Conditions of Formation of New Quality of Growth of Economic Systems

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Abstract: The article investigates the conditions for the formation of new quality of economic growth of economic systems. The authors analyze the current state of the global economy and the need to define the development of economic systems. The authors examine the successful world examples of overcoming of underdevelopment of economic systems and make recommendations for formation of new quality of economic growth of the Volgograd region of the Russian Federation.

Key words: Economic growth · Economic system · World economy · Disproportions · Overcoming of the lag

INTRODUCTION

Economic growth is essential to the successful functioning of economic systems in the modern global economy. Uneven development of economic systems leads to the formation of the world economy imbalances. To overcome underdevelopment and economic systems need to form a new quality of economic growth [1].

Such economic systems relates Volgograd region of the Russian Federation. Volgograd region is one of the many regions of Russia, showing poor results of socio-economic development, despite the significant potential. In particular, the region is characterized by a significant lag parameter of economic growth such as gross domestic product per capita, from the leading economies of the world - the United States. Moreover, the region is surrounded by federal entities with similar or more negative economic situation.

Linear trend, built on the chart used data shows that the economy is in a phase of Volgograd depression because there was no significant change in the direction of reducing the identified gaps. Also in general there is a decrease in the SFD differentiation of regions, but no positive to reduce the backlog, except Kalmykia, which initially lagged significantly from neighboring regions.

Obviously, the reason for this situation is the economic structure of the Volgograd region, does not undergo major changes in recent years. Analysis of the economic structure of the region shows that the most important role is played here by the industry of manufacturing industries, various types of trade and services, as well as agriculture. Along with the growth of the share of industry in the economy of the region was a slight increase in the proportion of such areas as construction, education, health and social services, as well as other types of services. In the analyzed period, the share of transport and communications.

Thus, we can say that the economic development of the region is not consistent with the objectives of building an innovative economy, laid down in the policy documents the development of the Russian Federation in the long term [2]. The development of industry in reducing the proportion of various types of services speaks formed trend development of the industrial economy.

In low competitiveness of the economies of this type on the current international market is not surprising the lack of catching up with the world's leading economies.
Fig. 1: Dynamics of lagging of regions of the Southern Federal District of the Russian Federation from the U.S. in terms of GDP per capita, years

![Graph showing dynamics of GDP per capita lagging](image)

Moreover, the region on the national level also shows no significant progress in the development. Comparison of volume indices GRP Volgograd region and the average in Russia shows that the region is developing less intensive than the average other subjects of the Federation.

Fig. 2: Volume indices of GRP in 2009-2013, in constant prices, percentage of the previous year (based on Rosstat)

![Bar chart comparing GRP indices](image)

Table 1: Lagging of regions of the Southern Federal District of the Russian Federation from the U.S. in terms of GDP per capita, years

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The lagging is represented graphically in the following figure.

Negative characteristics and development of the region marked in the Strategy of the Southern Federal District until 2025. In particular, the strategy notes that which had a significant resource in the form of development of electric power, oil, ferrous and nonferrous metallurgy, chemistry and engineering, Volgograd region
and could not make serious progress and become one of the economic leaders of the Southern Federal District, although the level of well-being (expressed, for example, per capita GRP) in this region all the time and remains higher than in the Kuban and Rostov Region.

Moreover, the economies of the industrial orientation of the Volgograd region, in fact, enshrined in the concept of long-term socio-economic development of Russia until 2020: In the regions with the potential for the development of processing industries (Astrakhan, Volgograd and Rostov region), economic development is aimed at introducing these industries new equipment and technology to produce products with high added value. In this research and educational potential of large conurbations south of Rostov and Krasnodar regions provides the basis for the development of highly productive new economy - information and biotechnology, providing engineering, financial and business services, basic and applied scientific research to become the platform of the innovation economy southern regions. Thus, the Rostov Region and Krasnodar Territory under this concept are considered as the basis of the innovation economy while Volgograd region plays the role of a follower in this direction.

Certain problems require revision of approaches to strategic planning at the regional level. Such planning should be based on the active involvement of innovative marketing factors in strategic policy development activities. This will contribute to a unique environment for the development of business and life, that, as noted above, a positive impact on the region's prospects for release of “underdevelopment whirlpoos” and the formation of its new quality of economic growth.

Development of new approaches to the management of regional development requires an analysis similar approaches already used in the practice of other countries and regions. It should be noted that many regions of Russia already for quite a long time adopted implement concepts, plans, strategies aimed at improving the image of the regional economy.

Andrei Stas, one of the leading Russian researchers in the areas of branding and CEO of consulting company Stas Marketing Partners, believes that in Russia only two successful branding project locations - it Myshkin and Suzdal. In the case of Myshkin, which is located on the banks of the Volga in the path of cruise ships, tour operators simply agreed to moor at the pier Myshkin. The city realized that tourists like atmosphere frozen in time the county town and began to create emphasized provincial museums. Since 1996, the festival takes place in the mouse. With regard to Suzdal, he, according to Stas, which is just used his image and historically tourist infrastructure, created in Soviet times. To attract tourists to the city come up with their own festivals, such as mermaids Week, Day birds and Cucumber, that is mainly financed by the hotel business.

However, in general, activities to create marketing strategies for the development of Russian regions can be regarded as ineffective. With regard to international experience, here it is necessary to allocate the following examples.

In 2002 began an active branding Estonia, whose purpose was primarily the country's accession to the EU. To implement the campaign invited authoritative agency and the media wrote that the project cost was approximately $ 1 million [3]. The immediate goal of the campaign was achieved - in 2004, the country joined the EU. But other classic branding goals - attracting investment, tourists and skilled migrants, improve living standards and so on - in the long term have not been achieved. About the lack of investment can be judged by the fact that in 2009 Estonia's GDP fell by 14.1 %, showing one of the worst results of the GDP growth in the world. During the same year, industrial production in the country has decreased by 26.5 %, with a greater decline was observed only in Botswana. In July 2009, the Estonian Postimees wrote that forecast, seven or eight years, the proportion of the working population will decrease by 100 thousand people. At the same time, the crisis in the 1 quarter of 2009, GDP grew by Belarus 1.1%, although the government does not implement a program of country branding.

Interesting attempt branding taken by the authorities of Tajikistan by a unique framework for brand Yagnob Valley. Image of the region decided to build on the idea of ??the standard of purity of his ethnic group inhabiting yagnobers their anthropological and cultural integrity, preserved from ancient times. Policymakers Valley development set a goal to give impetus to the advancement of the region, giving it the status of natural and ethnographic park and using such forms of industrial, infrastructure and socio-cultural development, which would have a minimal impact on both the unique natural sites and on the elements of ethnic culture, language, traditional lifestyle yagnobers.

With regard to non-CIS countries, the marketing planning of regional development is one of the most important components of regional governance in Europe, USA, Canada and Japan [4].
Japan is a continuation of regional marketing campaign to promote the country to foreign markets. The work on the promotion of regional brands in varying degrees, involves many departments and agencies, diplomatic missions, as well as various government-funded non-profit organizations and their overseas offices. For example, in Russia, such activities are carried out through a network created in the early 90s. and supervised by the Ministry of Foreign Affairs of Japan Japanese centers located in Moscow two centers), St. Petersburg, Nizhny Novgorod, Khabarovsk, Vladivostok and Yuzhno-Sakhalinsk (one center) and through the offices of the Japanese foreign trade promotion organizations (“Jethro”) and Japanese Association for trade with Russia and the newly independent states - RONIS (“Rotobo”) - supervised by the Ministry of Economy, trade and Industry (METI).

The problem of improving the image of their faces and Canada regions. Due to its proximity to the United States the country is experiencing problems in attracting investment as U.S. influence is so strong that most prospective investors simply do not include Canada, even in the initial list of possible locations for their businesses [5].

In the country there are many examples of effective regional marketing. Since New Brunswick (New Brunswick), traditionally dependent on primary industries, has successfully diversified its economy through significant investment in the telecommunications sector. Province has worked closely with the company NB Tel, drawing on its territory telephone call centers. Aggressive pricing on the phone together with a sufficiently low-cost labor and purchase of real estate has allowed the province to successfully attract these firms.

More than 30 years after entry into Canada and the U.S. automotive market pact (1965) Province of southwestern Ontario has formed such an infrastructure to support the automotive industry, as metalworking and assembly, as well as appropriate staff prepared to work in this industry. As a result, succeeded in attracting Japanese automakers, as well as get additional effect on reinvestment big three American car industry. Ontario currently produces about 15% of North American vehicles. It had traditionally developed agro-industrial sector, primarily focused on the cultivation of wheat and other grains. Since joining the University of Agricultural Research, the region has become a world center for agro- biological research on breeding new varieties of plants and introducing new technologies [6].

This experience is extremely important for the diversification of the Volgograd region, which is in need of diversification and transformation of the structure of the regional economy. Thus, the most important condition for the formation of a new quality of economic growth and economic systems is the adoption of the concept of marketing strategy development of the territory.

The purpose of the first order of regional marketing is to build an optimal model of economic system focused on the promotion of its unique features, taking into account all existing and potential resources and increase its competitive advantages in the system of territorial division of labor in order to improve the quality of life of the population. Proceeding from the above-mentioned goals of regional marketing objectives are:

- Creation of a recognizable and memorable positive image;
- Preservation and improvement of the competitiveness of organizations located in the industrial sector and the service sector;
- Output to international markets;
- Search for potential markets and consumers, as well as necessary for sustainable economic development types and quantities of resources;
- Improvement of the degree of identification of citizens with their territory of residence;
- Attracting new investors;
- Creating higher than the national level of fame;
- Barter marketing support in the territory and abroad;
- Improving the welfare and comfort of living areas;
- Conducting research, creating a register of goods.

Second-order goals are to improve management, increase the attractiveness of cultural infrastructure improvements. Achieving these goals allows you to use all becoming scarce resources to better advantage and greater focus on target groups. This assumes the following tasks:

- The unity of the three main functions of the territory: as residence for recreational (nature) and as a place of management;
- Definition of the individual signs, which will be assessed;
- Need to target regional marketing work for the future, but on the other hand, were realistically achievable;
- Marketing of cities and other human settlements should be part of an overall regional marketing.
Also interesting is the experience of strategic priorities for the region, which should be considered in improving the image of the country:

- Support for organizations operating in the territory, products and services have been successfully implemented in other regions and abroad (deferred or tax payments, loans on favorable terms and other measures of state).
- Involvement of other regions of economic entities mostly "clean" industries, high-tech, High-Tech-productions.
- Involvement of organizations to participate in various fairs and exhibitions missions, presentations, held in Russian cities and abroad, to promote Buryat producers and economic achievements.
- Promoting the use of high technology to modernize industries.
- Support for the creation and production of high-tech products, the development of new techniques and technologies.
- Support for cooperation and strengthening of business relations with other regions in the area of intellectual activity.
- Promoting organizations in expanding the market through the development of products Republican cooperation and interregional relations.
- Promoting certification of goods and services to enhance their competitiveness in the inter-regional and international markets.
- Encouraging the development and expansion of the network services.

This experience is very significant for the Volgograd region, where a very high level of anthropogenic impact on the environment of the region. Orientation to the region to attract new types of production of “clean” industries should be a priority of regional marketing.

REFERENCES