

2nd International Conference on Social, Economic, and Academic Leadership (ICSEAL 2018)

Advances in Social Science, Education and Humanities
Research Volume 217

Prague, Czech Republic
18-19 June 2018

Editors:

Wadim Strielkowski

ISBN: 978-1-5108-8822-7

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2018) by Atlantis Press
All rights reserved.
Copyright for individual electronic papers remains with the authors.

For permission requests, please contact the publisher:

Atlantis Press
Amsterdam / Paris

Email: contact@atlantis-press.com

Conference Website: <http://www.atlantis-press.com/php/pub.php?publication=icseal-18>

Printed with permission by Curran Associates, Inc. (2019)

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2633
Email: curran@proceedings.com
Web: www.proceedings.com

TABLE OF CONTENTS

SESSION: INTRODUCTION

SOCIAL, ECONOMIC AND ACADEMIC LEADERSHIP: SOME INTRODUCTORY REMARKS	1
<i>Wadim Strielkowski</i>	

SESSION: LEADERSHIP AS A PSYCHOLOGICAL AND CULTURAL PHENOMENON

THE PHILOSOPHICAL AND PSYCHOLOGICAL ASPECTS OF A PHENOMENON OF LEADERSHIP IN CULTURE	3
<i>Irina Khmyrova-Pruel, Alexander Koloskov</i>	
GENDER LEADERSHIP AS A SOCIAL PHENOMENON: THE EXPERIENCE OF A NARRATIVE ESSAY	9
<i>Natalia Korostyleva, Ludmila Kovaleva</i>	
THE “MIRROR EFFECT” AND THE EFFICIENCY OF A LEADER	16
<i>Liudmila Kiseleva, Wadim Strielkowski</i>	
PROBLEMATIC ASPECTS AND METHODS OF DEVELOPING LEADERSHIP CAPABILITIES IN YOUNG CHINESE PEOPLE	25
<i>Maria Mizintseva, Wenzhi Zhang</i>	
FEMALE LEADERSHIP AND A COMPETENCY-BASED PORTRAIT OF A LEADER AS PERCEIVED BY FEMALE STUDENTS	31
<i>Tatyana Monastyrskaya, Gleb Toropchin, Aleksandr Katsura</i>	
DEVELOPMENT OF ENTERPRISE INNOVATIVE ACTIVITY FOR LEADERSHIP IN PRODUCTION AND ECONOMIC SYSTEMS	39
<i>Svetlana Vasilyeva, Liudmila Glukhova, Raisa Krayneva</i>	
LEADERSHIP AS THE EFFECTIVE TOOL IN THE ORGANIZATIONAL MANAGEMENT SYSTEM	46
<i>Olga Naumova, Nadezhda Nikolaeva, Anna Sherstobitova</i>	

SESSION: LEADERSHIP IN SOCIAL PRACTICE

THE IMPACT OF MIGRATION ON THE LEADING INNOVATIVE DEVELOPMENT OF THE EMPLOYMENT POTENTIAL	52
<i>Roman Chornyi, Nelya Chorna, Mariya Lalakulych</i>	
LEADING INSTITUTIONAL MECHANISM OF THE STATE REGULATION AND THE SHADOW ECONOMY	60
<i>Olexander Kopylenko, Inna Gryshova, Oleksey Diachenko</i>	
FEMALE LEADERSHIP IN THE CONTEXT OF ENTREPRENEURSHIP IN RUSSIA	69
<i>Liudmila Kiseleva</i>	
PUBLIC-PRIVATE PARTNERSHIP AS THE LEADERSHIP COMPOSITION OF THE DEVELOPMENT OF INDUSTRIAL PRODUCTION	78
<i>Vera Lebedeva, Natalia Dobrianska, Larisa Gromova</i>	
LEADERSHIP AND INNOVATIONS IN SMALL AND MEDIUM ENTERPRISES	87
<i>Olga Yamova</i>	
COMPLIANCE CONTROL AS THE LEADING TECHNOLOGY OF TACKLING CORRUPTION IN ENTERPRISES	92
<i>Galina Menshikova, Nikolai Pruel, Valeriy Malychev</i>	
SOCIALLY RESPONSIBLE DEVELOPMENT STRATEGIES OF THE LEADING REGIONAL ENTERPRISES	102
<i>Tetyana Batrakova, Oleg Gelikh, Alla Shapovalova</i>	
ENTERPRISE COMPETITIVENESS AS AN INFORMATIVE CHARACTERISTIC OF LEADERSHIP	110
<i>Marina Borovitskaya, Anna Sherstobitova, Olga Shnayder</i>	
TRANSFORMATION OF ENTREPRENEURIAL LEADERSHIP IN THE 21ST CENTURY: PROSPECTS FOR THE FUTURE	115
<i>Igor Britchenko, Sergyi Smerichevskiy, Igor Kryvovyazyuk</i>	

LEADING TRENDS IN STATE BUDGET REGULATION: A CASE OF THE UNITED STATES	122
<i>Tatiana Veynbender, Valentina Kashintseva</i>	
ANALYSIS OF A STRUCTURAL AND LOGICAL MODEL OF A LEADING COMPANY'S FINANCIAL STANDING	127
<i>Marina Charaeva</i>	
MANAGER AS A LEADER IN IMPLEMENTING STRATEGIC CHANGES AT THE ENTERPRISES	134
<i>Elena Korneeva, Raisa Krayneva, Alexandr Platitsyn</i>	
REGIONAL COMMERCIAL BANKS: PROBLEMS OF LEADERSHIP UNDER THE CURRENT ECONOMIC CONDITIONS	142
<i>Elena Tarkhanova, Natalia Baburina, Svetlana Shemshurina</i>	
LEADING APPROACHES TO MODERNIZATION OF STATE FINANCIAL CONTROL: A CASE OF UKRAINE	149
<i>Natalia Novikova, Lydmyla Deshko, Anna Gurzhii</i>	
LEADING ORGANIZATIONAL AND ECONOMIC MODELS FOR THE DEVELOPMENT OF INBOUND MEDICAL TOURISM IN RUSSIA	157
<i>Olga Nikitina, Wadim Strielkowski</i>	
FINANCIAL LEADERSHIP: AN ANALYSIS OF INVESTMENT BEHAVIOUR ON FINANCIAL MARKETS	164
<i>Elena Danilova, Elena Nazmutdinova</i>	
HARMONIZATION OF ACCOUNTING FOR PUBLIC SECTOR ENTITIES IN ACCORDANCE WITH THE LEADING INTERNATIONAL STANDARDS: A COMPARISON OF ITALY AND UKRAINE	169
<i>Mariya Lalakulych, Igor Britchenko, Tetyana Hushtan</i>	
COMPETITIVENESS OF THE AGRARIAN BUSINESS IN THE CONTEXT OF MAINTENANCE OF LEADERSHIP POSITIONS ON THE MARKET	177
<i>Tatiana Shestakovska, Nino Durglishvili, Svetlana Kushmir</i>	
LEADING TRENDS AND CONTRADICTIONS IN BANK CREDITING OF THE POPULATION IN RUSSIA	185
<i>Elena Tarkhanova, Oksana Fedorova</i>	
MARKETING INFORMATION FOR HOLDING LEADING POSITIONS IN THE MARKET SEGMENT OF THE GRAIN PROCESSING ENTERPRISES	193
<i>Iryna Markina, Viktoria Voronina, Yaroslav Aksiuk</i>	
ECONOMIC POTENTIAL OF THE AGRARIAN LEADERSHIP BUSINESS IN THE CONTEXT OF EFFECTIVE PERSONNEL SECURITY AND INSTITUTIONAL REGULATION	202
<i>Olena Nikoliuk, Irina Sedikova, Svetlana Kalyugina</i>	

SESSION: LEADERSHIP IN HIGHER EDUCATION

THE LEADERSHIP AND SUCCESS PHENOMENA IN THE STUDENT COMMUNITY: A SOCIOLOGICAL ANALYSIS	210
<i>Julia Krikunova, Tatiana Ivanova, Anna Kirillova</i>	
LEADERSHIP IN HIGHER EDUCATION: SOCIAL AND COMMUNICATION ASPECTS OF THE UNIVERSITY IMAGE	215
<i>Anastasia Semenova, Elena Chizhevskaya</i>	
SCIENTIFIC AND EDUCATIONAL LEADERSHIP FACTORS AND THE COMPETITIVENESS OF UKRAINE	222
<i>Larysa Gatevska, Rayisa Naumenko, Iryna Fedulova</i>	
DEVELOPING STUDENTS' LEADERSHIP SKILLS AT HIGHER EDUCATIONAL INSTITUTIONS FOR THEIR SUCCESSFUL ADAPTATION AT THE LABOR MARKET	231
<i>Maria Mizintseva, Anna Sardarian, Alena Petrochenko</i>	
LEADERSHIP IN HIGHER EDUCATION: TRAINING SPECIALISTS IN HUMANITARIAN TECHNOLOGIES	238
<i>Valeriy Zarubin, Anastasia Semenova</i>	
ACHIEVING ACADEMIC LEADERSHIP THROUGH TEACHING MATHEMATICAL METHODS IN ECONOMICS AND FINANCE	247
<i>Irina Sukhorukova, Galina Bobrik, Vladimir Mushrub</i>	
COMPUTER-MEDIATED DISCOURSE ANALYSIS: AN OVERVIEW OF LEADING VOCABULARY TEACHING STRATEGIES	256
<i>Zinaida Vozgova, Olga Afanasyeva</i>	

DEVELOPMENT OF STUDENTS' LEADERSHIP COMPETENCIES: A CASE OF SUMMER SCHOOLS	265
<i>Veronika Smirnova, Yuliya Vasileva, Anna Sardarian</i>	
LEADERSHIP FOSTERING VIA TEACHING BUSINESS CASE STUDIES: OPPORTUNITIES AND LIMITATIONS	272
<i>Manuela Tvaronavicien</i>	

SESSION: LEADERSHIP, ENERGY, AND SUSTAINABLE GROWTH

LEADING FACTORS OF MARKET PROFITABILITY OF THE RENEWABLE ENERGY COMPANIES	277
<i>Galina Chebotareva</i>	
SUSTAINABLE LEADERSHIP AND THE DEVELOPMENT OF “GREEN” ECONOMY IN THE EUROPEAN UNION	288
<i>Maria Gureva</i>	
FIFA WORLD CUP AS A LEADING FACTOR OF SUSTAINABLE DEVELOPMENT: A CASE OF THE NIZHNY NOVGOROD REGION	293
<i>Elena Kochkurova, Tatiana Zykova</i>	
LEADING APPROACHES TO USING RENEWABLE POWER SOURCES FOR IMPROVING NATIONAL ENERGY SECURITY	298
<i>Evgeny Lisin, Galina Kurdiukova, Ekaterina Rukina</i>	
EVALUATION OF INVESTMENT ATTRACTIVENESS OF A REGION AS A GUARANTEE FOR LEADERSHIP IN THE TERRITORIAL SOCIO-ECONOMIC DEVELOPMENT	305
<i>Ruslan Skupskyi, Ruslan Zubkov, Inga Shapovalova</i>	
RISK FACTORS IN THE LEADING SUSTAINABLE DEVELOPMENT FOR THE NIZHNY NOVGOROD REGION	314
<i>Tatiana Zykova, Elena Kochkurova</i>	
LEADING INNOVATIONS AND INVESTMENTS INTO THE NEW ENERGY TECHNOLOGIES	320
<i>Anetta Zielinska, Igor Britchenko, Piotr Jarosz</i>	

SESSION: LEADERSHIP AND GLOBAL SECURITY

CREATIVE LEADERSHIP: PRESUMPTIONS AND METHODS OF REALIZATION	325
<i>Maria Avakyan</i>	
LEADING ROLE OF STATE AS A REGULATOR OF CRYPTO CURRENCY	329
<i>Andrej Semenihin, Aleksandr Kondrashin</i>	
ECONOMIC SANCTIONS, TRADE AND ECONOMIC RELATIONS BETWEEN TWO LEADERS: A CASE OF RUSSIA AND FRANCE	335
<i>Olga Elfimova, Valeriya Vysotckaya, Tatyana Luzina</i>	
CYBERCRIME AS A LEADING THREAT TO INFORMATION SECURITY IN THE COUNTRIES WITH TRANSITIONAL ECONOMY	342
<i>Mykola Syomych, Iryna Markina, Dmytro Diachkov</i>	
LEGAL GLOBALIZATION AND INTERSTATE INTEGRATION AS A LEADING FACTOR OF THE FORMATION OF STATE SECURITY AND SOVEREIGNTY	351
<i>Yuriy Voloshin, Viacheslav Krykun</i>	
GEOPOLITICAL LEADERSHIP IN THE MODERN WORLD	359
<i>Irina Ignatyeva, Boris Isaev</i>	
Author Index	