

SUMMARIES OF ARTICLES

Vinokurov M.A., Karnyshev A.D.

The summary: some aspects of the contribution of foreign and domestic economists in development of economic psychology are analyzed. Authors approve, that for the future of the given science integration of efforts of economists and psychologists is extremely actual and show some parties of this work on example BSYEL.

Key words: economic psychology and ethno psychology, psychological economy, the socio cultural approach, the property, economic consciousness and behavior.

GENERAL ISSUES IN ECONOMIC PSYCHOLOGY

Sokolinskij V.M., Sokolinskaya T.V.

Economic education in an information age: a psychological component

The summary: The article, it is possible to tell, consists of two blocks. In one the general questions of submission of a teaching material for economists in conditions of information expansion are considered. In the second rational principles and some methods of increase of efficiency of economic education are stated in view of psychological laws.

Key words: information, methods of submission of knowledge, types of recognition, principles of training of economists.

Drobysheva T.V., Zhuravlev A.L.

Methodology of research of phenomena of economic consciousness of the formed person (on an example of representations about the poor / rich person)

The summary: In article phenomena of economic consciousness of children are considered: the knowledge them of the economic world, images and representations about the rich and poor person, is offered model of social - psychological research of representations of children about the poor and rich person.

Key words: valuable orientations of the person, mechanisms of self-identification, cognitive aspect of economic socialization, representations about the rich and poor person.

Ovrutskiy A.

Consumption psychology: main directions of the researches

The summary: We define three main directions in consumption psychology. We suggest applying:

- 1) General methods of psychology, such as psychoanalysis, behavioral analysis, cognitive and humanistic approaches;
- 2) "Middle level" theories, including consumption analysis within particular psychological theories;
- 3) Consumer analysis of addictions as psychological dysfunctions (oniomania).

Key words: Economic psychology, consumption psychology, consumption psychoanalysis, gestalt theory of consumption, "middle level" theories, consumer addictions.

PRACTICAL RESEARCH IN ECONOMIC PSYCHOLOGY

Gapanovich-Kajdalova E.V.

The summary: In the article modern approaches to advertising activity in economy and social psychology are analyzed, the basic directions of psychological researches in the field of advertising are allocated; the importance of scientific studying of the ways of advertising influence on the consumer.

The efficiency and quality increase of advertising on the youth. The re-search results of the data about the social influence of advertising, completed by the teachers from different districts in Gomel region, are represented. Particularly, the basic components of a quality advertisement trailer have been allocated; the teachers' preferences while choosing a trailer for watching have been studied; the special features of advertisement influence on children and young people have been analyzed. These data confirm the necessity of competent use of advertising for public opinion formation, successful goods promotion within the market and consumer needs' satisfactions. All these data will be useful for all specialists working in the sphere of advertising.

Key words: advertising, advertising activity, teachers' notions, social influence, public opinion formation, the relation to advertising, perception of advertising.

Khlebovich D.I.

Aspects of partnership building in the system of business education

The summary: The article is devoted to investigation of the essence of partnership and process of its building inside the system of business education. The change of business education role in modern environment is considered, theoretic basis of partnership creation is investigated from the interdisciplinary point of view.

Key words: business education, relationship, partnership, interdisciplinary point of view

Kupreychenko A.B., Tabharova S.P.

The summary: During the empirical study the correlation of the trust and distrust with the attitude to business behavior moral standards observance was established. The functions of the attitude to business behavior moral standards observance in terms of trust and distrust were explored. Differences in the attitude to business behavior moral standards observance depending on directors' and employees', men' and women's trust and distrust vector were explored.

Key words: business behavior, attitude to corporate behavior moral standards observance, levels of attitude to corporate behavior moral standards observance, functions of attitude to corporate behavior moral standards observance, trust, distrust, criteria, factors, functions, types, vectors of trust and distrust/

Kyshtymova I.M.

Image of an advertising expert: estimated determinants

The summary: Results of research of image of an advertising expert during which factors image estimations are revealed are given, the degree of its stability in different groups of examinees is determined. The place of image of the advertisement maker in category space of steady mythological and socially significant images is shown.

Key words: professional image, the expert of advertising sphere, estimation of image, socially significant image.

Muravyeva P.A.

The summary: In article attempt to expand existing understanding of a nature and properties of monetary attitudes, their places in mutual relation of the person with world around, self is undertaken to trace essence of arising internal contradictions of the person concerning money

at execution of an economic role, and also educational business interactive game, as an active method of training, corrections and formations of the attitude to money is shown.

Key words: educational interactive game, an economic role, monetary attitudes, attitudes of the person, money.

Panchuk E.J.

The summary: Why people work? Why same people can perform the job differently? What psychological factors influence efficiency of work of the personnel? These problems excite as scientists, and practices, engaged with psychology of management. In article the actual problem of modern managers - a problem of stimulation of the personnel for effectivization of work is considered. After the theoretical analysis of the basic concepts, positions, kinds of material and non-material stimulation results of practical research most frequently used receptions of stimulation are resulted, recommendations are offered.

Key words: motivation, stimulation material and non-material, stimulus, compensation external and internal, requirement, satisfaction.

ECONOMIC SOCIALIZATION

Stel'mashuk M.N.

Research of the student's debt

The summary. The author analyses foreign books and articles within the scope of economic psychology and defines major tendencies in the research of the students about the debt. The study involved a structured interviews focused social performances of the students about the debt.

Keywords: economic socialization, social performances of the students about the debt.

Cheremuhina K.S., Trofimova E.L.

Olympiad on psychology in economy and ecology - 2009: the maintenance and results

The summary: The purposes, the contents, problems and results of new Olympiad «Psychology in economy and ecology» for senior pupils are submitted in article.

Key words: Olympiad on economic psychology, Olympiad on Ecological psychology, business game, test tasks.

Kaluzhenina T.A.

The summary: The subjective aspects of student's

adjustment to condition of high education

The article analyses the subjective aspects of student's adjustment such as motivation and emotional features. The author also discusses the results of questionnaire aims at analyzing the students' opinion on problem they encounter in the process of adaptation.

Key words: social and psychological adjustment, objective and subjective aspects of student's adjustment, first-year students.

ECONOMIC ETHNOPSYCHOLOGY

Karnyshev A.D.

The person and intercultural competence

The summary: In article on a basis concept of the person and activity developed by the author still in 90th years, structural and substantial characteristics of intercultural competence (IC) are considered. In its basis underlie natural properties of the person, its orientation, abilities and self-estimation, the general communicative qualities of the person. Original model IC is in summary built.

Key words: intercultural competence, parameters of the person, a self-estimation and self-esteem; communicative qualities; model intercultural - communicative competence.

INVITE TO REFLECTION

Shalak A.V.

Historical psychology as a method очеловечивания history

The summary: In article the basic idea that historical studying of the person and a society should be relieved from over theoretical by means of the analysis of sensual qualities will be carried out. The term historical psychology in the given plan is ambiguous, and the understanding of its essence needs cooperation between historians and psychologists.

Key words: macro historical researches, the interdisciplinary approach, mentality, systems of values.

STUDENT'S BUSINESS-INCUBATOR: FIRST STEPS IN THE SCIENCE

Razuvaev A.L., Ermakov R.M., Katysheva V.J.

Studying cognitive images of Baikal with a view of their applied use

The summary: This article is devoted to the actual problems connected to development of special economic

zones tourism - recreational type in the Baikal region. The understanding of how tourists perceive the lake Baikal will help to develop advertising resources of activity in region more effectively. In article features of recognition of a nature of lake of people with different conducting modalities are reflected.

Key words: psychology of advertising, perception, modalities of perception, feature of perception of color, a smell, sounds of the lake Baikal.

SCIENTIFIC PUZZLE

About past conference in Financial Academy at the Government of the Russian Federation, Moscow

Summary: the information about carried out March, 19-20, 2009 in Financial academy at the government of the Russian Federation (Moscow) is submitted to the international scientific - practical conference «Psychological innovations in economy and financial business».

Key words: conference, economic and financial psychology, psychological education for economists and financiers.

« Psychology and economy » – magazine of the Saratov state social and economic university (the brief information)

Summary: In the end of 2008 at the Saratov state social and economic university (SSSEU) there was an incorporated first and second issue of the magazine «Psychology and economy. In a greeting to opened magazine the chairman of editorial council professor V.A.Dines who is rector of SSSEU, has come up with idea that the modern labour market requires the experts possessing high level of competence of psychological sphere.

ТРЕБОВАНИЯ К СТАТЬЯМ, ПУБЛИКУЕМЫМ В НАУЧНОМ ЖУРНАЛЕ «ПСИХОЛОГИЯ В ЭКОНОМИКЕ И УПРАВЛЕНИИ»

Статья направляется в редакцию журнала по адресу: 664003 г. Иркутск, ул. Ленина, 11, 109-2, БГУЭП, каф. социальной и экономической психологии, отв. секретарю Бабкиной Елене Викторовне, т. (3952) 255-891; e-mail: journal_psy@mail.ru ;

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