

Socially-Oriented Operating Principles of Innovation Policy in the Regional Economy

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Abstract: The complexity of the modern Russian regional development strongly suggests that now is not enough to stay in the traditional and generally accepted definition of the subject of the regional economy as the study of spatial problems of economic development of the national economy. Especially considering the fact that the problem of distribution of productive forces can no longer be addressed in the market conditions in a centralized manner. In this case, the focus should be on the basis of market principles and mechanisms for ensuring such a requirement of the system development and functioning of her integrity. From this perspective, the unity of the region as a socio-economic system is provided by the activities of people, so the relationship of production and the population becomes more significant. In addition, the development of the region depends on a number of trends emerging in its sub systems which are pre-determined by the functioning of the three main groups of factors-economic, environmental and demographic. The study argued that based on a generalization of theoretical views revealed the systemic nature of the investment process at the regional level which should ensure the effective implementation of progressive changes in the reproductive structure as the most important characteristics that reflect the rationality of joint actions of the participants of the regional investment market that allows you to define the parameters of their coalition compromise part of the investment policy.

Key words: Region, regional economy, territory, regional development, economy

INTRODUCTION

Research in the field of regional economy performed relatively recently. Although, there are historical examples of the existence of a number of theoretical propositions for several centuries, that many modern researchers attribute to the regional aspects of economic development.

Therefore, when we speak about the research and theories of the age, it should always be taken into account under this representation. In our view, the final formation of a science, i.e., presenting it as a mature, it is advisable to associate with the final determination of the object of its study. The subject of science and the resulting scientific methods are the basic criteria for the emergence of science itself or its individual areas.

DETERMINATION OF THE REGIONAL ECONOMY OF THE SUBJECT

Since, the generally accepted definition of the subject of the regional economy is not developed in the scientific community, it seems, the regional economy should be treated as a science which is in its infancy. In this case, the theoretical and methodological assumptions of the research should be specially to celebrate the researcher's views on the subject of the regional economy as a prerequisite for further conclusions and proposals. Own vision of the regional economy of the subject we have presented as some refinement of the approaches that are most widely.

In this context, first of all, select the definition of the subject of science is one of the founders of the domestic

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regional academician NN Economic Research Nekrasov. He pointed out in its decision, first, on a set of economic and social factors and phenomena that lead to the planned formation and development of the productive forces in the regional system of the country, and secondly, on the rational distribution of productive forces as the foundation of the regional economy.

In subsequent studies, it is expanded representation of the subject matter of the regional economy, i.e., in terms of the problems of science were introduced almost all socio-economic issues that are somehow related to the development of territories as a localized economies. By the end of the twentieth century, the formation and development of the productive forces and their rational distribution in the realities of economic regionalization and administrative-territorial division became the subject of study of economic geography, demography, sociology regions, regional studies, political regionalism and others.

Naturally, among the totality of the issues and problems of regional development one of the most complex and important economic steel, especially due to the rapid and asymmetrical economic progress in the turn of the century. So widespread version that the regional economy is designed to study the patterns of functioning and development prospects of the country's economy, is presented as a system of interacting regions (economic zones, the major economic regions, the political system of subjects, clusters, industrial hubs, conurbations and other regional economic subsystems). In this case, the subject of the regional economy holds an interdisciplinary approach-it is directly in the domain of economics, demography, sociology, cultural studies, political science and others.

In this study, apparently, there is no need to dwell on the subordination of all the sciences related to the spatial aspects of social development but it is worth noting that the regional economy among them a special place because it is a factor in determining the development of the features of the social structure and stratification in the regions, the specifics of socio-political systems in a variety of administrative and territorial units (for example, planning and a high level of corruption in the republics of the Southern federal district). It thus imposes an additional burden on the functional theory of the regional economy which is undoubtedly reflected in its place and role among other areas of economic research.

In particular, academician Granberg pointed out that the regional economy in its importance should take one of the three central place in economic science, suggesting that its core is formed as a system with three poles of macroeconomics, microeconomics and the regional economy. Accordingly, they emphasized the need for a

systematic approach to the subject of this science which is difficult and multilateral with such major components as a separate economy of the region, economic ties between the regions; regional systems (the national economy as a system of interacting regions); distribution of productive forces; regional aspects of economic life.

In general, the selected approach is reflected quite clearly the most common understanding of the subject matter of the regional economy. In fairness it should be added that there is also a number of amendments related to the conjuncture of a period of economic development. Thus, N.A. Kolesnikov stated that the main task of the regional economy at the present stage is to study the regional aspects of economic reform. It is emphasized that the theory of regional economics is intended to reflect the objective laws and tendencies of the social division of labor in the territorial aspect and interregional economic integration and in addition, the processes of transformation of territorial and economic structure in the changing geopolitical and socio-economic situation in Russia.

At the same time, in our opinion, it is not enough to focus on just a streamlined definition of the subject of the regional economy as the study of spatial problems of economic development of the national economy, primarily because the problem of the distribution of productive forces in the market environment is not solved only centrally planned manner. In our view, the focus should be on the basis of market principles and mechanisms for ensuring such a requirement of the system development and operation (for the regional level) as her integrity.

To implement this approach, it seems appropriate to refer to the problems of the object of study and definition of the category in the region. In the first case, for our purposes we can restrict this common approach, according to which the regional economy the object of study is presented as the territorial aspects of the socio-economic system of the country and the functioning of the territorial subsystems of the national economy, its individual elements and the interaction between them.

In the second case, you have a closer contact to the interpretation of "region" category. Thus, on the one hand, it follows quite a strict tautology-the object of study of the regional economy should be, as the very name of science, regions. But neither in the domestic nor foreign scientific literature has not developed, not developed a unique interpretation of this concept. This gives rise to a number of different directions and methodological concepts in contemporary regional studies, both in Russia and abroad. However, it should be noted that this set is not always justified

from a content point of view, since in almost adequate content is conceptually possible to form very differing approaches.

THE GENESIS OF THE CONCEPT OF REGION

In addition, the domestic study author Traditionally, in fact, synonymous with the use of two terms the region and district. In some cases, the area represent a localized area that has the unity, the interconnectedness of the constituent elements, integrity and who are the objective conditions and the natural result of the development of the territory. This concept allows the area is so broad interpretation that they may be referred to meaningful characteristics of the area in a small town or village and urban area of a large country. Such broad interpretations of the permissible variation has its objective reasons. Among the latter are the main indications for which this or that territory belongs to any area (usually, it is the integrity of the territory, the predominant specialization established economic relations, etc.) because of their content, they are too general. Under such signs can be brought virtually unlimited set of definitions related to the territorial aspects of social life.

On the other hand, this variation was associated with use in the domestic economic science the term "region" is borrowed from foreign sources, much later, the term "region". Accordingly there was a need for correlation of these concepts which led, in one case, to the perception of the region as a greater education than the district, in the other-to perceive these concepts as synonyms (especially in the case of dominance there any industry). Third-the term the region came to mean, in principle, any of the territories which are the main criteria do not fit into the accepted system of territorial division of the country (the region as an integral part of the state system of productive forces and relations of production, at which the full cycle of the reproduction of the labor force of fixed and circulating foundations, relations of production the region as the country's territory with a relatively uniform environmental conditions and typical direction of development of the productive forces, determined by a combination of natural resources with the established production and social structure, having local self-government; the region as a major economic region or as part of the closest in terms of socio economic development and similar to the historical and political contexts and traditions of the subjects of a federal district or economic region, for example, as a republic Southern federal district (North Caucasus)). In the fourth case, a host of interpretations of the concept of "region", based on a strict territorial and geo-referencing-the republic, territory, region.

Also, it should be noted historically notable for the national economic science definitions given at the time already mentioned academician N.N. Nekrasov who identified these macro-regions in our country as the Urals, the Volga region, Siberia, the Far East and others. Accordingly, the structure of these macro-regions were including the relevant administrative-territorial division of the regions and their groups. The term "region" refers to a fairly large area of the country with a more or less homogeneous natural conditions and typical direction of development of the productive forces on the basis of a complex combination of natural resources with the appropriate current and future material and technical base, production and social infrastructure. This stood out basic criteria for identifying the region: common economic problems; the presence of the aggregate used or planned for use of natural resources; historically developed structure of economic activity; planned structure of economic development, etc. As a result, as the regions have been isolated former Soviet republics and economic areas, as well as the areas of placement of industries, agriculture and transport. Of course, it must be borne in mind that this definition is intended for a planned socialist economy where the priorities were placed by the state, rather than a preference for citizens as consumers.

In our opinion, in line with the consideration of the basic approaches you can select an unlimited set of regions, especially in such a big country as Russia. These regions will largely overlap, have mostly common area with a few differences, etc. In this case, the use of terminology becomes not so much scientific as opportunistic, even on substantive reasons.

In this connection it is worth remembering one more meaningful approach based on the reproduction of the integrity criteria. One of its founders AI Dobrynin said at the time that a region should be understood geographically specific part of the national economy, which is characterized by the unity and integrity of the reproductive process. In this case, the interpretation of the term is based directly on economic grounds, and what is the reproductive process. This territorial signs themselves were virtually absent which may impede the investigation of the spatial problems of economic development and above all, the effectiveness of regulation of economic activity and economic relations within a specific territory which is a complex multi-layered and multifaceted structure.

In fact, the main actors of regional economic relations are economic entities which include commercial and non-profit organizations and citizens engaged in individual entrepreneurial activity. The subjects of the Federation as the bearers of public authority that

exercises legislative regulation on the territory under their jurisdiction, as well as owners use their property for the purpose of generating income from the lease, economic management, sale or privatization, participation in Foreign trade.

This peculiarity of the Federation as a member of the economic turnover is due to a significant difference from the enterprises. First of all, this is reflected in the composition of objects which are in its possession, as well as in the content and scope of the economic activity, the procedures included in the economic turnover and other points related to participation in economic life. Accordingly, the full range of economic relations in the region is a complex multidimensional system, regulated by federal, federal-regional and regional instruments. The development of the regional market is influenced by a variety of corporate interests (federal, various levels of regional, municipal, business entities) as a result of the interaction of federal regional policy, regional policy of the Federation and their teams as well as socio-economic policy of municipalities, i.e., a conglomerate of political, legal and economic relations, defining the spatial and territorial challenges of economic development.

FOREIGN EXPERIENCE OF THE CONCEPT OF REGIONAL DEVELOPMENT

It should be noted and international approaches that have recently actively commented in domestic economic literature. According to Russian researchers in the Foreign sources is also viewed with considerable divergent definition of "area" and "region" because most often the term "region" is understood as an integral portion of the territory, fairly uniform in its basis. The specialists in economic geography, the terms "region" and "region" is used in relation to the areas most different areas, but it is not a political or administrative unit. In the most general sense. This area, characterized by a number of features from other areas in which there is uniformity in one or more respects.

Further methodologically meaningful appears at least briefly mention certain dynamics opinions of Foreign scientists in the processes of regional development. So, for a long time clearly prevailed material approach (for example, the construction of new industrial and infrastructure facilities was recognized the most important contribution to the development of any region). Now it becomes the most important intangible approach (the concept of regional development, focused on knowledge and innovation,

it has become dominant not only in science but also in the practical sphere and in a growing number of countries).

However, the increment of the processes of knowledge within the framework of science as a social institution and in general, do not have a culture, especially in the current realities of globalization, not only regional, but also at all territorial binding. Therefore, the main, in our opinion, should be the focus of regional development on innovative technologies, the implementation of which almost always has a territorial coordinate. In general, it turns out that knowledge as one of the most important sources of innovation is a virtually unlimited resource outside the territories, which may actually benefit from it at the regional level, regardless of the scale of innovation. Thus, at the disposal of businesses and administrative structures factor appears at the regional level, the use of which substantially overcomes the limitations of existing production resources which until recently was the main parameter when making management decisions.

Therefore, the development and introduction of innovative and information technologies must be largely aligned starting conditions for further development of the regions, to create conditions for the improvement and stabilization of the socio-economic condition of the region, to improve the standard of living of their populations:

- As is known, in economics usually distinguish five types of innovations
- The introduction of a new product
- The introduction of a new method of production
- The creation of a new market
- Development of a new source of supply of raw materials and semi-finished products
- Reorganization of the management structure

All marked types of innovations are directly generated at the regional level (which does not exclude the possibility of use in a variety of regions). Therefore, in determining the region and studies of the mechanism of social and economic reproduction in any of them, it is advisable to take into account the possibility of widespread use of innovative criteria.

In particular, it is reflected as regional development, focused on knowledge and innovation, linked to a modern form of competition - more competitive regions are seen as attracting a growing share of the domestic and foreign markets and becoming thus the concentration in the spatial aspect of innovation and entrepreneurship.

THE PRINCIPLES OF FUNCTIONING OF INNOVATION POLICY IN THE REGION

In this regard, it is interesting to bring in support of our findings of scientific research school professor I.R. Bugayan, the role of innovative technologies (such as the dominant product) in the development of the Southern federal district. Thus, Rostov scholars argue that the exponents for the factors of production in the Rostov region and in the whole SFD indicate the existence of the largest deficit in terms of capital and in some regions of the Southern federal district, the situation was close to the beginning of the two thousandth disaster-exponents factor of production “capital” acquired a negative value. In Kalmykia (-0.236), Volgograd (-0.97), Astrakhan region (-0.082), Stavropol region (-0.035) equity investments on the existing technological, scientific and industrial base will not lead to increased production and to serious losses. In short, the functioning capital in these regions is hopelessly outdated and needs to be changed on the basis of innovation.

In the Rostov region is the exponent by a factor of production “capital” is positive (0.119). Investments in capital by the same technological and scientific basis of production yield a positive result. However, each ruble invested in the capital is not on the basis of innovation, it brings 4.3 times smaller result than the same ruble invested in the production of “land” a factor of 1.7, the investment in the development of entrepreneurship and 1.4 times - the investment in the development of a factor of production “labor”. Here are the specific indicators characterizing the need for innovation in the development of capital.

For comparison, in the whole Southern Federal District, these figures are as follows: investment in capital by the same technological and scientific basis of production yield a positive result. However, each ruble invested in the capital is not based on innovative brings 6.2 times less than the same ruble invested in production factor “land”, 4 times-than investing in business development and in 13 times-than investing in the development of a factor of production “labor”.

Thus, in the region of innovation policy should be based on the following principles: -unity of the scientific and educational processes and their focus on the economic, social and spiritual development of society; an optimal combination of government regulation and self-government; concentration of resources on priority areas of research, carrying out a full cycle of

research and development, ending with the creation of the finished product; the variety of forms of organization, providing contestable in the formation of innovative programs; support for entrepreneurship in science and technology. A goal of the regional innovation policy are as follows: ensuring the conditions to bring the regional structure of the aggregate cycle “research-production” in line with the optimal value, determined by the effective use of educational, scientific, technological and innovation potential for the economy and solving social and economic problems (Edelev *et al.*, 2015; Tatuev, 2015; Tatuev *et al.*, 2015; Rokotyanskaya, 2015). To achieve this goal, the following main objectives:

- An organic combination of fundamental and applied research to the competitive nature of the commercial developments
- Further improve the system of planning and financing of scientific, technical and innovation activities of subordinate organizations, creation of conditions for the legal and other support to innovative companies and research organizations
- Support for development in the field of high technologies in order to produce on the basis of their products and services and enter the internal and external markets, the expansion of international integration in this area, creating conditions for attracting foreign investments
- Creation of conditions for the training and retraining of personnel in the field of innovation and technological entrepreneurship that enhance innovation activity, commercialization of research results
- Development of the legal framework regulating relations in the process of creating the industrial property and copyright (intellectual property) objects, their legal protection and commercialization of the way to ensure a balance of rights and legitimate interests of legal entities including an inventory of scientific and technological activities, received by the federal budget; Attract extra-budgetary funds

Thus, on the basis of a theoretical and methodological analysis we can make some generalizations. Thus, among the most common factors and the criteria taken into account in the formation of the concept of a region is used: territorial and geographical (location, size and characteristics of the

territory, number of population); production and functionality (especially the prevailing trends and productions and types of activity of the population); urban (the nature of construction of production facilities, housing, infrastructure); social (communication norms, behavior, population living together).

CONCLUSION

Thus, the region at the same time should be considered as an organic element of the territorial organization of the national economy, as part of the settlement system and as an element of social organization (set of spheres of human life and livelihood, norms and rules of behavior).

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