

SUMMARY

ROUND TABLE «COMPETITION AND MONOPOLY»

The questions concerning the functional effectiveness of monopolistic and competitive markets, and also the practice of anti-monopolistic regulation in global markets and in Russia are regarding. The discussion touched the roles and relationships of economic theory in anti-monopolistic law as well as traditions of law enforcement practice in the protection of competition in markets. It has been noted that in modern conditions the tendency towards the enlargement of companies, the transition from competitive markets to oligopolistic is the world trend. The stereotype of non-effectiveness of oligopolistic markets is replaced by the understanding that they are normal vectors of economic development in the conditions of globalization, reflecting the needs of consumers and society.

Participants of discussion: R.A. Guseinov, O.A. Donskikh, S.G. Zolotareno, S.P. Isakov, I.V. Knyazeva, V.V. Kryukov, G.P. Litvintseva, N.I. Makarova, V.V. Shmat, L.L. Shtuden.

Commentaries were added by: L.A. Tutov and N.S. Pavlova, B.L. Lavrovskiy, I. Girson, I.I. Maksim, V.M. Figurovskaya, Yu.E. Figurovskaya

Key words: monopoly, competition, oligopoly, market, large company, anti-monopolistic law, economic theory.

COMMENTS TO ROUND TABLE «COMPETITION AND MONOPOLY»

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Key words: monopoly, competition, oligopoly, market, large company, anti-monopolistic law, economic theory.

WHAT IS THE THINKING?

V.M. Rosin

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Academy of Sciences,
Moscow

The article deals with problems arising from the studies of thinking in philosophy and psychology. Thinking practices and thinking concepts are set apart as two poles of holistic thinking. The functions of thinking concepts and their evolution in culture are discussed.

Key words: thinking, concepts, practices, activity, formation, functioning, development, evolution, tasks.

FREEDOM AND SYSTEM IN THE CONSUMER SOCIETY

E.V. Karmazina

Siberian University
of Consumers Cooperation,
Novosibirsk

The paper presents analysis of basic theoretical positions concerning problem of freedom in so called «consumption society». The positions named «contra-system» and «pro-system» are explicated and investigated in the field of mutual relations between social system and freedom.

Key words: freedom, personality, social system, personalization, manipulation.

HISTORY AND MEMORY

Part 2

Madhavan K.Palat

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New Delhi

History and memory are different ways of constructing the past, but with methods and objectives, and authors and audiences. They are not adequately distinguished, and both are confused with myth and tradition. Yet they are distinct and must remain so.

Key words: history, memory, myth, tradition, historicism, truth, relativity, identity.

GLOBAL HISTORICISM AS A PRINCIPLE OF SCIENTIFIC KNOWLEDGE

T.L. Shestova

Lomonosov Moscow State University

The article reveals the essence of global historicism as a principle of scientific knowledge that has developed on the wave of the crisis of Modern rationality. It examines the philosophical and methodological content of the global-historical approach.

Key words: global historicism, scientific rationality, the global-historical perspective, the global-historical categories, the global-historical concepts.

INSTITUTIONAL ORGANIZATION OF COMPETITIVE RELATIONS IN MODERN ECONOMY

T.V. Ignatova, O.V. Maltseva

South-Russia Institute – branch of Russian Academy
of National Economy and Public Administration
under President of Russian Federation,
Rostov-na-Donu

The article argues positive analysis of institutional reforms in the sphere of competition in last decades.

Key words: competition, institute, institutional organization.

MANAGEMENT OF INDUSTRIAL CLUSTERS IN HOMEOSTATIC METHODOLOGY

G. Boush, V. Razumov

Omsk State University

In the article it is proposed new approach to management of industrial clusters based on their representation as homeostatic system including subsystems in contradictory relations. Industrial clusters are described in categories of deployed model of compensative homeostasis. Directions of influence on inter-componential contradictions are shown with the aim of external management of development of industrial clusters.

Key words: cluster management, industrial clusters, model of compensative homeostasis.

HOW HAZARDOUS IS THE MONOPOLISM?**I.O. Semykina**Institute of Economics and Industrial
Engineering of SB RAS,
Novosibirsk

The paper considers some of the negative consequences of strengthening monopolistic tendencies in the major oil and gas companies of Russia. Particular attention is paid to the technological renovation of enterprises of the sector and related industries on the basis of innovation processes.

Key words: large companies, oil and gas sector, innovation, socio-economic impact.

**THE EMPLOYMENT SPHERE OF THE SOVIET SYSTEM:
INSTITUTIONAL, SOCIO-CULTURAL AND STATUS FEATURES****N.M. Volovskaya, L.K. Plyusnina**Novosibirsk State University of Economics
and Management**G.S. Poshevnev**The Siberian Institute - a branch of the
Russian Academy of National Economy
and Public Service under the President of the
Russian Federation, Novosibirsk

The article is dedicated to the operation of the employment sphere of the soviet system. The characteristics of the employment sphere in connection with the institutional features of soviet society are presented here. The institutional, socio-cultural features of the sphere and status of employment are identified in this article.

Key words: the soviet system, the phenomenon of employment, unemployment.

ETHICAL CULTURE OF ADVERTISING**A.S. Akopyants**Siberian State Transport University,
Novosibirsk

The article is devoted to the problem of the ethical culture of advertising. Such important issues as the development of the concept of the subject of advertising ethics, the causes of non-observing of moral standards in an advertising message, identification and classification of non-ethical advertising, the analysis of kinds of non-observing the ethical culture of advertising are touched upon in the article. The culture of ethical thinking is viewed upon as an important factor of the development of advertising activity.

Key words: ethics, the culture of ethical thinking, non-ethical advertising, cross-cultural analysis of advertising.

**POIESIS AS A WASTE OF LANGUAGE: THE TOPOLOGY
OF THE VICTIM****I.A. Krebel**

Omsk State University

The paper attempts to approach the grounds of culture through the reconstruction of rational forms. The starting point shall be elected by the language dimension of rationality, it is shown that the management is not only a stark logical form, but there is a special plastic tongue, allowing himself to discover in poetry and, increasingly, in a poetic mode of language. The conclusion: poyezis transforms the space of thought, makes re-feel thing, culture, is forced to participate in thought.

Key words: language, sacrifice, waste, the gift limit, poyezis, the myth, the topological reflection.

ALLEGORY OF COGNITION**N.I. Makarova**Novosibirsk State University
of Economics and Management

The article concerns specific features of the landscape in Leonardo da Vinci's Mona Lisa, paying attention to its cosmological character and the disjoining depiction of its two parts. It is proposed that the meaning of the painting has some connection to the idea of time and the transience of people's lives that restricts their cognitive ability.

Key words: Mona Lisa, Leonardo da Vinci, Renaissance art, science, cognition, nature.

**PHILOSOPHY ORDINARY & SELF-KNOWLEDGE WAYS TO JIM
JARMUSCH'S CREATIVITY****M.V. Rutman**St.-Petersburg State University
of Cinema and Television

The article deals with two main themes of Jim Jarmusch's work: philosophy of everyday life and ways of self-knowledge. Jim Jarmusch has been a major proponent of the contemporary American independent cinema. Using the example of this filmmaker, the author analyses the aestheticization of everyday life as a way of self-reflection. This subject is one of the leading tendencies in the American independent cinema.

Key words: Jim Jarmusch, American Independent cinema, American dream, Dead man, Broken flowers, Coffee and Cigarettes.

«OTHER BANKS»

P.D. Muratov

Novosibirsk

The article forms the part of the study “Artistic life in XX century Novosibirsk” designed to analyze the organizational forms of professional and amateur art as well as the easel and monumental kinds of artistic work in their evolution and interaction during the course of one hundred years. The article continues the published earlier articles from “Ideas and Ideals” in 2009 – 2011.

Key words: the trip of the soviet Novosibirsk artists to China, panno “The Horrors of Hiroshima”, The Ninth Regional Exhibition, preparation to congress of arts of USSR.