**SYSTEM TRAINING FOR SERVICE AREAS**

G. V. Lepesh

*St. -Petersburg state university of economics* (*SPbGEU*),

191023*, St. Petersburg, street Sadovaya,* 21

The article tells about the modern system of higher education reform and negative consequences of this process. We present a list of traditional service areas of universities and the role of the service sector in Russia.

Keywords: service scope, service enterprises, services, higher education.

**THE HIGH EFFECTIVE ELECTROSTATIC FILTER – STERILIZER OF LIVING ROOMS AIR**

A.G. Varekhov

*St. Petersburg State University of aerospace instrumentation,*

190000, *St. Petersburg,Bolshaya Morskaya st.,* 67

There is proved the use of an electrostatic field and charging of particles of any origin, including biological, for a highly effective filtration of mechanical particles and sterilization of air microflora (bacterial cells and spores of mold fungi) in the article. The results of pilot studies showing the currentness of use of an electrostatic field and the charging of particles for the purpose of the radical increase of efficiency of the nondense fibrous filters on the basis of polyethyleneterephthalate (PETF) with extremely low hydraulic resistance are given. For the same purpose it is offered to use the granulated expanded polystyrene (PSB) as the filtering material of a preliminary step. The description of the unified design of the electrostatic filter-sterilizer intended for the air conditioning of the living and specialized (for example, hospital) rooms is provided. The device provides high efficiency of the filtration and the sterilization under the minimal power consumption and can be executed in the form of the portable block with autonomous (battery) power supply.

*Keywords* – filtration and sterilization, the electrostatic field, charging of particles, the unified design.

**INFLUENCE OF FLUORIDE-CONTAINING ORGANIC SURFACTANTS ON THE PERFORMANCE OF THE ENGINE**

M. Y. Karelina

*Moscow state automobile and road technical University* (*MADI*),

125319*, Moscow, Leningradsky Prospekt,* 64

To solve the problem of starting the engine at low temperatures suggests a new approach – the introduction of nanomaterials (мodifier) into the oil power units of the internal combustion engine. The experimental results showed that the introduction of a мodifier in the engine oil, diesel engine and transmission oil transmission, followed by running the power unit for 10 h was possible to reduce the temperature limit of start with is (OST) to is With, thus reducing the load on the electrical system to start the engine.

*Keywords:* nanomaterials, start the engine, the rotational speed, the temperature of the engine start.

**Action of the pulsatory gas flow on corrosion resistance of structural steels**

D.A. Ivanov, O.N. Zasuhin

*The Baltic state university* (*BGTU*) *"VOYENMEKH" of D.F. Ustinov*

190005, *St. Petersburg,* 1*st Krasnoarmeyskaya St.,* 1

Are in this work represented the results of investigating the influence of processing by the pulsatory subsonic gas flow on corrosion resistance of carbon and alloy structural steels in the aggressive media.

*Keywords:* the pulsatory gas flow, corrosion resistance, aggressive media, structural steels.

SENSORS IN THE "INTELLIGENT SYSTEMS" OF AUTOMOTIVE TIRES

*A.V. Boitsev*

*Saint Petersburg State Polytechnical University*

195251*, St. Petersburg, st. Politekhnicheskaya, b.* 29

The paper discusses the existing methods of obtaining information on the condition of the pneumatic wheels by different sensors. Sets out the requirements for “intelligent” tire systems.

*Keywords*: sensor, pneumatic wheel, control systems, intelligent system.

**ESTIMATION OF CONDITION OF ATMOSPHERIC**

**AIR IN KALININGRAD REGION**

N.R. Ahmedova, N.L. Velikanov, S.I. Korjagin

*Kaliningrad state technical university,* 236000*, Kaliningrad, Soviet Prospect,* 1;

*Immanuel Kant Baltic Federal University* (*IKBFU*), 236041*, Kaliningrad, street A.Nevskogo,* 14

Results of the state control of a condition of atmospheric air in region are described. The major factors influencing this condition are resulted.

*Keywords:*atmospheric air, pollution index, class of danger.

**IMITATING MODELLING OF THE DIFFERENTIATED HEATING OF THE VENTILATED ROOM THE COMPLEX OF MODERN HEATING DEVICES**

G. V. Lepesh, G. A. Sproge, Yu.V. Odnodvorets

*St. -Petersburg state university of economics* (*SPbGEU*),

191023*, St. Petersburg, street Sadovaya,* 21

This article is devoted to research of influence of various ways of heating, on distribution of temperature in volume of the room. As the instrument of research the system of the final and element analysis (FEM) of Ansys with application of an applied Fluent package is used. Boundary conditions of the solution of a task are determined by conditions of heating and ventilation of the room, and also heat-shielding parameters of the protecting designs. As a result of research distribution of parameters of air in volume of the room at various ways of heating is received.

*Keywords:* ways of heating of the room, distribution of parameters of a microclimate, energy saving, heating devices, convection, radiation heating, heat-insulated floor, imitating modeling, heatmass exchange

**MODELLING OF PROCESS OF THE AUTOFASTENING OF THICK-WALLED PIPES**

G.V.Lepesh, A.S. Zajcev, E.N.Moiseev

*St. Petersburg state University of Economics* (*SPbGEU*), 191023, *Saint-Petersburg, Sadovaya street*, 21*;*

*JSC "The central research institute of materials"* (*JSC СNIIM),*

191014, *St. Petersburg, Paradnay street,* 8

Article is devoted to modeling of process of an autofastening of a thick-walled pipe by loading of its preparation by the internal hydraulic pressure causing plastic deformations. An essential lack of the developed earlier theoretical bases applied to calculation of durability of the autofastened pipes is that they don't consider possible change of the intense deformed state after preparation machining. The method of calculation of process of an autofastening which considers the subsequent machining of preparation of a pipe is developed.

*Keywords:* autofastening of pipes, durability, high pressure, material fluidity limit, elasto-plastic deformations, residual tension, preparation, allowance, machining.

**POSSIBILITIES OF THE IMPROVEMENT DEVICE**

**SATURATION TO LIQUIDS BY GAS**

M.I. Dmitrichenko, G.V. Alexeev, E.P. Basheva

*St. Petersburg state University of Economics* (*SPbSEU*),191023, *Saint-Petersburg, Sadovaya street*, 21*;*

*ITMO university, Institute of the chill and biotechnologies,* 191002*, Saint-Petersburg, str.Lomonosov,.*9

The article describes a new approach to the design of equipment for food production for carbonated beverages through the use of a hydrodynamic model of multiphase flow displacement of non-Newtonian fluid. Analytical calculations and experimental results showing the efficiency of the proposed device

*Keywords:* lawn drink, hydrodynamic model, turbulent flows, geometry of the recirculating pipe line.

**The Influence of Non-stationary Heat Transmission Processes on Thermal Properties of Heavy Clothing**

A.A.Romanova, P.P.Rymkevich, A.S.Gorshkov

*Saint-Petersburg State University of Economics* (*SPbGEU*)*,* 191023*, St.Petersburg, street Sadovaya,* 21*;*

*Military Space Academy A.F.Mozhayskii,* 197198, *St.Petersburg, street Zhdanovskaya,* 13*;*

*Saint-Petersburg State Polytechnical University* (*SPbSPU*)*,*

195251, *St.Petersburg, street Polytechnicheskaya,* 29

For the comfort conditions and hygienic safety, the important factor to be taken into account during the clothes styling is non-stationary heat transmission processes through its multi layered constructions.

*Key words:* warm keeping properties of clothes, nonstationary heat transmission.

**THE CONCEPT OF AN IDEAL, TYPICAL AND ATYPICAL FIGURE AND THE BIOSOCIAL CHARACTERISTICS**

I.A. Radchenko

*Saint-Petersburg State University of Economics* (*SPbGEU*)*,* 191023*, St.Petersburg, street Sadovaya,* 21

There is a link between body type and character and temperament, social behavior and metabolism in the human body. Every person has a body type, which is one of the main factors that determine the style , color and shape of clothing. The article outlines the basic concepts of the ideal, typical and atypical figure and their relationship with the biosocial characteristics of a person.

*Keywords:* Perfect figure, model figure, biosocial different signs, the appearance of a man, not a model  
figure.

**COMPARATIVE CHARACTERISTICS OF THE APPAREL AND CONSUMER CLASSIFICATIONS OF BODY TYPES OF FEMALE FIGURES**

I.A. Radchenko

*Saint-Petersburg State University of Economics* (*SPbGEU*)*,* 191023*, St.Petersburg, street Sadovaya,* 21

To develop common approaches in determining the source of data when you select individual characteristics and needs of clothing models in the market consumption of clothing and the conditions of its production carried out comparative characteristics of apparel and consumer classifications of body types of female figures.

*Keywords:* Constitution of man, the development of iroot proposals consumer classification anthropomorphology types of shapes.

**ASSESSMENT OF THE SUITABILITY OF METHODS FOR THE STUDY OF THE ORGANIZATIONAL STRUCTURE OF ENTERPRISES SERVICE ASSISTANCE.**

Y.G. Lazarev, D.L. Simonov, B.A. Karpachev

*St. -Petersburg state university of economics* (*SPbGEU*),

191023*, St. Petersburg, street Sadovaya,* 21

*Military Academy of logistics* (*VA MTO*)*.* 199034*, Saint Petersburg, nab. Makarova d.* 8*.*

This article is devoted to problems of formation of management bodies of enterprises, service assistance, and evaluate the suitability of methods of their study with the aim of effective work in the conditions of continuity of the transportation process and modern transport infrastructure of Russia.

*Keywords:* Assess, governing bodies, service assistance, efficient service enterprises, transport infrastructure, methods of study.

**LOGISTICS SERVICE ASSISTANCE THROUGH THE ESTABLISHMENT OF EFFECTIVE ORGANIZATIONAL STRUCTURE OF THE ENTERPRISES**

Y.G. Lazarev, D.L. Simonov, Y.A. Grigoreva

*St. -Petersburg state university of economics* (*SPbGEU*),

191023*, St. Petersburg, street Sadovaya,* 21

*Military Academy of logistics* (*VA MTO*)*.* 199034*, Saint Petersburg, nab. Makarova d.* 8*.*

This article is devoted to problems of formation of service enterprises assistance with the aim of creating effective institutional framework for work in the conditions of continuity of the transportation process and the modern transport infrastructure of Russia.

*Keywords:* Assistance service, efficient use of the motor transport, transport infrastructure, stream scheduling, transport processes.

**SYSTEM OF ENTERPRISES OF CAR-CARE CENTER IN KALININGRAD**

N.L. Velikanov, S.I. Korjagin, I. Geodzhievayte

*Immanuel Kant Baltic Federal University* (*IKBFU*),

236041*, Kaliningrad, street A.Nevskogo,* 14

Researches of the enterprises of car-care centre are conducted in Kaliningrad. Quantitative parities between number of parking spaces, rendered services and location are received.

*Keywords:*car-care centre, repair, car, parking space.

**OIL SEEDS AND THE WORLD ECONOMY**

A.M.Mirzoev

*St. Petersburg state University of Economics*, 191023, *Saint-Petersburg, Sadovaya street,* 21.

Provides an overview domestic and foreign publications on problems of development of fat-and-oil complex and its role in the national and global economy. There have been new directions of use of products of processing of oil seeds – production of biofuels and biodiesel, especially in the context of high prices of major energy – oil and gas.

Keywords: biodiesel, biofuel, ginger, economy, innovation, oil and fat industry, oilseed raw materials, oil seeds, palm oil, production, proteins, rape, soya, sunflower, vegetable oil.

**PROVISION RESURSOSBEREZHENIYA PRODUCTION With CHOICE of the BANKS ON BASE APPROACH ILL-DEFINED LOGIC**

E.SH. Guseynova, T.K. Saharova, G.V.Alexeev

*State institute of the economy, finance, right and technology,* 188300, *Gatchina, Roschinskaya, 5*

In persisting article are stated approaches to modeling production plagerizing facility in bank organization, which estimation is made on base approach ill-defined logic by means of package of the applied programs Matcad. The Got results greatly objective, do not require the greater expenseses of time and universal both to amount of the analysed banks of the structures, and to set interesting, for instance, borrower of the factors.

*Keywords:* production, bank structure, estimation to wealths, ill-defined logic, expert estimations, software package for PC.

**FINANCIAL ASPECTS OF ADAPTATION OF INNOVATIVE MARKETING TECHNOLOGY SERVICE ENTERPRISES IN THE ECONOMIC CRISIS**

V.A. Baburin, N. L. Goncharova

*St. Petersburg state University of Economics* (*SPbSEU*),191023, *Saint-Petersburg, Sadovaya street,* 21.

*St. Petersburg State Polytechnic University" (SPbSTU),* 195251*, St. Petersburg, polytechnics,* 29*.*

Discusses issues timely financial support to the process of adaptation of business processes in the crisis conditions of economic activity. The proposed forms and sources of systematic diagnosis of the financial capabilities of the environment. Considered the views of municipal and regional development programs the consumer market, the basis of which must be business innovation processes using innovative methods of marketing.

*Кeywords:* the economic crisis, innovation, marketing, enterprises of the sphere of service, the risks of financial

**POSITIONING STRATEGY OF A TOUR OPERATOR**

V.A. Baburin, A.P. Smirnova, J.N. Solovjova

*St. Petersburg State University of Economics,* 191023*, St.Petersburg, Sadovaya street,* 21*;*

*Natalie Tours ltd,* 191024*, St.Petersburg, Bakunina prospect,* 5

The importance of positioning under the modern conditions of the Russian tourism market development is shown. The ways to improve tour operators positioning technology valid both for the outbound and domestic tourism are suggested. The model of customer behavior of travel agencies is proposed. This model is laid in the foundation of the marketing research, which allowed identifying possible criteria for tour operator positioning.

*Keywords:* positioning technology, tour operator, tourism service, customer behavior.

**INTEGRAL EVALUATION OF THE EFFECTIVENESS   
EDUCATIONAL INSTITUTIONS ON SET INTERVAL OF EXPERT ASSESSMENTS OF SPECIFIC INDICES**

P.K. Kobiakov

*St.Petersburg State Budgetary Institution "Resource Center",*

190068, *St. Petersburg, Griboyedov Canal Embankment,* 88-90

The need to rank programs of additional professional education from the standpoint of the interests of the state, region, educational institutions and students is presented. Offered the option of evaluation of the educational services market in St. Petersburg, to determine its condition and possible ways of development based on the dynamics of recent years.

*Keywords:* educational services market, additional professional education, performance indicators, evaluation of effectiveness.

**PROBLEMS AND PERSPECTIVES OF HIGH SCHOOL ENGINEERING TRAINING**

S.I. Koryagin, K.L. Polupan

*Immanuel Kant Baltic Federal University,* 236040*, Kaliningrad ,Nevskogo str.*14

The main terms for effective construction and planning of engineering educational programs are discussed

*Keywords:* educational program, individual route, competences, resource centre.

**REAL ENERGY SAVING IN HOUSING AND COMMUNAL SERVICES OF RUSSIA**

V. F. of Badakh, A.D. Kuznetsova

*St. Petersburg State University of Economics,* 191023*, St.Petersburg, Sadovaya street,* 21*;*

In article the administrative, economic, technical and social problems interfering real energy saving in housing and communal services of Russia are analysed and solutions of some of them are offered.

*Keywords:* Energy saving, housing and communal services, system of the centralized heat supply (SCHS), State program, target indicators.