

The concept of creating territories of advanced socio-economic development

El concepto de crear territorios de desarrollo socioeconómico avanzado
O conceito de criação de territórios de desenvolvimento socioeconômico avançado

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Abstract

The article is devoted to the development of the concept of creation and functioning of the advanced socio-economic development territories. The relevance of the study is due to the need to develop the theoretical aspects of creating a new development institution in view of the lack of consensus between theorists and practitioners regarding both the need for a special form of a special territory and the mechanisms for achieving the goals. The hypothesis of the study is that the space of basic features, within which the formation of the advanced socio-economic development territories should be considered, can be structured on the basis of the dichotomous method.

On the basis of diagnostics of indicators (2011-2016) of the socio-economic development of monocities and Far Eastern territories that have received the status of territories with a special mode of introducing entrepreneurial activity, and analysis of Russian legislation, national and foreign experience of territorial development, the authors constructed a problematic field for the creation of advanced socio-economic development in the form of a system of basic variables. The proposed conceptual model is designed to focus attention on the elaboration of the theoretical foundation for the creation of advanced socio-economic development territories, to limit and rationally optimize the process of their creation and functioning so that the government officials receive an effective

Resumen

El artículo está dedicado al desarrollo del concepto de creación y funcionamiento de los territorios de desarrollo socioeconómico avanzado. La relevancia del estudio se debe a la necesidad de desarrollar los aspectos teóricos de la creación de una nueva institución de desarrollo en vista de la falta de consenso entre los teóricos y los profesionales con respecto a la necesidad de una forma especial de territorio especial y los mecanismos para lograr las metas. La hipótesis del estudio es que el espacio de características básicas, dentro del cual debe considerarse la formación de territorios de desarrollo socioeconómico avanzado, puede estructurarse sobre la base del método dicotómico.

Sobre la base del diagnóstico de los indicadores (2011-2016) del desarrollo socioeconómico de las ciudades y territorios del Lejano Oriente que han recibido el estatus de territorios con un modo especial de introducción de actividades empresariales, y análisis de la legislación rusa, experiencia nacional y extranjera. De desarrollo territorial, los autores construyeron un campo problemático para la creación de un desarrollo socioeconómico avanzado en forma de un sistema de variables básicas. El modelo conceptual propuesto está diseñado para centrar la atención en la elaboración de los fundamentos teóricos para la creación de territorios de desarrollo socioeconómico avanzado, para limitar y optimizar racionalmente el proceso de su creación y funcionamiento para que los funcionarios del gobierno reciban un mecanismo

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mechanism for structuring the main stages of the state project implementation on creating a territory with a special introduction mode of business activities.

Keywords: dichotomy, model, advanced socio-economic development territory, concept

eficaz para estructurar las etapas principales de la implementación del proyecto estatal para crear un territorio con un modo especial de introducción de actividades comerciales.

Palabras claves: Dicotomía, modelo, territorio de desarrollo socioeconómico avanzado, concepto.

Resumo

O artigo é dedicado ao desenvolvimento do conceito de criação e funcionamento dos territórios avançados de desenvolvimento socioeconômico. A relevância do estudo deve-se à necessidade de desenvolver os aspectos teóricos da criação de uma nova instituição de desenvolvimento, tendo em vista a falta de consenso entre teóricos e profissionais sobre a necessidade de uma forma especial de território especial e os mecanismos para alcançar a objetivos. A hipótese do estudo é que o espaço das características básicas, dentro do qual a formação dos territórios avançados de desenvolvimento socioeconômico deve ser considerado, pode ser estruturado com base no método dicotômico.

Com base no diagnóstico de indicadores (2011-2016) do desenvolvimento socioeconômico de monocidades e territórios do Extremo Oriente que receberam o status de territórios com um modo especial de introduzir a atividade empreendedora, e análise da legislação russa, experiência nacional e estrangeira do desenvolvimento territorial, os autores construíram um campo problemático para a criação de desenvolvimento socioeconômico avançado na forma de um sistema de variáveis básicas. O modelo conceitual proposto visa chamar a atenção para a elaboração dos fundamentos teóricos para a criação de territórios avançados de desenvolvimento socioeconômico, para limitar e racionalizar o processo de sua criação e funcionamento, para que os funcionários públicos recebam um mecanismo efetivo de estruturação. as principais etapas da implementação do projeto estadual na criação de um território com um modo especial de introdução de atividades empresariais.

Palavras-chave: Dicotomia, modelo, território avançado de desenvolvimento socioeconômico, conceito.

Introduction

The advanced socio-economic development territories (hereinafter referred to as the TASED) have been created in the Far Eastern Federal District since 2015, and in the single-industry municipalities and closed administrative-territorial entities - since 2016. At the same time, the problem field of creating a new type of territories with a special legal functioning mode, to which this development institute refers according to the state preferences allocated, is not only not solved, but is expanding over time.

As of May 9, 2018, 714 articles were submitted to the query "advanced socio-economic development territory" in the scientific electronic library Elibrary.ru. Despite the large number of works devoted to the new development institute, there is a need for deep theoretical studies of both the relevance of creating a new development institute and

studying its capabilities and limitations to solve the tasks set to create favorable conditions for attracting investments, accelerated socio-economic development, comfortable conditions for life support of the population.

For the recent history of Russia's development — periods of restructuring (1986–1990) and market reforms (1990–2016) — the absence of a convincing theoretical substantiation of the extent of the proposed government preferences, the stated program measures make it possible to achieve the goals set. Perhaps it is one of the reasons for the ineffective implementation of a number of government projects. In this regard, the development of the conceptual framework for the TASED creation and operation deserves special attention.

Methods

At the first stage of the study, based on the systemic approach, we determined the basic features of the TASED concept, which are aimed at representing certain vectors and boundaries of the creation of specific territories. The system of basic variables was used to formalize the spectrum of fundamental issues of the TASED functioning and to present them in the form of dichotomy construction. The choice of one of two possible solutions (the dichotomy essence) makes it possible to take a principled position on the most acute issues of the TASED formation, focus the resources and develop a framework for strategic planning.

This approach is used in the strategic management both at the level of individual enterprises and in the development of strategic guidelines for municipalities, regions, and country. For example, a rather logical system of dichotomies is applicable in the development of state industrial policy (Abdullaev, 2010).

Result and Discussion

About two years have passed since the adoption of the Federal Law “On the Advanced Socio-Economic Development Territories in the Russian Federation”, however, the subjects of the Far Eastern Federal District have not yet prepared the programs that determine the place and role of the PDA projects in their territory activities. The need for their early development is dictated not only by solving the problem of modernizing the regional economy, but also by leveling the levels of socio-economic development of the regions of the Russian Federation (Sidorov, 2017).

Having built the conceptual basis of the TASED space, we can deal with the information noise and save time and resources when choosing the specific instruments of public administration of a new form of development institution in the future (Galiullina, 2018).

We propose to begin the consideration of the dichotomy system strategy (Figure 1) with the definition of the TASED objective function.

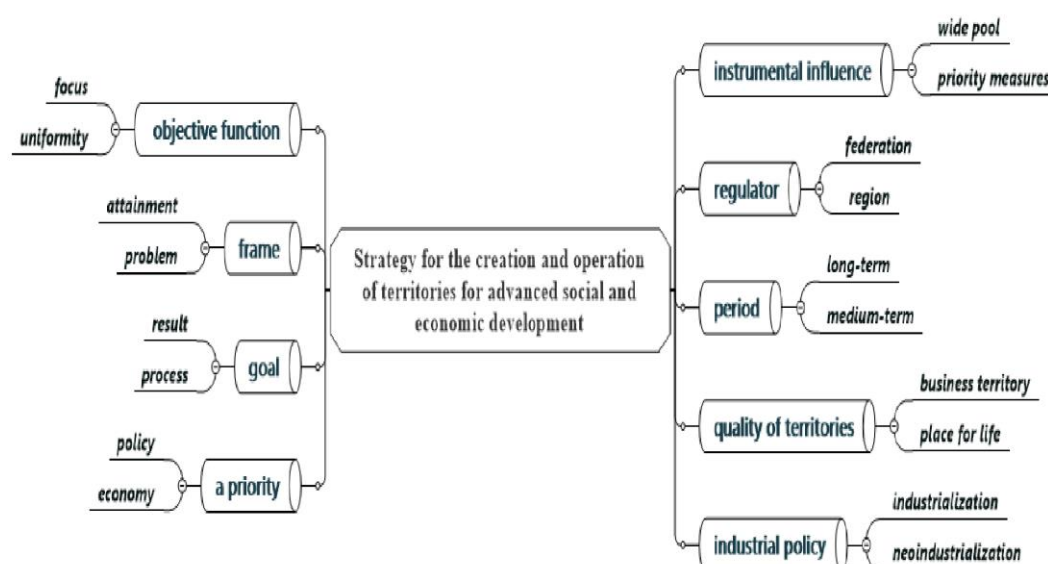


Fig. 1. Conceptual model of the TASED creation and operation strategy as a dichotomy system

The objective function of the TASED creation is represented in the form of a dichotomy focus/uniformity. Here it is necessary to choose: whether we will use the mechanism of a special territory to form the points of advanced territorial development or to take it as a basis that the TASED is an anti-crisis measure to “pull out” the individual territories to the average

Russian level. This choice is due to the duality of the main provisions of the legislative documents on the TASED creation.

The choice of the “Goal” dichotomy in the form of a “result/process” pair is due to the fact that now the emphasis is on the ability to develop the

specific goals tied to a specific date (the well-known SMART).

If you transfer this thesis to the TASED, then there are the risks of residents' leaving after the expiration of the preferential mode of doing business (this is especially true for the TASED in monocities, where the preferential mode is initially set for 10 years). Any, even the most insignificant, increase in the investment attractiveness of the regions is an additional means to make a step towards the development of a region. But one-time investment attraction is ineffective, after that the investment attractiveness remains a static value, although somewhat higher. The state of affairs may be saved only by the dynamic sustainable movement, rather than the individual steps. Only in this case the individual parts of investments may become permanent (Akjulovala, 2017).

Let us dwell on such an important approach as the choice of frame. The concept of "frame" determines the behavioral mechanism. The frame establishes the framework and limitations in the project interaction with the external environment and has a huge impact on how the individual events (opportunities, resources, obstacles, mistakes...) are interpreted during the creation and implementation of the project, what the reaction to them is, how the "accents" are put, where the attention is directed. The most frequently used pair is a "problem/result" frame. The basis of the "Problem" frame is to focus and hold attention on solving the relevant problems. By setting the "Achievement" frame, we determine the value of any activity or information in terms of achieving a specific goal or condition. The managers' task is to master the "key linguistic skill", which is to identify and use (or transform) a frame type relevant for the management purposes (Gorelova, 2017). Frame selection will describe the space of key concepts, tasks, mechanisms and tools that are coherent with the stated goals.

Another pair structure can be defined as "Priority". According to Grigoriev N.A. and Kazhenkin I.D. the preliminary approved list of TASED shows that in most cases they will be placed in THE regions that are not the weakest from the point of view of economic development. It is possible to note the strong lobbying capabilities of the heads of subjects - Primorsky and Khabarovsk Territories, the Republic of Sakha (Yakutia), which is confirmed

by the annual data of analytical agencies (Grigoriev & Kazhenkin, 2017).

Having found the platform, from which the issues of territorial development (economic or political) will be solved, it is important to consider the level at which the management of new development territories should take place. This dichotomy acquires special relevance in modern conditions, which is characterized by the researchers as a new reality and raise the question of increasing the independence of the regions from the federal center when solving current issues of regional development (Bochko, 2016). On the other hand, most regional initiatives on the creation of special territories are perceived as nothing more than an attempt to obtain benefits, sometimes leading to economic abuse. As a result, the very idea of widespread international experience in the functioning of special economic areas, which are one of the effective mechanisms for attracting investment in world practice, is discredited (Morkovkin, 2017).

It will be quite logical to determine the "wide instrumental impact/priority measures" dichotomy. This pair construction is obvious due to the fact that the spectrum of a set of tools for territorial development is initially diverse, on the other hand, the time frame and limited resources dictate to decide on a set of government measures.

The "Quality of territory" dichotomy is due to the study of foreign experience in the territorial development, which is based on using an integrated approach to territorial development in Europe, which includes budgeting, using the principles of multilateral partnership, targeting socio-economic development of territories, diversifying regulation, delegating authority, etc. The object of state attention in the TASED project is a resident enterprise: the preferences are established for it, the regional and local authorities are concerned with providing better conditions for opening their production facilities and building rental housing for resident employees, etc. Now, the TASED is considered primarily as a business territory (Galiullina, 2018).

At the same time, the modern world is moving from competition for the sale markets to competition for the cities of creative professionals. The latter becomes the main decisive resource and factor in the production of

the modern post-industrial era. Creative economy and creative professionals become the "engine" of social development. The cities compete not for firms, but for people. Already then the firms transfer their capacities and headquarters to the place of residence of the employees. When the firms try to hire or lure good specialists, they are not lured by large salaries, insurances and bonuses, or even by the offer of shares, but by the prospect of living in a good place. Today it is not prestigious working at Boeing or Microsoft, but it is prestigious living in Seattle (Ostanin, 2017).

In the EU, the acceleration of territory development is considered through improving their access to the common economic, transport, legal, information infrastructure of the EU (Dijkstra, 2017).

The solution of certain problems of territorial development by the foreign scientists is considered through the concept of social initiatives (Blundel & Lyon, 2015), social enterprises that carry out social innovations, which are important components of territorial development (Kim & Lim, 2017; Lim & Endo, 2016).

Coventry University (United Kingdom) is developing special strategies for sustainable territorial development in accordance with the Europe 2020 strategy. The strategy includes five main areas:

- elaboration of regional development strategies, including changes in the powers of regional authorities and other stakeholders of the functional area;
- study and use of the best practices of regional and territorial development (i.e., territorial benchmarking);
- creation of appropriate organizational structures of territorial development;
- development of new forms of cooperation and interaction between the stakeholders of territorial development;
- analysis of the effectiveness of territorial development.

When choosing the paradigm "TASED is a "paradise for business", it will be necessary to develop special programs for attracting and retaining the TASED population through a number of benefits, requirements for residents in terms of wages and working conditions (now, when considering business plans, the question is

only about the number of jobs created, no one thinks about their quality).

The priority of "TASED is a high quality of life of the population" focuses our attention and resources on attracting the innovators and "growing" their own ones, based on the premise that the high-tech productions will come after them. The innovators (specialists promoting progress) are demanding for the urban environment, which shall have transport accessibility, be equipped with cultural, educational facilities and activities, health care infrastructure, high-quality housing.

The main tool for a breakthrough in the economy abroad is the pursued industrial policy based on the technological management, which is based on the ability to develop new physical, chemical, biological, etc. effects, create technologies of the sixth and seventh generation based on them. Having achieved leadership in the markets of high-tech products, the territories and regions receive scientific and technical rent and build the well-being of their territories on its basis.

The final dichotomy is formulated with regard to different (substantially different) established terms of the TASED functioning: in the Far East - 70 years, in monocities and CATF - 10 years with the possibility of prolongation for 5 years. At the same time, the question of changing the terms of a special mode (on either side) is constantly being discussed both at the Government level and in the scientific circles. The choice of one of the proposed options is important for the formation of both the TASED development strategy and the development of tactical actions.

Summary

We assume that the very array of the proposed dichotomies is somewhat controversial. Clarification of dichotomies, the choice of one of the solutions should be carried out with the involvement of a wide range of researchers, government leaders, active representatives of the business community.

Responsible officials, having unequivocally answered on the system of principal and most pressing issues, that are presented as a space of dichotomies, will form the real state representation of certain vectors and boundaries of the TASED creation. This will make it possible

to clarify and understand government decisions for both TASED residents and the general public, and for the officials themselves - the coherence of further actions to the stated goals and priorities.

In the future, on the basis of the proposed concept, other important aspects of the TASED formation should be developed. The interaction of different forms of territories with a special mode of introducing entrepreneurial activity in one region, the adequacy and quality of proclaimed competition tools for launching the trend of advanced development (regions and municipalities - for the federal preferences, municipalities - for the regional benefits, TASED - for the residents) etc. remain unexplored.

Conclusions

The proposed TASED concept covers the author's vision of a number of key problems in the formation of a new development institution and the possibilities for their solution through the dichotomy system.

The space of dichotomies is designed to build the framework for the TASED creation and functioning, which will be further expanded with the "muscles" of tactical decisions and channels of positive and negative feedback, in order to eventually form a working, "living" organizational and economic mechanism for the functioning of advanced socio-economic development territories.

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