

NEW STRATEGIC APPROACH TO THE INNOVATIVE DEVELOPMENT OF REGIONS

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The paper proposes a formation framework of innovative regional economic development strategies, including content strategy development methodology, the sequence of steps of forming a strategy, particularly innovation policy and factors influencing its implementation. The basis of the methodology of the formation of the actual strategy of innovative development of territories should be based on: general model of strategic regional planning; techniques and situational strategic management tool; leading scientific schools of strategic planning; international standards, reflecting the technological requirements of economic and social development of the territory; recommendations of international organizations on improving the mechanisms of state regulation establishing the principles and algorithms for the development of public policies of regional development. Conceptually, the proposed three stages of formation of the strategy are: 1) identification of priorities and structured goals of innovative development of the state, on the basis of long-term forecasts for the world of science, engineering and technology; the development of common tools, trends and tools for implementing innovative breakthrough strategy; 2) determination of regional development priorities, possible points of innovative growth and a selection of regional specialization, as well as the formation of the business environment for private companies creating additional incentives for innovation; 3) development of a common outline the strategy of innovative development of the region.

Key words: innovative development of the Russian regions, modernization of mechanisms of state regulation, strategy of innovative development of regions.

The analysis of the socio-economic development of subjects of the Russian Federation shows, that in addition to different structure of competitiveness of regions there was extremely uneven dynamics of innovative development in recent years that leads to formation of different innovative capacity of the Russian regions [1, 4, 6]. Against the increasing unevenness of innovative development of regions the problem of methodology development of measurement of level and extent of use the innovative capacity in the Russian regions is very urgent.

The general algorithm of formation of the Russian national innovative system on the basis of integration of innovative capacity of the Russian regions contains a number of stages. At the first stage it is necessary to determine criteria and indicators of an assessing the innovative capacity of the region; further it is necessary to develop a methodology of an assessing the innovative capacity of the territory and level of its use; then make "an innovative typology" of the Russian regions and after that to identify factors, forms and methods of interregional interaction. The final stage of mechanism formation of the integration of innovative capacity of the Russian regions is modeling of regional innovative systems within national innovative system of Russia. On the basis of the critical analysis and practical approbation of different assessing methods of innovative activity of the Russian regions in our studies the general algorithm of an assessing level of innovative potential is offered and the typology of the Russian regions is developed. This typology contains the regions which constitute the Russian innovative center (regions which are absolute leaders in the available innovative resources and innovative results) and innovatively active regions adjoining to them (regions with the high level of innovative capacity and high level of its use); regions of perception and diffusion of innovations (regions with less high and insignificant level of innovative potential, but the high level of using of the available potential); regions which are recipients of innovations (the regions with the insignificant level of potential and low level of its use) [2, 3].

At the same time the analysis of practice of managing shows problems of innovative interaction of the Russian regions. So, the aggravation of the interregional competition for innovative development resources, on the one hand, promotes increase of competitiveness, growth of innovative potential and level of its use in leading regions, on the other hand, it immanently leads to significant

narrowing of scientific and educational potential and innovative activity of the enterprises in less developed regions of the country.

Under present circumstances unilateral centripetal movement of personnel, finance, projects and other innovative resources from regions of the innovative periphery to regions of an innovative kernel in strategic prospect will have a negative impact on competitiveness of the Russian economy and will promote more profound differentiation of social and economic development of the Russian regions. Therefore the need to modernize the existing mechanisms of innovative development of the Russian regions is evident. The main content of such modernization, in our opinion, should be the integration of regional innovation capacity within the Russian national innovation system, based on the principles of competitive interaction, mutual benefit, market and social efficiency, and also formation of new methodology of strategic management of innovative development of regions.

According to our studies, the main modernization directions of state mechanism of the Russian regions innovative development are: stimulation of innovative activity in regions and active innovative state policy; integration of innovative capacity of regions within macro-regions by creation of the regional innovative systems (RIS); formation of the national innovative system (NIS); formation and realization of strategy of innovative development of regions. The regional innovative system has the resource and grocery, branch and institutional forms of functioning. Therefore all her manifestations making RIS, leading to plurality, form different sources of competitiveness of regional economy: strategic (the best market positioning), branch (creation of regional clusters) and intra regional (increase in economic efficiency from integration and system realization of innovative resources). Therefore, the spatial structure of RIS should be aimed at creating conditions for the diffusion of innovations from regions poles of innovative growth to regions recipients through regions corridors of innovative growth.

Territorial and branch structures of the region are complementary and can develop only at system interaction, and integration of regional innovative system into national and world innovative systems is realized through sectoral diffusion, as well as integration of regional economy into systems of the highest order and on the global market can occur only through competitive regional products which innovative production is the purpose of functioning of regional innovative system.

It is proved in studies [10, 11] that for providing innovative type of development of the country of NIS should have a spatial network architecture, therefore, regional innovative systems as structural subsystems of NIS should be created in all federal districts of Russia, in each territorial subject of the Federation. At realization of such approach to formation of NIS innovative systems of regions-poles of growth will "cover" territories of other regions of the Federation or other administrative units, not necessarily directly adjacent to the territory of this region. At the same time there will be inter-regional corridors diffusion of innovations that will have a positive impact on the economic development of several regions. Thus each type of regional innovation system has its own target properties, functions, methods and forms of innovation.

We propose the frame mechanism of formation of strategy of innovative development of economy of the region which includes: the principles reflecting methodological bases of strategic management; strategy formation stages; system of national and regional strategies; strategy – the document containing the purposes, possible alternatives of regional scientific and technical development, and methodology of its formation; the innovative policy creating the conditions necessary for achievement of the scientific and educational, industrial and investment, social and economic purposes of the region; levers which more indirectly, than directly, influence intensity of innovative processes.

Conceptually there are three stages of formation of strategy:

1. Definition of priorities and the structured purposes of innovative development of the state, on the basis of long-term forecasts of development of world science, equipment and technology; development of the general mechanisms, directions and instruments of realization of innovative breakthrough strategy.

2. Definition of priorities of regional development, possible areas of innovative growth and the choice of regional specialization, as well as formation of the business environment creating additional incentives of innovative activity for the private companies.

3. Development of a general outline of strategy of innovative development of the region.

The basis of the methodology of the formation of the actual strategy of innovative development of territories should be based on: general models of strategic regional planning; methods and instruments of situational strategic management; leading scientific schools of strategic planning; international standards, reflecting the technological requirements of economic and social development of the territory; recommendations of the international organizations on improving the mechanisms of state regulation establishing the principles and algorithms of development of the state strategy of regional development [5, 9].

The main aim of the regional innovative policy is to create prerequisites and conditions of innovative development. It influences more indirectly, than directly on intensity of innovative processes though direct impact is not excluded. We believe that this impact is primarily provided through the personnel component of regional management, support of innovative business and regional system of education, which serves as the most important intellectual prerequisite of increase of level of innovative potential and general competitiveness of the region.

For implementation of innovative strategy of the region the following levers should be used: regional legislation, regional tax benefits, allotment of land, free rent areas and others. The following factors will be decisive: reasonable price of land and rent; taxation system, attractive in comparison with other regions; favorable electricity tariffs; satisfactory logistics of all (several) transport modes; a well-developed system of training and retraining.

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