



Areas of Economic as the Factor of Improvement Regional Competitiveness

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ABSTRACT

The competition modern development explains the many processes of the economic activity in the region and the country. The increasing value in the state policy is gained by the regional competitiveness that becomes one of the important factors in development and region formation in interaction with partners. The region economy sphere possesses the development specific features of the available resources and potentials, and has the development policy of the innovative enterprises, companies and other organizations. All the inherent features and the economic development potentials allow qualifying a particular region as the most competitive. This article is devoted to the consideration of effective policy, growth major factors of competitive advantages of the Russian regions, their territory, socio-economic state and image. The special attention will be paid to the consideration of special (particular) economic zones of the state regions, clusters, their formation in the modern conditions of the world fluctuations of the economic space and political interaction. The main problems in the sphere of execution and introduction of these zones are opened. The most important directions of the realization productivity of special economic zones and their further maturing, as a factor of the region competitive advantages growth, as well as all the Russian Federation territory, are described.

Keywords: Regional Policy, Efficiency, Competitiveness, Competition, Special Economic Zones, Cluster, State, Region, Market

JEL Classifications: A11, G18, O40

1. INTRODUCTION

The modern economy of the state and the world community in the last decades of the development and formation suffers high-quality changes that, first, are connected with globalization, unevenness of formation, increase in rivalry between tendencies of the multipolar world space formation, and the competition between the countries, regions and organizations.

Now in the economic policy of the organizations, areas, regions, state development the competitive positions become conditions of steady and unshakable formation of the economy (Perskij, 2013).

The stable development of the national economy, which is in the system of relationships with the state economic agents, is in direct relation to the social, economic, scientific, technical, human and other

existing potentials, the given directions to some extent determine the economy attractiveness and its processes to accommodate new industries, resources and financial opportunities (Ivchenko, 2013).

In these conditions of the economic processes continuous progress, the improvement of the market relations and the market perceptions as all-civilized value, the main advantage of any kind of the state activity is defined by the producers' competitiveness.

The policy formation of the development of the country, regions, areas and other territories depends on the market system elements and first of all on the enterprises competition.

Activities of the main directions of the modern and dynamic market, the competitiveness formation is the key moment among the regional development priorities.

One of these growth factors of the main organizations activity indicators in the region is that the dynamic development realizes through the activities of the economic zones, clusters and other associations of the economic sectors. These formed innovations are one of the important principles of the economic potential functioning of the region (Komarov, 2014).

Special economic zones (SEZ) is a factor of the accelerated economic growth through the active commodity turnover, mobilization of financial investments, exchange of experience in implementing advanced manufacturing technology, information, deepening integration of the economic processes.

In essence these economic zones act as a pole of growth of the region competitive advantage, influence its functioning and functioning of the state economic system (Gureva et al., 2016).

Since the beginning of the XXI century, the economic zones gained a global character, capturing the many countries of the world powers. Today there are a large number of these zones diverse concepts, but the most voluminous and received is a copyright: SEZ is the part of the national economic space, where the local and the foreign entrepreneurs created this system of benefits and incentives, which based on the latest technology allows to form a priority sector of the economic system in the region that can, in turn, provide production and delivery of high-quality goods on the world powers market and the successful education of the socio-economic sphere of its regional bases.

2. MATERIALS AND METHODS

The article theoretical and methodological basis were the classics' works, economic and management publications on the regional policy development, understanding and presentation of SEZ as a factor enhancing the region and the state competitiveness as a whole, the region's development policy as a competitive production center, domestic and foreign scientists, management human potential and resources.

The research methodology is based on the dialectic method, system and strategic approaches to the analyzed objects. Scientific provisions, conclusions and recommendations made in the paper are based on the use of the combined methods of the historical and logical analysis, comparison and synthesis, induction and deduction, economic-statistical method and expert assessments.

The research information base is made by the Russian Federation laws, the state statistics official publications, bodies for the social and labor relations management in the sphere of policy of the formation and organization of the regions, territorial sector, the International Labor Organization, the thematic collections and reference books, data published in the scientific and periodicals, internet resources.

When writing the article, the data characterizing the regional policy development tendencies in the conditions of the current trends of the state economy formation, the state and region innovative introductions, marketing of research of both external and domestic

market of the products sales, the main competitors – the producers of the new generation and the new modernized technologies were considered (Mirolyubova, 2011).

3. DISCUSSION

In a constantly evolving economic policy, scientific - technical progress, aggravation of the political relations both internal and external, competition, acquisitions, regional areas of the economic independence require reassessment of the economic space plan and formation, requiring daily decision-making, in order to improve and grow the main competitive advantage of the organizations.

The state regional policy competition is followed by the centralization of the main production and financial resources in the areas, most favorable to the market space. This tendency of the competition development strengthens the management over the large capital, and stimulates to the organization development.

Upon continuous transition to the market relations in modern operating conditions, regions as the independent subjects in the state business process get the following functions of activity:

- The conditions formation that provide business development, expansion of production and its opportunities, use of property for own purposes (Silnov and Tarakanov, 2015; Silnov, 2016);
- The region guarantees system formation, the preferential policy for the financial investor, development of the commercial and business sector structures;
- The favorable economic climate creation for the investor involvement and the economic modern system modernization by strengthening of the main competitive positions of the region;
- Strengthening of the external economic relations, the region capacity, and also the commercial relations formation with the domestic and world market of sale;
- Protection and representation of interests and the main stages of the region development in the state and the world market.

Among the wide range of measures to facilitate the implementation of the basic functions of the region's efforts to improve the competitive advantage and their partial fulfillment, the special role for the formation and implementation of the special territorial structures or groups of the organizations.

In the modern economy and its development structure, the territory data with the functioning organizations gained the name free economic zone.

Special economic conditions, which are preferential for domestic and sometimes foreign executives, act on this territory of the region.

Modern Russian regions and their production power will not have the opportunity to develop progressively in these territories without attention and participation in formation and creation by programs of the competitiveness production and growth of a product, a service, "a region name" coordinated with the relatives across the territory among the next competitors and known world powers.

To perform this effective policy activities of the economic zones and improve the region competitiveness, it is necessary to apply more fully the policy of establishing these areas with a single brand of goods (to participate in the exhibitions with the stand, attracting the potential customers attention, to create the single information center - site for more visual material; improve the regulatory framework of branded goods policy in the region), where the main function of coordinator can pass into the hands of the county.

The region economic zone promotion at the level of a federal format is absolutely other possibility of advance of the region interests (the problems solution of the degenerating production, development and decision-making on large-scale projects requiring investments, etc.).

Thus the main activity of the regional power functioning will consist in coordination of the regional appointment bodies work, the persons responsible for the competitive advantages improvement based on SEZ, especially it concerns those participants who are engaged in the interregional communications development and the activity experience exchange in the production and economic branches (Zimenkov, 2014; Zakharov et al., 2016).

This policy of interactions is necessary for the development of the activity problems of each territory involved by the regional directions, demanded by flows of consumers of goods or service to create competitive conditions of stay and to increase the activity in the field of demand.

The following directions of the tasks formation and solution in the region activity are offered for this purpose:

1. The implementation of the experience exchange between regions, districts, areas and other subjects of the Russian Federation. The practical application of this task to ensure the experience exchange between the parties functioning displays some difficulty, since the adjacent location on the territory are the main competitors in the business. Therefore, the event for the experience exchange is not a success, as the leading regions for this activity have little desire to share the areas of development and the main measures to improve the competitiveness. As a result, the information remains accessible only in the direction of the study replicate profitable and successful projects, as well as the implementation and establishment of franchises. At the level of the district an opportunity to study the experience of the other areas of the Russian Federation in comparison with the leading programs and projects (Makushkin et al., 2016);
2. Creation of the attractive image for the investor. Not all regions and their economic zones in modern time use and apply programs on the investment support. As a rule, in each region there are essential distinctions on practical application of the work programs with investors, opportunities for drawing attention to a primary activity of the local executive power bodies differ even if these projects are available. For example, the large investor having financial means for the project implementation mentions some spheres of regions and gets to a situation of difficult independent coordination of this project

of development with the chosen regions. Here in this situation the coordinator - local government of the district, carries out primary activity and function of the coordinator in realization of investment policy. Thus, in this direction, it is necessary to develop the plan for work with investors in the following directions for carrying out effective policy: Submission of projects, which realization will be enabled in the tourist branch territory, the main profile actions (exhibitions, forums, the summits, etc.); search of the potential investors, "joining" with the region representatives who in particular need financing; the direction and control of execution of investment projects between the regional economic branches.

3. The activity coordination with the federal level bodies of the executive power on the region competitiveness increase directly with all regions of the state, but because of scale of the territorial arrangement and remoteness of many territories results of work are various. For obtaining fast information in a region field of activity, creation of the "duplicated" communications of the federal and local levels, processing of questions and decision-making, coordination of participation of regions in federal programs of the development of the economic potential and capacity.
4. The main industry promotion of the county, the region. In modern times the policy takes the main activity of the region's self-promotion, the volume of allocated and wasted resources in this area is different for each district. However, the greatest effect of the policy directions gives the joint promotion at the regional level (the weight + the administrative resource + the representation of all regions).

Between the enterprises of the region entering SEZ and the state, there are inequalities, leaders and lagging behind that, of course, negatively influences the main indicators growth of the economic activity.

This situation may be corrected if to make joint efforts of all the regions and their individual businesses, free zone members, but such interaction is virtually non-existent today, as regions do not want to, or see in the neighbors the major competitors in the market sales of the product.

4. RESULTS

Drawing the general conclusions according to the stated offers, it is possible to tell the following: That for the healthy policy formation of the territories competition and further development of SEZ, it is required to make growth of the preferential policy volume, to carry out activation of the regions infrastructure and its arrangement, to carry out the improvement of the region administrative policy mechanism, to increase the solutions efficiency of the government and to translate, and also to assign the majority of functions to the region local authority bodies.

This policy of improvement will allow to increase the volume growth of the annual private investments into domestic economic zones of the region by 3-4 times, increasing their production potential and competitive advantage of products, as well as the market of consumption in general, to create free workplaces,

thereby to reduce unemployment of the region among the population, to increase the level and quality of the population life, to increase the receipts volume in the country's budget (Silnov, 2015; Kirillov et al., 2016).

Along with this direction of the course on the SEZ formation and development as the competitiveness increase factor, decision-making of an order is promoted of problems, priority for the state, in the sphere of stable balance and growth of the economic policy, increase in formation to regional economy, by development of the foreign economic activity and world interactions with other countries for increase of the competitive qualities and signs in the state.

In the list of the main activities of the policy should be a plan to develop a stable and solid legal framework for the SEZ formation, the presence of a clear program on the SEZ role in the economic chain of the regional territory. Development of the main measures to improve the competitive properties in the region will be to interact with the program (Belousova et al., 2016).

The functioning mechanism of the SEZ structure has to be regulated by accurately put legislative base, but not eternally changing resolutions the regional and state power.

Many heads of the organizations see in such zone creation only one part, attractive to them, it is an obtaining preferential benefit, and partial or full deviations from tax payments. Also wrong opinion develops that creation of such economic zone in the region will help to get rid of the problems that are already existing: The infrastructure bad condition, the production disorder, the unemployment problem, difficult public situation. At creation in such conditions of the economic zone, the head does not reflect that the investor and attraction of its capital in such activity cannot be attracted as characteristics of the district and so already have the negative sides of functioning.

Meanwhile, as it was noted above, the system of the privileges provided to the economic zone is obliged to intend the instrument of the available comparative advantages execution of this region, but not the compensation mechanism of the available shortcomings or development factors, which are absent here. As for domestic zones, they at this stage can attract foreign investors not with the width of fiscal privileges and even not low cost of labor, but most likely prospect of the development of the extensive economic market of the state. It has to be put in the center of the specific zone projects.

Applicants for creation of such economic zones should not seek to be taken as much as possible territory as it is necessary to understand under the jurisdiction that it is more, the worse for the zone enterprise success. A problem of reasonable restriction of initial investments on arrangement of a free zone especially actually, considering the sharpest shortage of the investment means (Krekova et al., 2016).

It is important to emphasize that the questions solution of the free economic zones creation for ensuring the region economy effective

functioning has to carry the integrated approach. It is necessary to observe the efficiency principle of the zone functioning and realization, goals of creation of the main economic zone that they did not become the transfers points of illicit goods and the crime centers.

The important purpose of the economic zones organization is the stimulating of the region economy or concrete branch of production. However, in the history of the economic zones creation there is such purpose as the use of economic zones as a regional method of the economy modernization in the conditions of its transition from the administrative principles of functioning to the market.

Assessing the free zone creation impact for the development of the regional economy must take into account the existence of a favorable investment climate, which includes customs, financial and tax incentives and benefits. The whole set of the applicable exemptions should be a tool for the implementation of certain advantages of the region, rather than the compensation means for the missing factors of development. It is important to bear in mind that no tax benefits are a crucial incentive to attract investment. With the current prevalence of the free economic zones of more important factors in this regard are investment guarantees, quality of infrastructure, ease administrative procedures. One of the defining moments is political stability in the country placing the main economic zone.

Free zones as “the economic growth points” are attractive to the foreign capital from the point of view of the taxation, guarantees about invariances of regulatory base, and simplification of the bureaucratic procedures and reliability of safety. They render both direct and indirect beneficial effect on the region economy. It is image of the region, new workplaces with possibility of training in new technologies and new culture of production. It is necessary to add to it also contributions to the budget, possibility of receiving business services at the modern international level, production import of the replacing goods, increase in export, high rates of the territory development declared by the free economic zone.

One of the important points that must be considered when creating the main economic zone is the choice of the foreign investments directions. Obviously, they can bring positive results in the case when they will be directed to the basic sectors modernization and, of course, if they fit into the fundamental state program of the economic reforms and restructuring the region economy and its competitiveness development.

Thus, it is possible to conclude that the region competitiveness development, as well as the countries in general is carried out on four stages (levels): The competition based on the production factors - the competition based on the investments - the competition based on the innovations - the competition based on wealth. The first three stages provide economic growth, the last causes stagnation and recession.

Competitive advantage of the region is provided:

- At the first stage - thanks to the production factors: Natural resources, favorable conditions for the goods production, qualified labor (it is provided with one determinant);

- At the second stage - on the basis of the aggressive investment (generally national firms) into education, technology, license (it is provided with three determinants);
- On thirds of a stage - due to creation of the new types of products, production processes, organizational decisions and other innovations by action of all components of "rhombus;"
- At the fourth stage - due to already created wealth also leans on all determinants which are used not completely.

In modern conditions, it is expedient to put emphasis on the stage of investments with the subsequent transition to innovative development. Nevertheless, today there is already an objective need for innovative "fullness" of the attracted investments. In creation of the region competitive advantage the important value have the scientific knowledge, education - and both the production development factors, and the region innovative capacity formation factors.

5. CONCLUSION

The Russian Federation and its subjects have to become competitive, it is one of the most repeated appeals which to have to hear daily from lips of the domestic politicians and managers. From this, it is necessary to understand that modern development of the region and state economy became one of the most important in the Russian Federation today.

The region competitiveness is determined to strengthen its component due to the formation and development of the competitive potential, taking into account the implementation of the innovation projects, modernized production and regional development programs.

The answer to the question whether the efficiency of the region's economy and its competitiveness is increased by the creation on its territory of the primary economic zone - can be positive. However, no doubt, that the effective implementation of this form of the economic interaction with the rest of the world can be performed under certain conditions.

This is, of course, education at the federal level, a clear concept in the field of free economic zones, taking into account both national and regional interests of the local community, the policy development.

However, the development and acceptance of the corresponding legislative regulatory base regulating process of the basis and functioning of the main economic zone is no less important. The federal bodies' opportunity and readiness to allocate considerable budgetary funds for creation of the main economic zone infrastructure, with understanding of that the real effect for the region can be gained only in the long term is necessary.

Creation at the federal and regional level of the management special body that is coordinating the free economic zones creation processes and carrying out check behind the obligations implementation by free zones in relation to the state including the use of the means received from the federal budget is also

necessary condition of the effective functioning. Not less important and granting to the foreign and domestic investors acting in the free economic zone, the best conditions for conducting the economic activity, than what they have in other states and in other territories.

Among the shown conditions, there are no fundamentally unrealistic. Problems of the free economic zones creation and ensuring their effective functioning, all this can be solved when ensuring coordinated actions of all interested parties.

The economic zones creation is one of the effective ways of attraction of the foreign investments, which as were noted in writing of the text in modern time are the main in the competitive lines formation, and also the catalyst of the development of the foreign economic relations and economies not only the region, but the countries in general. However, for this policy of the formation has to be deliberate and consistent.

Thus, the economic zones creation determines the effective functioning of the economic processes that provide export growth, increased employment, carrying out industrial modernization and rapid uptake of new technologies. These achievements led to the interest shown by many countries to establish on its territory the main economic zone.

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