Conceptual Framework for the Formation of the Strategy of Socio - Economic Development of the Region

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Submitted: Oct 14, 2013; Accepted: Nov 19, 2013; Published: Nov 23, 2013

Abstract: The regional programs can serve as a tool for strategic development, while addressing the problem of long-term negative tendencies. They can also be designed to break the negative long-term trends and not the declared strategy, defining thus a content strategy as a system of strategic programs and strategic goals - as the whole set of goals, dispersed in regional target programs.

Key words: The program of socio-economic development · Strategy formation · Strategic planning.

INTRODUCTION

The development philosophy of the region is the first and perhaps the most important stage of the development strategy.

Strategic planning is a long-term forecast. In the strategic planning process defines strategic goals, long-term and short-term strategic targets, the strategy for the behavior of the market and the strategic plan. The development of strategic goals reflected a view of the region on its production and its place in the market, which are conducted comprehensive study and research of the market or markets. Long-term and short-term strategic targets enable us to refine the long-term and immediate goals of the region and the situation which it seeks to afford to provide the market at the moment, in the near future and in the future. On the basis of strategic guidelines, a strategy for socio-economic development of the region as a real plan of action, a set of management decisions to achieve the goals.

Strategic planning is an integral part of strategic development of the region. Its purpose is to make operational, ongoing management decisions grounded not only from the point of view of the current situation, but also, above all, from the standpoint of tomorrow. An important feature of strategic planning - its flexibility due to a variety of planning horizons of time slices. It requires a special definition of the time horizon, which is produced by future policies.

The starting point of strategic planning advocates planning results. They can be classified as follows:

- The maximum score, which is not currently achievable, but to strive for;
- Concrete results that can be achieved during the planning period;
- The problem which can be solved for quite some time.

Competitive economy is impossible without an effective mechanism of its interaction with the state authorities of its legislative and executive authority. Active participation in the integration process, a good momentum of economic growth, significant progress in stabilizing the economy and the implementation of structural adjustment allows the Russian regions to implement socio-economic development programs in the region until 2025.
In order to occupy a leading position in the socio-economic development of the region and to be attractive for investment, you must have investment appeal, which suggests the existence of such investment conditions that are highly advantageous for investors in choosing a facility.

The factors that have the greatest impact on the preferences of investors in assessing the investment potential of the region are as follows:

- Availability of natural resources;
- Production potential;
- The level of purchasing power of the population in the region;
- Intellectual potential;
- Development of infrastructure;
- The availability and condition of institutional capacity.

For each region, it is important to know which factors contribute to the competitiveness and which hinder. In this regard, each region has a great sense of choice and assessment of "their" competitiveness factors that must comply with the general requirements of the most common characteristics of the evaluated area.

Assessment includes an analysis of the productive capacity of the total economic activity in the region, the economic diversity of the manufacturing sector, the region's leading economic clusters, tax and business climate in the region, the development of science, education and retraining system. Of particular importance are the strategy and prospects of development of the region, the capacity of the regional market for the quality of transport infrastructure, as well as political and social stability of the region.

Assessment of competitiveness of the region by the "state of small and medium-sized businesses" includes an analysis of factors such as the demand of the population, the relationship of business with the regional authorities, the level of support and protection of small businesses in the region, development of the financial and credit system of the region, availability of land. Evaluation of competitiveness by "institutional development" leads to the existence and extent of the leading institutions of the market: commercial banks, insurance companies, trading markets and labor exchanges.

In today's world of social and economic factors have become universally recognized condition for the viability and effective functioning of the economic system.

**Realization of Strategic Management by the Region:** We ask the question, what principles you need to use in order to realize the strategic management of the region? How to link the resources available, the external environment in its dynamics problems to be solved and the objectives to be achieved?

In the theory of strategic management can be found many examples of standard policies, but for the most part they are not applicable to the region because it does not take into account the exceptional features of the region. However, the elements of these strategies are inherent in a separate business entities and successfully adapted. Currently, economists expect the regions compare their individual situations, test them in practice - it's political programs, social projects and activities that take into account specific features. All these categories are linked both vertical and horizontal connections.

Regional policy determines a position of authority with respect to the external and internal environment and provides the rules of decision-making and a description of their use. Resistance factors introduction of performance-oriented planning:

- A sectoral nature of the business structures of the regions. To reverse the trend of long-term need to general, systemic goals of the program take precedence over private purposes of business structures of the regions;
- Mismatch of the federal as well as regional priorities with the priorities of regional development, in the absence of established legal mechanisms for selecting applications for funding, the feedback chain: the municipality - region - a federation;
- The distortion is fundamentally constructive and methodically correct concepts of federal programs at the level of the federation, as well as municipalities. The most negative factor - it's low level of development and sometimes even the fallacy of a number of software concepts at the level of the federation;
- Distorted concept of regional programs are interpreted in terms of a sectoral common goals.

Basic principles of performance-oriented planning of socio-economic development of the region:

- Prioritize system-wide long-term goals to short-term private
- Target interaction with the environment, taking into account the long-term global trends
Systemic nature of the changes taking into account the cross-functional collaboration and coherence

Regional (regional) target program - a regional legal instrument, limited in duration, the system determines the legitimate purposes and their respective tasks with providing resources and activities aimed at the turnaround (of trends) by bringing positive and qualitative changes in the socio-economic areas of the region.

Examples of Programs: Health; Energy Efficiency Programme, Tourism Development and service, program and improving environmental protection, small business development program with the organization of new jobs.

Departmental target program - limited in duration, the legal act that defines a set of measures aimed at achieving tactical goals and operational challenges.

The project - structured (ordered) time system of measures aimed at creating a new product, service or material object construction (reconstruction or modernization) of the object creation or modification of the administrative process.

Examples of Projects: Project to increase the efficiency of influx of migrants, however, this approach is less "profitable" areas, as the quality of life of the population of citizens, infrastructure projects, etc.

The event - a purposeful act or multiple hierarchically related activities in respect of uniquely named object, which gives a clear idea of the content of the work undertaken.

Development of the region can be characterized by a number of indicators presented in the dynamics of a certain period. Development indicators in the region referred to in the socio-economic development can be economic in nature, for example, the volume of produced goods and rendered services, revenues and expenditures, the turnover of businesses in the region.

Indicators should reflect the level of life and living conditions of the population. For example, the same as the above, the economic indicators are social, when expressed in terms of population size (the amount of output per capita, etc.).

When we talk about the set of indicators as a kind of "indicator scale" on which the upper and middle management in the region can control its development and results of its activities, decisions, progress in the implementation of strategy, plans of socio-economic development, regional programs and projects, it is necessary to understand that the composition of the scale is determined by several factors.

It is impossible to identify which group of indicators is most important and which group of indicators should be preferred, since the election and in the center of the program is a resident of the territory, it also serves as a major landmark in the position of the public.

The choice of priorities, so is on the governor, as the top face, make decisions and bearing the responsibility for their success.

The indicators reflect the indicative scale of development in the region and their values presented in dynamics that can show how the area for a certain period of time.

Development of the region is characterized by trends and constructed on the basis of their forecasts, representing an assumption about how to change this or that measure of development if no action is taken to reverse the trend, with the assumption that no major changes in the environment, such as changes oil prices, social unrest, economic crises, etc.

Reverse the trend of population decline affecting perhaps to a greater extent, on the death rate, birth rate is defined as the set of socio-cultural and, to a lesser extent economic factors. Another alternative is to increase the influx of migrants, however, this approach is less "profitable" areas, as the quality of life of the population may decrease and may cause many ethnic conflicts that are aggravated and can lead to political instability and even conflict.

To a greater extent necessary to reduce the out-migration of the population, which requires the creation of sustainable social and economic conditions for the life and breaks down into a variety of tasks that require the development of appropriate targeted programs and their implementation.

Relevant in such circumstances and the primary objective is to reduce the mortality rate. The above problem can be solved by the development and implementation of a comprehensive "health programs" In this case, the complex is the main feature that determines the system approaches to the socio-economic planning, do not understand the quantitative composition of activities to be implemented and their connectedness, multiple aspects of the problem.

Typically, the management structure of the regions are arranged by function. Departments, offices, committees and departments are highly specialized and
Table 1: Stages of implementation mechanisms of regional programs

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<th>Stage</th>
<th>The mechanism of the</th>
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| I     | Management of processes of social and economic development of the regions | - Regulatory consolidation and organization of the process of program-oriented planning  
- Consultancy-examination of programs  
- Monitoring the implementation of programs-Initiation of adjustments and closing inefficient programs |
| II    | Analysis of long-term development of the external and internal environment | - Analysis of the microenvironment  
- Analysis of the macro environment  
- Monitoring: regulatory, political trends, social, technology and innovation |
| III   | Institutional arrangements for the implementation of socio-economic development of the region | - Conducting information and training seminars  
- The appointment of administrators (managers) programs  
- Regulatory consolidation order interaction of program participants  
- Support programs |
| IV    | Formation of a national system of programming strategy for socio-economic development of the region | - Summarize his and others' experience  
- To carry out public information and educational seminars, forums on issues of territorial development; perform with standard-setting initiatives |

are responsible for the development of certain areas, which leads to the solution lying on the surface of the resulting problems, but not the reasons for their cause and in the end - to the temporal resolution of contradictions.

A number of problems in general is for cross-functional in nature, for example, to implement the program, "health" is necessary to involve many areas of development and the health sector will be far in the first place - if the person does not want to stay healthy, then no health care will not help reduce the mortality rate of the population. Come to the fore the problem of mentality and this, in turn, makes it necessary to connect to the process of education and rehabilitation mechanisms, the media, etc. How then to manage the processes of change? Who will make decisions and implement them to be responsible? For this group the mechanisms for implementation in stages (Table 1).

CONCLUSION

Of these steps indicate the need for a mechanism for targeted cross-functional collaboration. This mechanism and are the regional target program.

In this case, the existence of the regional development strategy for the second, the strategy sets a common approach (at policy level), priorities (at the level of strategic programs and projects) and the direction of the long-term (at the level of strategic self-determination, that is, the "vision" and strategic goals).

REFERENCES