architectural) systems. The subject of research is the most visible (main) types architectural systems in buildings and structures, characteristic of the various stages of: historical, technological and social development. The relevance this research is related to the assessment at the scale application at traditional tectonic systems and the assessment in promising pos-sibilities for the development of the considered material objects in architectural activity. Materials and methods: generally accepted logical research methods (anal-ysis, systems solution, generalization) and their synthesis using up-to-date and verified information materials. Results: As a result of the conducted research, the main types (groups) of influence factors were established, which determined the peculiarities in state and direction development, qualitative and quantitative indicators at the traditional tectonic (architectural) systems. In this article are presented the conceptual apparatus, which are in categories: tectonics and system, as subject signs display of the features in voltage processes and the state at internal space the architectural images. The value of tectonics, as a specific means architectural expressiveness, which organically associated with the architectural (constructive) system and the objective laws in its creation, is shown. The nature interaction of the functional, constructive and artisticaesthetic components in tectonic mapping at features architectural solutions in the formation the objects in spatial environment is established. Are considered the tectonic features of the presentation in main (traditional) types architectural systems (by the example of order systems), which are characterized by individual logic, expressiveness and regularities his architectural formation. Conclusions: In this research examined the main qualitative indicators at influence factors that need to be supplemented with

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| Объект №22 | |
| Заголовок | STATE OF THE VERY SMALL GLACIERS IN SUBARCTIC REGIONS OF RUSSIA AT THE BEGINNING OF XXI CENTURY (PUTORANA PLATEAU CASE STUDY) |

| Аннотация | The glaciation of the subarctic territories is represented mainly by small forms of glaciation and covers an area of several tens of thousands of km. In the Subarctic, small glaciers are mainly distributed in the Urals, the Putorana Plateau, in the Byrranga Mountains, in the northern part of the Verkhoyansk Range, on the Chukchi Highlands, etc., located at absolute heights of 400 to 1400 m. They are located below the climatic snow line, and their existence is deter- mined mainly by oroclimatic factors. Back in the early 1970s, complete catalogs of 1The work was supported by the RFBR (grant 18-05-60080_Arctic) glaciers were compiled for all such areas within the territory of the former USSR, containing information on the main morphological characteristics of the identified glaciological objects. True, the content of the catalogs was based mainly on the analysis of aerial photographs, and only a small part of the glaciers was covered by route research (by the way, only occasional). Therefore, no detailed glaciological characteristics were discussed and could not be discussed. In this context, glaciological expeditions carried out by the field detachment of the geographical faculty of Moscow State University on the Putorana Plateau in August 2002, 2003, 2004, 2019 should be considered. Kovalenko, 2011. |
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