

Methodology of Development of Strategy of Development of Economic Systems

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Abstract: Article is devoted to research of methodology of development of strategy of development of economic systems. Authors consider a problem of economic growth and prove need of development of economic systems, consider development of economic systems, define stages and the directions of strategic planning of a sustainable development of economic systems.

Key words: Development strategy • Economic system • Economic growth • Business • Ecological services
• Energy saving

INTRODUCTION

Nowadays economic growth is a key problem of macroeconomic policy of all states. Developed countries, having provided itself high level of the income, stable rates of a gain of gross domestic product, are anxious with the high-quality changes of the economic growth happening under the influence of globalization and social consequences of economic growth for the population of the countries. Developing states are faced by other problem – how to make one of the priority directions of the public economic policy achievement of steady long-term growth rates on qualitatively new innovative basis. Thus economic growth has to serve as the base of increase of level and quality of life of citizens, creations of material resources for a sustainable development of society and also a guarantee of equal participation of these countries in world economic processes along with developed countries.

Growth Philosophy: Methodological basis of formation of the concept of new quality of economic growth is the philosophy of growth which is acting as an independent branch of the general philosophy of managing and guided by fundamental laws of dialectics, but an object of research choosing economic growth with all its contradictions, categories and regularities. Growth philosophy, using a classical categorial row (quality, quantity, jump, a measure) and the tools (laws), explain the processes proceeding in modern economy, build relationships of cause and effect, allow to analyse internal motivation of economic processes.

According to growth philosophy, each society creates the specific circles of development as elements of own evolution. The following stage is embedding of these circles in environment, creation of environment, mesosubspaces further built in uniform globalization space[1]. According to E.G. Kochetov's methodological parcels, "with an exit to the world scene any national economy faces such parameters of the world economic

development which account predetermines the answer to a radical question: whether the national economy will fit into system of world economic communications".

The purpose of development of economic systems is formation of conditions and the mechanisms directed on overcoming of existing problems and stagnatory tendencies, which:

- Will provide high-quality changes in structure of economy and the social environment of the country for granting to her inhabitants of opportunities of many-sided development according to perspective requirements of modern time;
- Will create conditions for the interested participation of investment community in development of the Russian economy;
- Will promote effective, competitive and sustainable social and economic development (including at the expense of increase of energy efficiency of economy and development of domestic market of work);
- Answer tendencies of development of modern Russia as leading participant of the global relations in the world.

Proceeding from this purpose and also based on the main characteristics of economy of the future (innovative economy or the economy based on knowledge), it is expedient to define problems of development of the Russian Federation:

- Development of systems of the telecommunications providing obtaining information and access to modern information technologies for all participants of national economy (including certain inhabitants);
- development of the infrastructure providing reproduction of innovative resources in the territory of the country;
- Increasing of efficiency of economic system at the expense of introduction of mechanisms of an efficiency of resources;
- Formation of the environment of perception of innovations (including by means of transformation of purposes of an education system of the country);
- Formation of the environment of advancing preparation and retraining of personnel;
- Development of domestic market of work for the purpose of increase of a demand and level of compensation of qualified personnel.

The economic system has forward and returnable development when at the first stage the economic system increases the variety (through a variety of the public relations, economic kinds of activity, relationship of environmental management within a triad "society – economy – the nature"). At the normal (evolutionary) succession of events the economic system passes from initial to a new condition, being qualitatively and quantitatively improved. On the second stage there is a correction of development of economic system. Saved up as a result of increasing in a variety of a contradiction have to be allowed for further progress of system. Thus such contradictions can be resolved as by itself (without visible consequences or it is uncontrolled) and with the participation of operating subsystems of various levels[7].

Development of an entrepreneurial activity can become the main instrument of formation of new quality of economic growth. The entrepreneurial activity provides to the population increase of employment and expansion of its types, decrease in seasonality of production, promotes growth of the income and welfare of the population, to fuller using of local resources. Development of business acts as one of the main priorities, as a rule, reflected in strategy of development of the region, providing achievement of a strategic objective - high welfare of the population and life standards. For economy development as a whole and, in particular, business it is necessary to provide further improvement of the following main conditions:

- to provide to business access to the capital;
- to promote internationalization of economy;
- to form culture of the relation to risks in society;
- to develop business;
- to improve legislative base.
- Process of strategic planning

Thus, there is important a process of search of strategic alternatives of development of business in economy. When carrying out strategic planning of development of business and an entrepreneurial activity it is necessary to provide the maximum involvement of various target groups in planning processes, an economic assessment of social, economic and ecological capacity of the territory and also application of economic-mathematical model [2] when forming an optimum set of economic, social and ecological projects of development of business.

Table 1: Stages and actions of strategic planning of a sustainable development of economic system [3]

Stages	Events
1. Collecting actual information on problems and potentials of development of economic system	Formation of reliable information base about a modern situation and prospects of development of the territory on the basis of collecting statistical data, questioning and interview
2. Analysis strong and weaknesses of development of economic system	Carrying out SWOT analysis. Reflection of the obtained data in a matrix and cartographical look. Identification of "growth points". Economic assessment of potentials of development of the area on the basis of carrying out calculations of an economic assessment of production, social, natural and resource potential and an ecological situation and identification of strategic alternatives of development
3. Development of a main goal and strategic directions of development of economic system	The formulation and extensive public discussion of a main goal and the strategic directions and problems of development within a round table, their coordination with regional administration. Establishment of criteria of their achievement
4. Development of strategy of development of the territory on the basis of the formulated directions of development of economic system	Assessment of priority of the purposes and problems of development. Formation of a portfolio of projects of development on a participatif basis. Complex social-ecological-economic assessment of projects of development. "Filling" of strategy by projects and the programs, providing its realization. Formation of strategy of social and economic development. Coordination of the project of strategy with all participants of process of planning
5. Extensive discussion, completion and approval of the strategic development plan competent authorities	Extensive discussion of strategy in the press and at "round tables" with use of the developed cards. Systematization and the accounting of the stated remarks. Discussion and adoption of strategy by local governing bodies and authorities. The publication of the final version of strategy in mass media

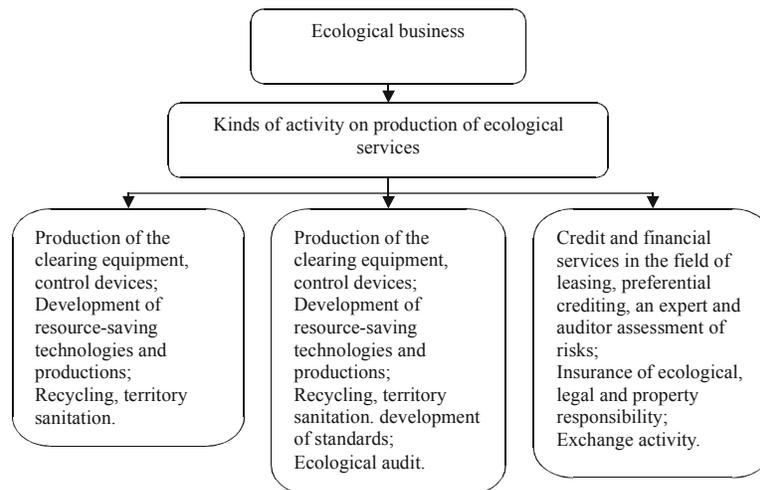


Fig. 1: Scheme of structure of ecological services [5]

Process of strategic planning assumes a number of the stages presented in table 1.

The most effective direction of creation of conditions for formation of new quality of growth of economic system is diversification of economy and an entrepreneurial activity of the territories, consisting in development of new kinds of activity and services and on this basis expansion of employment and increase of the income of the population.

The institutional structure of development of an entrepreneurial activity of the territory is characterized not only the number and distribution of managing subjects (sellers and buyers), but also level of differentiation of competing products by level and structure of expenses, level of integration and diversification of production or existence (lack) of barriers.

For the purpose of formation of conditions for manifestation of new quality of economic growth of economic system the special attention to economic factors of development is necessary[4].

Ecological Factor in an Entrepreneurial Activity:

Increase of a role of an ecological factor in formation of financial interests of an entrepreneurial activity, creation of conditions for carrying out ecological sanitation of ecologically harmful and dangerous productions and enterprise structures, resource-saving and energy saving, introduction of environmentally friendly technologies and equipment requires regulation and business stimulation in the field of services of ecological appointment (Fig. 1).

The economic content of ecological services has to consist in the following:

- Production cannot develop in this concrete area if it is not equipped previously with ecological infrastructure;
- Ecological services do not create material products and provide services of production and non-productive character;
- The level of development of branches of ecological services defines possibilities of development and competitiveness of an entrepreneurial activity, its investment appeal, prospects and social and economic efficiency as a whole.

In the course of formation of branches of the sphere of ecological services in modern conditions it is necessary to refer discrepancy of tendencies to features of the developing relations: in production – specialization and concentration; in consumption – a universalization and differentiation in demand for services. This situation is caused by specifics of functioning of enterprise structures of nature operating productions which interact, on the one hand, in the conditions of natural and with another – in the conditions of social environments, being on their crossing.

Providing necessary level of ecological safety becomes an essential factor in justification of economic feasibility of their placement and practical management in which center there is an ecological acceptability of a product (service) in all its phases – from production before recycling (ecological life cycle of a product).

In these conditions a problem of the state importance is intensive formation new enterprise to structure of the organizations of ecological orientation. Thus research of practical experience in the directions of integration of an ecological factor in the relations of an entrepreneurial activity shows on need of the market accounting of ecological initiatives of financial business, increase in its participation in nature protection actions and also distributions of responsibility for environmental risks on credit and bank and insurance establishments. The last demands expansion of structure of bank operations and

insurance services for definition of influence of ecological requirements of results of an entrepreneurial activity (Table 2).

Here the assessment of environmental risks is an indispensable condition of granting the credit and the conclusion of the contract of insurance that demands collecting and synthesis of ecological information, preparation of the corresponding experts, reforming of a control system by enterprise structure.

Increase of a role of ecological business in formation of financial interests of business, creation of conditions for carrying out ecological sanitation of ecologically harmful and dangerous productions and enterprise structures, resource-and energy saving, introduction of environmentally friendly technologies and equipment requires regulation and business stimulation in the field of services of ecological appointment from bodies of regional and municipal authority.

The practical need of enterprise business for accounting of environmental risks that causes expansion of practice of introduction of "ecological accounts department" (International Accounting Standards Committee, IASC), standardizing accounting reports on the basis of reflection of economic results of ecological policy of branches and their enterprise structures has relevance.

Thus increase of level of preparation and retraining of personnel in the sphere of ecological business directly influence its development, implementation of straight lines and feedback in implementation of requirements of ecological safety, in formation of its technical and technological infrastructure for the purpose of ensuring rational use of natural resources. Education and preparation in the field of ecological management of businessmen are necessary as a guarantee of that the entrepreneurial activity is carried out on the basis of appropriate and modern knowledge of legislative and other procedural requirements, internal standards and also about policy and target ecological indicators of enterprise structures.

Table 2: The directions of change of priorities of banking and insurance services on ensuring responsibility for environmental risks [6]

Operational ecological services of credit banking institutions	Insurance ecological services
<ul style="list-style-type: none"> • Assistance in development of methods of an assessment of environmental risks of subjects of the economic relations; • Information support data on ecological standards and technological solutions of environmental problems; • Services in development of leasing of the nature protection equipment and economic, environmentally friendly technologies; • Preferential crediting of programs of effective power consumption 	<ul style="list-style-type: none"> • Insurance of ecological responsibility owing to environmental pollution as a result of carrying out production works by intermediaries • Insurance of responsibility of heads and employees for the ecological damage caused as a result of their professional activity • Insurance of responsibility of heads and employees for the ecological damage caused as a result of their professional activity • Insurance of owners of real estate upon compulsory cleaning of pollution of last period

Except the accounting of an ecological factor, within implementation of development programs of territories in the Russian regions it is expedient to pay attention to a resource-saving problem.

For improvement of power policy of the organization by effective system of measures the motivation of the personnel to the energy saving serves, allowing without considerable financial expenses to increase efficiency of economic activity, to lower costs of production of goods and rendering services and also to increase labor productivity of the personnel.

Power management represents the method of management based on widely known components of the general management – planning, control, the organization, motivation. Power management covers a large number of the aspects, allowing to improve behavior of the enterprise in the areas connected with power consumption and adoption of the relevant decisions. At corporate level power management defines responsibility for energy consumption, includes the structural changes connected with redistribution of powers on power control, a formulation of corporate power policy and formation of interest in energy saving from the top management of the company. In the Russian conditions, unfortunately, introduction of power management faces the last barrier in absolute majority of cases that, in our opinion, is often caused by insufficient level of strategic vision. At operational level the power manager and other personnel responsible for its carrying out exercises control over an expenditure of energy resources, provides practical realization of strategic objectives and direct decrease in power consumption and costs of energy acquisition.

CONCLUSION

Thus, the motivation of the personnel on the basis of indicators of energy saving is a key indicator of successful realization of policy of the power management allowing domestic business considerably to reduce power

consumption of production and to come nearer to level of competitiveness of leaders of the world industry in the relevant branches. All this will lead to creation of additional conditions for transition of economic growth to new quality and developments of economic systems.

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