Научно-практический журнал

ISSN 2411-796X (Online) ISSN 2079-4665 (Print)

Модернизация Инновации Развитие

Том 6
3-2 (23)
СЕНТЯБРЬ
2015

МОДЕРНИЗАЦИЯ ИННОВАЦИИ РАЗВИТИЕ

Scientific and practice-oriented journal

ISSN 2411-796X (Online) ISSN 2079-4665 (Print)

Modernization Innovation Research

ISSUE 3-2
SEPTEMBER
2015

Научно-практический журнал

УЧРЕДИТЕЛИ

ООО Издательский Дом «Наука»
111399, Россия, г. Москва, Федеративный проспект, 5, корп. 1, оф. 31

НП «Международный стратегический инновационно-технологический альянс»
119285, Россия, г. Москва, ул. Пудовкина, 4

ИЗДАТЕЛЬ

ООО Издательский Дом «Наука»
111399, Россия, г. Москва, Федеративный проспект, 5, корп. 1, оф. 31

НАУЧНОЕ СОПРОВОЖДЕНИЕ

Институт народнохозяйственного прогнозирования Российской Академии Наук (ИНП РАН)
117418, Россия, г. Москва, Нахимовский проспект, 47

РЕДАКЦИЯ ЖУРНАЛА

107078, Россия, г. Москва, ул. Динамовская, д. 1а
Телефон: +7 (499) 271-67-24

Scientific and practice-oriented journal

FOUNDERS

Publishing House "Science"
Office 31, Federativniy av., 5/1,
111399, Moscow, Russian Federation

NP "ISITA"
Pudovkina str. 4, 119285, Moscow,
Russian Federation

PUBLISHER

Publishing House "Science"
Office 31, Federativniy av., 5/1, 111399, Moscow, Russian Federation

SCIENTIFIC SUPPORT

Institute of Economic Forecasting (IEF RAS)
47, Nakhimovsky prospect, 117418, Moscow,
Russian Federation

EDITORS OFFICE ADDRESS

Dinamovskaya str. 1a, 107078, Moscow, Russian Federation
Tel.: +7 (499) 271-67-24

E-mail: info@idnayka.ru, article@idnayka.ru
Website: http://www.idnayka.ru

МОДЕРНИЗАЦИЯ

ИННОВАЦИИ

РАЗВИТИЕ

МИР (Модернизация. Инновации. Развитие)

Журнал издается с января 2010 года

Зарегистрирован в Министерстве Российской Федерации по делам печати, телерадиовещания и средств массовых коммуникаций
Свидетельство ПИ № ФС77-38695 от 21 января 2010 г.

Выходит 1 раз в квартал

Подписной индекс в каталоге агентства «Роспечать» 65042

Журнал рекомендован ВАК Минобрнауки России для публикации научных работ, отражающих основное научное содержание кандидатских и докторских диссертаций

Журнал включен в Российский индекс научного цитирования (РИНЦ)

Журнал Аккредитован при Государственной Думе Федерального Собрания Российской Федерации

ООО Издательский Дом «Наука»

Генеральный директор: С. Ш. Евдокимова
Директор по развитию: Е. Л. Иванова
Шеф-редактор: А. А. Чиянова
Контент-менеджер: И. М. Гурова
Юрист: В. Н. Иванов

Подписано в печать 29.09.2015

Электронная версия журнала: http://elibrary.ru, http://idnayka.ru

M.I.R. (Modernization. Innovation. Research)

Published since January 2010

Registration Certificate ПИ № ФС77-38695 of January 21, 2010 by the Ministry of Press, Broadcasting and Mass Communications of the Russian Federation

Goes out trimestral

Subscription index in catalogue of agencies "Rospechat" 65042

The journal is recommended by VAK (the Higher Attestation Commission) of the Ministry of Education and Science of the Russian Federation to publish scientific works encompassing the basic matters of theses for advanced academic degrees

Included in the Russian Science Citation Index (RSCI)

Accredited at the State Duma of the Federal Assembly of the Russian Federation

Publishing House "Science"

Director General: Svetlana Sh. Evdokimova
Research Director: Ekaterina L. Ivanova
Executive Editor: Anna A. Chiyanova
Content Manager: Irina M. Gurova
Main Lawyer: Viktor N. Ivanov

Published September 29, 2015

Scientific electronic library: http://elibrary.ru
Online: http://idnayka.ru

MODERNIZATION INNOVATION RESEARCH

МОДЕРНИЗАЦИЯ

ИННОВАЦИИ

РАЗВИТИЕ

СОДЕРЖАНИЕ

ВНИМАНИЮ АВТОРОВ !

Научно-практический журнал «**МИР (Модернизация. Инновации. Развитие)**» издается с января 2010 года. Журнал выходит один раз в три месяца.

Научное сопровождение журнала: Институт народнохозяйственного прогнозирования Российской Академии Наук (ИНП РАН)

Журнал издается **при поддержке Института менеджмента и маркетинга Российской академии народного хозяйства и государственной службы при Президенте Российской Федерации**.

Входит в Перечень ведущих рецензируемых научных журналов ВАК, рекомендуемых для публикации основных научных результатов диссертаций на соискание ученой степени доктора и кандидата наук. Все статьи проверяются на плагиат!

Журнал рассчитан на исследователей, аналитиков, практиков в сфере экономики, а также широкий круг читателей, интересующихся социально-экономическими проблемами как в России, так и за рубежом.

Миссия журнала – обсуждение результатов научных исследований, актуальных проблем в области экономики, предпринимательства, теории и практики управления, развития образования в Российской Федерации и за рубежом. Особое внимание уделяется анализу процессов, происходящих в российской экономике.

Решения о публикации статей принимаются на основе двойного анонимного рецензирования. Исключения составляют публикации в рубрике «Есть мнение», которая формируется по специальным приглашениям и заключениям редколлегии. При принятии решения о публикации единственным критерием является качество работы – оригинальность, важность и обоснованность результатов, ясность изложения. Принадлежность автора к тому или иному общественному движению, защита в статье тезисов, характерных для того или иного политического течения, не должны влиять на решение о публикации или отвержении статьи.

Рукопись оформляется строго в соответствии с правилами оформления материалов (http://idnayka.ru/publication). Редакция оставляет за собой право не рассматривать статьи, оформленные не по правилам.

Аспиранты в обязательном порядке предоставляют рецензию кандидата или доктора наук по научному направлению статьи, подписанную и заверенную печатью организации в сканированном виде.

Авторы гарантируют, что статья является оригинальным произведением, и они обладают исключительными авторскими правами на нее. Редакция оставляет за собой право внесения редакторской правки. В одном номере журнала может быть опубликовано не более двух статей одного автора.

CONTENTS

DEAR AUTHORS !

The journal **"MIR** [*World*] **(Modernization. Innovation. Research)"** ["***MIR (Modernizatcija. Innovatcii. Razvitie***)"] is published since January 2010 year. The periodicity of publishing is one time in three months.

The scientific support of journal: the Institute of Economic Forecasting of the Russian Academy of Sciences (IEF RAS).

The journal is published with the support of the Institute of Management and Marketing of the Russian Presidential Academy of National Economy and Public Administration.

It is a Russian scientific publication included in the list of peer-reviewed journals established by the Highest Certification Commission (HCC) of Russian Federation [Vysshaya attestatsionnaya komissiya (VAK) Rossijskoj Federatcii]. All articles are checked for plagiarism.

Readers of the Journal are researchers, analysts, Economics, and a wide circle of people interested in the socio-economic issues both in Russia and abroad.

The purpose of journal is to discuss the results of research and issues in Economics, business, theory and practice of management, development of education in the Russian Federation and abroad. The special attention is paid to the analysis of processes occurring in the Russian economy.

Decisions on the publication of articles are made on the basis of the "double-blind peer-review". This means that during the process of reviewing, personal data of reviewers and authors shall be withheld. Each article is reviewed by two acknowledged specialists in the subject matter. These terms apply to all publications except in the category "There is an opinion": it is formed by invitations and decisions of Editorial Board. The criteria of quality of manuscript are originality, significance of the results and its validity, clarity of text. If the author is a supporter of any socio-political movement or adherent of any religion and this fact is reflected in his / her article, it has no effect on the results of reviewing of the article. The Editorial Board informs an author about accept the article for publication. The Editorial Board sends to author comments from reviewers and editors. In accordance with the remarks author should edit the article. In case of rejection, the editorial Board sends the author a reasoned refusal.

The authors shall guarantee that the submitted manuscript is the original work and all copyrights on it belong to him / her. The author transfers the rights on using the manuscript the publisher. The publication of articles does not always mean consent of the Editorial Board with the author's point of view (in this case, the publication aims to discuss). One author may be published maximum two articles in one journal's issue.

УДК 330.34
JEL: E17, E21, E23, E27, E29, F62, F63, P16, P17

VISIONARY APPROACH TO THE DEVELOPMENT PROBLEMS OF RUSSIA AND THE WORLD

Valentina M. Bondarenko [1]

[1] Institute of Economics of the Russian Academy of Sciences

32, Nakhimovskii avenue, Moscow 117218

[1] Candidate of Economic Sciences, Leading Researcher, RAS Institute of Economics; Academician of the Russian Academy of Natural Sciences and International Futures Research Academy;
Director, International N.D. Kondratieff Foundation – Moscow, Russia
E-mail: bondarenko@ikf2011.ru

Received: 07/14/2015 Approved: 09/01/2015

Abstract

The article substantiates the position, by which the causes of the crisis situation in Russia and the world can be only understood through the prism of the visionary approach. This position has been confirmed by the many-year search that resulted in development of the new cognition methodology, which made it possible to identify objective regularities in the human community development and to see the road for its further evolution.

Keywords*: systemic crisis; worldview; new methodology of cognition; human individual; goal; time; sole efficiency criteria; coordination of interests; new model of life organization.*

Correspondence*: **Bondarenko Valentina M.,** Institute of Economics of the Russian Academy of Sciences, Russian Federation,* **bondarenko@ikf2011.ru**

Reference*: Bondarenko V. M. Visionary Approach to the Development Problems of Russia and the World. M.I.R. (Modernization. Innovation. Research), 2015, vol. 6, no. 3, part 2, pp. 6–17.*

This research has been supported by the Russian Science Foundation (Project #14-11-00634 «Mathematical methods of forecasting of the global and country social and economic development»).

Both for Russia and the world, the year of 2014 happened to be a difficult period of grand trials and multiple contradictions. The ailing economy, too, accumulated too many problems – reunification with the Crimea, the followed Western sanctions and, as a matter of response, adoption of a number of prohibitory laws; collapse in the foreign-exchange market; downfall of global oil prices; and, the slow-down of economic growth through to negative indices. As a result, the situation in the socio-economic sphere of Russia and the living standards of its population deteriorated tangibly. Experts refer to different factors that caused such situation, and some of them even state: "There are suspicions that the authorities were dropping the Ruble intentionally" [1]. However, the main point – as seen by Alexey Ulyukaev, the RF Minister for Economic Development, is that "In order to counter the crisis, a strategic plan is necessary, but at the present time it is difficult to draw such a plan because it is hard to predict the volatility vector of the situation"[2].

Since long ago, scholars in different parts of the planet started to contemplate on the ways to transform the world order so that it would be possible to improve natural environment, get rid of poverty, resolve the food problem, eliminate the very possibility of periodically bursting-out wars, resolve a vast number of other problems and make the crises that shake all foundations of human existence be gone into the past forever. Many renown scholars focused their research on this difficult agenda, but so far no country of the world has a strategic anti-crisis development plan.

In view of many economists, many events taking place in the world now serve an ample evidence of the already started second round of the crisis. However, like it was the case before, the monetary methods to resolve the problems through money emission and investments in all sorts of assets for the purpose of resale thereof (shares, raw-resource assets, real estate, etc.) prevail over investments in the fixed capital. This means the further

slow-down of growth. That is, the past models to counter the crisis by monetary pumping of the economy do not work any longer and therefore such method is not an anti-crisis remedy that would eliminate the primary cause of the crisis.

Furthermore, on the one part, it is recognized that at the present time no serious discourse is underway that would offer any realistic measure to eliminate the crisis. On the other part, at many sites, from all World Economic Forums in Davos through to the G20 summits, we hear the ever stronger statements that the crisis of 2008 and the current second ware are nothing else than the crisis of the contemporary economic model. In such circumstances, unless the cause of such model's crisis is identified, any system of institutes and mechanisms designed to relax tensions arising in realization of anti-crisis measures would be useless, to say the least.

Therefore, we must state that, first, today – as it never happened before – the rhetoric of the academic discourse has changed, and the focus of discussion shifted from the particular issues (such as improvement, acceleration, modernization, reform, etc.) to the more comprehensive ones. As never before, it became necessary to develop a visionary approach to the currently prevailing crisis situation in the world as well to the search of new economic evolution models and new economic development concepts. However, in order to proceed to a new model of economic development, one should have a theoretically verified and practically feasible idea of such model.

On the other hand, we must as well recognize that the global systemic crisis is growing and extending to all facets of the human community's life, while nobody is aware of its profound objective causes or knows the ways to overcome it.

As the observers do not know the formula to overcome the crisis, they the even more often feel the need to turn to history and look for answers therein. The findings, however, are not at all encouraging. For example, Dr. Jeffrey Sommers, Professor of Political Economy and Government Policy at the Wisconsin Milwaukee University in the US and participant of the first Moscow Economic Forum (March, 2013), while discussing the strict adjustment measures to be taken in the face of the looming recession of Russian economy, warned that his biggest concern about such measures could be expressed best by quoting Mark Twain's "History does not repeat itself, but it rhymes", and that the result might be quite unfavorable. The last case, continues Sommers, when the strict adjustment was applied – in Germany, Italy and Japan between the two world wars – resulted in fascism. Without saying that this time the result will be the same, Sommers suggests that it could be quite "unpleasant", as strict adjustment cannot be imposed on people all the time, because in the end they will react, and nobody knows what kind of reaction that will be. [3]

Exactly because of the methodological vacuum, today many scholars, experts and policy-makers neither understand the objective causes of the crisis nor see the way out of the latter. Therefore no mechanism can be found to overcome the crisis and to take a crisis-free road of evolution, or transition from the asocial model of economic development to adoption and realization of the concept and strategy of economic growth that would be oriented to priority development of the real sector as well as development of any particular human individual and his / her qualities.

So, today many scholars ask the universally arising question: the crisis in the world civilization development, wars, terrorism, man-made and natural catastrophes – shall we treat all these as temporary phenomena and some random events or rather as a chain of cause-and-effect relations and events resulting from the effects of the profound and objective laws being general for nature and society as well as laid in the basis of the world system's co-evolutional development?

Therefore the main condition for transition to the crisis-free development is to receive and master the knowledge on the objective causes of the global systemic crisis, to find the ways to overcome itm and to understand the implications of any decision being taken. The time of development by the trial-and-error method has gone into the past irreversibly.

New Methodology for Cognition of Regularities in the Human Community Development

My research aimed at identification of objective causes of the crisis in the human-system development and at vision of the future has been underway for many years. Over thirty years ago, while seeking to explain the contradictions of the Soviet economy, I came across the fact that then existing economic theories and scientific knowledge at large exhausted their explanatory potentials in the search of ways to overcome the negative phenomena. However, it as well became clear that for resolving these problems, it was necessary – in Marxist terms – to find the only possible form of production relations and thereto relevant production forces. Since then, I started the search of such theoretical thinking at the politico-economic level and such methodological instruments that would help to visualize the objective picture of the human community development, to identify objective causes of arising crises and to see the only possible anti-crisis model of human relations for the present and future.

At that stage of my politico-economic research including, inter alia, the philosophic understanding of the problem, the methodological and theoretical

basis was served by the dialectical-materialist method, supplemented by the instruments of economic cybernetics. With the attained understanding of the fact that space and time are the major forms of being, and that being without time is the same grand nonsense as being without space, we selected time as the generalizing index (criteria) that would characterize the positive or negative dynamic in relation to the goal.

The offered criteria was a novelty in science because it helped to draw periodization of possible forms in development of production relations and thereto relevant production forces in terms of reduction or growth of time required to attain the development goal [4, pp. 16-24]. The goal was formulated in the same way as it used to be in most of the literature sources on political economy – to satisfy the continuously growing human needs and to create conditions for all-sided and harmonious development of human personality. As a result, we obtained a sort of the Mendeleev's table, but applicable to the human system. All politico-economic laws were subordinated through the factor of time into a closed system with the reverse connection – that is, the laws, which from the very start imply the saving of time, and then become regulating, resulting and by their reverse action set the new spiral for acceleration or slow-down of all development processes. Proceeding from the afore-cited goal, the given periodization revealed impossibility of its attainment. As it became clear, with such goal the law of growing needs shows that we may exhaust all resources, but will fail to attain the goal. Hence, we must look for another goal that would enable us to define the ultimate sense in development of human beings and the entire human system.

The major politico-economic conclusion from that stage of research, defended in the dissertation in 1991, was as follows: (1) a new step forward was made in development of the Marxist methodology. The cell of the society was defined as not a commodity (as defined by Marx) but rather as a particular human individual; (2) no country of the world had not yet reached socialism; (3) socialism would only appear in the situation when property becomes private and at the same time public – that is, when interconnection is established between private production and a particular individual, commodities would be manufactured by demand (order) of a particular individual, and therefore production of redundant and unnecessary commodities would be ruled out, while the resources would be consumed rationally and efficiently.

However, as of the early 1990s, that form of production relations started to correspond to the phase of the primary capital accumulation, and the production forces were becoming correspondingly the ever more primitive. Innovations were being rejected and development took the retrograde course..

Again, there was a question: was that conclusion a random one? So, it was necessary to reach the higher level of understanding the problem, and the research was oriented to the higher mark – the visionary (world-view) level. As a result of that search the new methodology for cognition was developed and enabled us to identify the objective regularities in the human community development.

In other words, the novelty of this methodology is seen in the fact that it made possible to see the objective regularities of the human-system development in whatever the section – whether the civilizational one, or in the complex dynamics of long-term historical development, or at the local, regional and global levels, or in the section of socio-economic and political systems, or an integral system. The major innovative point is that all the afore-listed subjects are being viewed, studied and analyzed through the prism of attaining the single and objectively set ultimate goal of development – that is, through the prism of the systemic approach.

It should be noted that as early as in 1784 I. Kant in his "Idea for a Universal History with a Cosmopolitan Purpose" considered the world history as a purpose-oriented process. Looking for a way to subordinate history to law, he believed that such law of history must be a law of development. Kant came to see the solution of the task as to link history with the purpose, to which history gravitated initially, as such would attach to it the logical and regular nature. In his view, to subordinate history to law would be the same as to subordinate it to movement toward a certain goal. That is, his proposal was to comprehend history in teleological terms and to try to open in the meaningless course of human deeds the purpose of nature, as with such purpose the creatures acting without their own plan would have their history corresponding to the certain plan of nature [5]. Hence, according to Kant, the reason and purpose of history are to bring the reasonable natural properties of a human individual to the accomplished development. And, such purpose of history is exactly a purpose of nature. At the same time, development of reasonable human properties is expressed in the growth and accumulation of knowledge and use thereof by human individuals for reasonable organization of their life. By Kant, the ultimate goal of the world existence is the supreme good in the world, and in the notion of the supreme good he combines the full realization of the moral law with physical well-being of humans as creatures of nature.

Many authors of the Roman Club reports, too, sought to formulate the global community's development

goal, and proceeding therefrom to develop new proposals for reorganization of the international order (RIO) as well as to find a new, perfect social organization for people. For instance, in the third report for the Roman Club, the authors, proceeding from the universal human values, described the major goal of the global community, where equal opportunities would be provided within and between countries, as provision of dignified life and moderate welfare for all citizens of the world.[6] However, the hopes that the voice of those authors would be heard happened to be futile.

Another paper, the authors of which considered analysis of global problems through the prism of the system of goals and values, and thus realized the cardinal transition from the qualitative to quantitative analysis, was the report entitled as "Goals for Mankind". The fore plane was taken by the concept of "new humanism" and the idea on the priority importance of personal human qualities that would provide for the "human revolution" as well as "revolution of consciousness" and societal transformation. Another cornerstone in the basis of the report was the global solidarity concept suggesting than norms of human behavior and norms of government policy would determine the "new standard of humanism". To this end, however – in view of the authors led by world-known Erwin Laszlo, professor of philosophy systemic and political sciences, honorary doctor of several universities, program director at the UN Institute for learning and research, and President of the Vienna Academy of Futures Studies – it would be necessary to articulate the global development goals and to present the latter to the world public.

Being led by the set task, Dr. Laszlo and his team analyzed, both at the national and transnational levels, the "atlas of goals" being pursued by different regions, countries, confessions, multinational corporations, UN and other international organizations. Also, they interviewed the maximal possible number of representatives from different spheres and vectors of human activities, and finally set forth the four global goals, such as: (1) global security – that is, ending the arms, ruling-out of wars and conflicts, and repudiation of violence; (2) resolution of the food problem at the global level, elimination of hunger, and building the global system that would make it possible to satisfy nutrition needs of all people in the world; (3) global control over consumption of energy and primary resources that would help to rational and ecologically safe use of energy, control of technologies and economically efficient nature management; and, (4) global development oriented to the qualitative growth – i.e., improvement of life quality and social justice in distribution of material and spiritual goods.[7]

Proceeding from such objectives, the authors of the report offered several scenarios for the "world solidarity revolution", where the main role was assigned to different combinations of religious communities, intellectual groups, political leaders, government circles, businesspeople, etc. The authors hoped that scholars, religious figures and representatives of business community in one country would be able to render influence on their respective counterparts in other countries, and then acting "all together", they would be able to address critical problems and work out the shared methods for joint resolution. Regrettably, this has not happened so far.

I selected a somewhat different method for defining the global development goal. The set task was to identify the objective, initially set final goal of development. In this case, the final or ultimate goal is the one that cannot serve a means to reach of a higher goal and at the same time is a source (reverse connection) of a qualitatively new spiral in development of a whole system and any sub-system thereof.

The logic is as follows. If any socio-economic and political system can be considered through the prism of the final goal realization, then such goal is of planetary global nature. This leads to the following conclusion. If the existing practice of socio-economic and political development in any country of the world is juxtaposed to the theoretically outlined – or, rather, objectively preset – ultimate goal, then it is possible to reveal some redundant or missing links in the mechanism of the goal realization and to identify the least time-consuming and hence the most efficient and sustainable way to its attainment.

So, the essence and the scientific novelty of the new methodological tool-kit are seen in the fact that its basis is formed by the objectively preset and purpose-related nature of the human-community development. To this end, as said above, it was required to define not just the purpose of the human system development, but rather the ultimate goal, which cannot become a sub-goal of the higher objective within the framework of human existence on the Earth. That is, to define the objective reason of the human system development means to understand that each particular human individual does not live in order to provide for the GDP growth or to manufacture the maximal possible amount of weapons for his/her own annihilation. A human individual can and must live only in order to attain maximal development and realization of his / her spiritual and intellectual potential with the concomitant growth of his / her level of consciousness and physical perfection.

In other words, the objectively set goal is as follows: in the course of his / her development, each human individual must and can reach his / her own perfection or the Supreme Reason. Otherwise development can

be diametrically opposite – that is, the blind-alley scenario, retrograde development to the point of starting everything anew, or a catastrophic final in form of the apocalypse.

The second component feature of the new methodological tool-kit – its integrity, systemic nature and cross-disciplinary approach – is based on the premise that the world is one whole, that the laws of nature and society are one whole, and that the world can only be cognized, if and when all sciences and spiritual knowledge are unified in one whole systemic, integral and cross-disciplinary (or, rather, trans-disciplinary) knowledge. Therefore, it was required to unify all these elements systemically through identification of the target function of the system as a whole and any part thereof in whatever the section (civilizational, formational, national, confessional, territorial, scientific, socio-economic, socio-technical, socio-cultural, political, organizational, etc.), and independently of the prevailing development model (whether the neo-liberal, Keynesian, totalitarian, or a combination thereof). Only this knowledge provides understanding of the fact that the financial, economic, social, managerial, organizational, science-tech and, more generally, the systemic crisis in the world as well as all currently existing negative phenomena are links of one and the same chain. Hence the integral, systemic and uniform solution must be taken for the whole world, but with proper account of the most diversified interests of all residents of our planet.

For the sake of justice it should be noted that while cognizing some or other processes, scientists since long ago learned to borrow from, or to combine different disciplines. But, the spiritual knowledge is another story, where, however, some positive shifts are underway. For example, Frijof Capra, an Austrian-born American physicist, on his book The Tao of Physics: An Exploration of the Parallels Between Modern Physics and Eastern Mysticism, as well as in other works states that both physics and metaphysics inexorably lead to one and the same knowledge. All his works bear the same underlying message – that implicit connections exist between everything. Seeking to find a scientific resolution for the puzzle of life, Frijof Capra, proceeding from the theory of systems, tries to synthesize the latest attainments and discoveries made in physics, mathematics, biology, sociology, and other disciplines with the spiritual knowledge of the Orient.[8]

Another novelty of the methodology being designed for identification and cognition of the objective regularities in the societal system development is found in the selection of the major criteria that would help to express all the variety of processes, to separate the essence from the phenomenon and objective from the subjective, as well as to draw a generalizing assessment that would characterize the positive or negative development of the human system in relation to the ultimate objective.

For example, first, indexes of GDP, GNP, human-potential development, happiness, etc., do not help to reveal a regularity, objectivity and vector of the whole variety of processes, because the rate of the economic reality evolution is higher that the rate of its research. Second, as noted by the contemporary analysts, reliability of global statistical data is strongly doubtful. Third, a big portion of statistical information being considered in analysis of economic processes is nothing else but some interpolation of basic parameters built on the basis of certain models constructed in the "boom" period of mathematical programming that lasted from the late 1950s through to the early 1970s. Therefore, such models cannot provide a relevant description of the modern economy's condition – at least, because thereof-typical growth rates extend beyond the small-error field of such models. Even authors of reports for the Roman Club noted that in the course of computer simulation it became clear that any model inevitably reflected subjective views, ideas and preferences of its developers, and this fact would become evident as early as in selection of therein downloaded information. Therefore, such model would not serve the means helping to cognize objective processes and cause-effect relationships. And, fourth, to forecast future is known as an unrewarding and sometimes even dangerous exercise, because negative scenarios and therein laid "thought forms" use to be transformed into reality. It has been scientifically proven many times that thoughts are material and can be an instrument for creating, curing, raising crops, correcting weather, etc., - and, for killing or forcing a human individual to commit inhuman actions through to crimes.

In other words, today, as never before, the existing model of the human-community development (with all its transformations) comes into contradiction with achievements of science and technology. Today the mankind stands at the brink of being self-annihilated by its own intellectual attainments. Notwithstanding this, the human society is presented as probabilistic, quite unpredictable and not strictly controllable, featured by the high rate of uncertainty, and absolutely incompatible with such goals, being proclaimed by the UN and other organizations at the highest possible levels, as the concept of sustainable development, "Millennium Declaration", as well as the concept, strategy and principles of building the informational and civil society. However, the human society, again, is presented as probabilistic, not quite predictable and not strictly controllable, absolutely incompatible with such goals, proclaimed by the UN and other organizations at the highest level as the

concept of sustainable development, "Millennium Declaration" as well as the concept, strategy and principles of building the informational and civil society. On the other hand, scientific knowledge based on the analysis and generalization of empirical data by means of a huge mass of information, indices and calculations made along the pattern "from the past to the present and future" does not disclose the true picture of the world and does not reflect the reality. Therefore we need another paradigm, another index and another information-uptake rate – that is, another cognition methodology that would disclose objective regularities in the human-community development. Hence we draw a conclusion that the need in a different approach to addressing and revealing the laws of human being, in a new methodology for cognition of the human system and in a new measure for all process is somehow in the air and today is ripe as never before.

These examples have been drawn in order to show the magnitude of responsibility for implications for decisions being taken for formation of the global society and its institutes – especially, if such decisions neglect the effects of the profound general laws laid in the basis of the human-system development. Therefore, to create proper conditions for evolutional development of the societal system in relation to the goal, and to bring the entire mankind in one and the same time-bound space is the most important task, because its resolution will make it possible to overcome the crisis in development of the global community as well as to streamline and unify the whole complex of knowledge and theories.

So, the conclusion: from the point of the systemic idea on the status of the human-system development as well as on the selected means to reach the goal and on the mechanism for its realization, it is time that can be such universal criteria. Today the human knowledge, growing like an avalanche, would become immediately outdated. The knowledge built on the empiric analysis of the past and present would be belated in time – when conclusions are drawn, the picture of the world would be entirely different and would not reflect the actual reality.

Thus the third provision of the new cognition is seen in definition of the only possible criteria – time, by means of which all processes and phenomena shall be measured and juxtaposed. By applying this criteria, we can measure and juxtapose immeasurable things in other indices, and, what is the main point – to juxtapose in time all facets of the human and societal life with the target ideal and to identify as what step of the human progress they have reached in relation to the goal.

The only chance for knowledge not to become outdated is seen in the requirement that it must go ahead of the actual socio-economic and political processes. This can only be attained when knowledge is obtained on the basis of cybernetic, systemic and cross-disciplinarian approaches to consideration of the actual reality and when it does not proceed from empirical analysis, subjective assessments and thereon based theories, built along the pattern "from the past to the present and future", but rather from the theoretical approach "from the future to the present and past". We must know a priori as which socio-economic and political structures and what technological system are relevant to this goal, and what is the mechanism for its realization. Subject to finding the relevance of socio-economic and political structure, the technological structure and the mechanism for the goal realization, the closer we approach the goal, the faster is the pace of processes. Hence the time between appearance of a material and spiritual need of each particular individual and the society at large, on the one part, and satisfaction of such need, on the other part would become the sole criteria of efficiency in attainment the ultimate goal.

So, the fourth provision of the new methodological tool-kit is the found single criteria of the human-system development – i.e., the time between the arisen need to realize the single goal of development and the reality, in which the society and each particular individual find themselves in relation to such goal at any given moment of time. If the time between arising and satisfaction of a particular individual's need tends to reduce continuously and evolutionally to reach the point of zero, then the human system develops in relation to the goal sustainably and efficiently. Thus we have the absolutely new understanding of the human system development. If this criteria is applied, it would be possible to control or manage the time between arising and satisfaction of a particular individual's need. And, to control (manage) time is the same as to control development in such a way that it would provide for evolutional, irreversible and continuous reduction and approximation to the criterion value equal to zero, Only in such case the human system would start developing in relation to the goal sustainably and efficiently in the interests of each particular individual.

Brief Fundamental Conclusions Drawn in Application of the New Methodology for Cognition

The frames of this article do not include a detailed presentation of the results produced by application of the new methodology, which, however, have been described in detail in such books as "Forecasting the Future: A New Paradigm" and "Crisis-Free Development: A Myth or Reality". Besides, these results have been described as well in numerous articles and conference papers published in Russia and abroad. A smaller part of such publications is

included in the bibliography that follows this article [9–21].

In brief, the new methodological tool-kit made it possible:

- to proceed beyond the limits of the entire human system and to see it as a single whole of the "past–present–future" in relation to the objectively set development goal: to satisfy the highest need of any human individual to become spiritually, intellectually and physically perfect and at the same time to attain a high level of consciousness;
- not to rely upon empirical data and subjective judgments on the past and present;
- to understand, in time and space, the objective picture of the human system development depending on the positive (sustainable) or negative (unstable) orientation to realization of a single goal.

In turn, it helped us to see that on the whole multi-century road of the human community development there have been and are only the two paradigms of the human system development (Fig. 1):

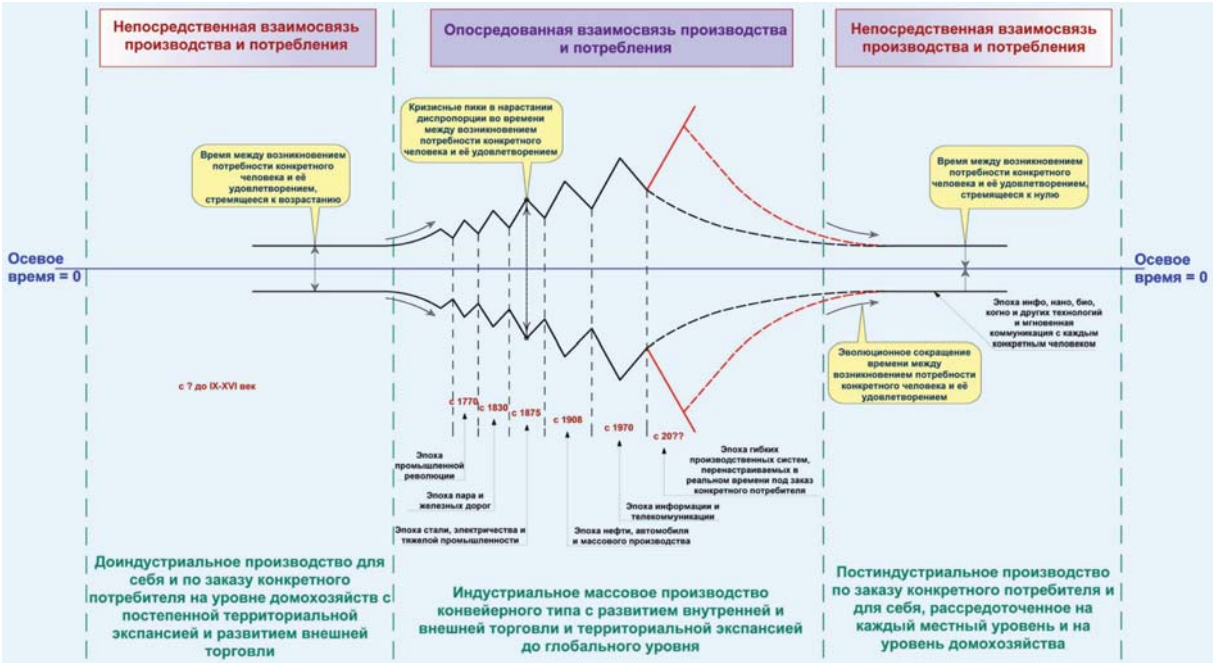

Fig. 1. Outlay of the human system development

- the first paradigm: the direct connection, short in time and space, exists between production and consumption. It started from the point, when everything was produced at the level of manual labor being mastered by the mankind, and the latter consumed all products. Hence the time between the appearance and satisfaction of a particular individual's need was minimal. That was the pre-industrial type of production for manufacturers' own needs and, by order, for specific consumers at the households' level (craftsmen);
- the second paradigm: the connection between production and consumption is indirect or mediated. This paradigm of development dates back to the time, marked to appearance of primitive technologies, labor division, market, brokers' class and the universal equivalent of exchange with results of such labor – money. With the gradual territorial expansion and development of foreign trade, the direct interconnection between production and consumption was undergoing transformation into the indirect connection. Its development in time and space was accelerating in line with the transition to the industrial mode of development. Such were the major landmarks in the process – that is, formation of the mass industrial production of the belt-line type, growth of domestic and foreign trade as well as territorial expansion to the global level, plus mass consumption. Such type of production is oriented to satisfy demand of an abstract end consumer through an elemental, archaic and market form of contact that would be mediated by the growth of time and space. In such circumstances, the uncertainty of consumption resulted in appearance and then the world-wide growth of disproportion in the time being spent for production and time for

circulation of commodities and money through to the absolute de-synchronization. The time spent for circulation is much longer that the time for production. Despite the multiply grown volume of material and tangible of production, the dynamics of their movement has strongly departed from their monetary form (both real and, in particular, virtual). Development in relation to the goal has become elemental, and involution is replacing evolution. Cycles, crises and all other negative phenomena in the human community development are the products of such development paradigm. It is not without a reason that the beginning of the first Kondratieff's cycle (according to Sergey Glaziev) is dated by 1830, marked by the started bloom of the industrial epoch, while the growth of crises is a result of the immensely long time between the appearance and actual satisfaction of a particular human individual.

The monetary methods of countering the financial crisis do nothing else but contribute to such break-away in the movement of real products and money, and contribute to the even stronger growth of disproportion between the time spent for production and circulation of commodities and money. As a matter of chain reaction, the financial crisis the ever more rapidly would grow into the economic, political and, finally, the systemic crises. This is the currently prevailing development model.

The essence of the second development paradigm is found in the belt-line mode of mass production, oriented to maximization of profits rather than to satisfaction of a particular individual's needs as well as his / her comprehensive development and improvement. The basic relationship between human individuals is presented by the interconnection (desynchronized in time and space) of different technology for manufacturing of goods and intangible values as well as consumption thereof by an abstract consumer rather than by a particular individual. All crises of this development paradigm took place at the peak of the growing time-bound and spatial disproportion between the arising and satisfaction of a particular individual's need.

The current systemic crisis presents the peak, agony and inevitable decline of the given development paradigm. That ism the model of human relations, based on the indirect connection between production and consumption, has been absolutely self-exhausted.

This lengthy time-bound and spatial movement of ideas, commodities, moneys, and information, plus the immensely long time between the arising and satisfaction of a particular individual's need objectively serve the perfect conditions for absolutely all negative phenomena.

To draw the examples, let us consider just some randomly picked-up phenomena. Poverty and inequality, the USD-based Bretton-Woods system, slow-down of economic growth rates, recession, growing prices and inflation, de-industrialization, primitive production and trade, terrorism and corruption, natural abnormalities and disasters, terrorist actions, the recently started events in Ukraine, EU, US and Russia, etc., - all these are links of one and the same chain, and a product of the indirect model of development. In this model of human relations, the factor of time plays a most negative role.

The existing development model presents the indirect human relations that do not correspond to the current era of the cosmic speeds and use of digital, info-, cognition, nano- and other technologies. Owing to advent of these advanced technologies, the economic and other realities change rapidly and are no longer compatible either with the afore-described production and consumption or with the indirect (mediated) type of interconnection with a particular individual and with impossibility to coordinate interests therewith.

And exactly at this point we find the objective cause of the current fact that theory and reality cannot meet one another and correspond to one another. This happens because during the afore-mentioned immensely long time "in-between", the interests of the state, business, and society become too different and fail to coincide with interests of a particular individual as well as with interests of those, who bear knowledge. Thus science is put to oblivion and ostracism.

And now, we find ourselves in the period of transition from one to another development paradigm (see Fig. 1). As known, periods of transition use to be the most difficult times for the mankind – especially, when it proceeds to the objectively set goal of development by the trial-and-error method, least consciously.

The visionary approach enabled us to see the objectively inevitable transition and the way to form anew the first, direct paradigm of development, as well as the other, different models of growth and relationships. Such model becomes feasible only with the digital technologies of the 21st century, through which the production, again, can be oriented to satisfaction of a particular individual needs without manufacturing any redundant items. Transition to the indirect interconnection between production and consumption can reduce the "in-between time", eliminate the very primary cause of the systemic crisis and, in relation to the goal, make it possible to proceed to the evolutional mode of development.

The principal outlay of the new life-organization model, which, too, has been discussed and described in many publications, is presented in Fig. 2. This is a

Fig. 2

new model of relations, or new model of growth, at each local level, of production forces relevant to such relations, and the mechanism for conciliation of the state, societal and business interests with interests of a particular individual.

The main point is that the visionary approach enabled us to formulate and, on the basis of this new life-organization model, to substantiate the need in development and realization of the MEGA-PROJECT entitled as "Territory of the Faster Growth: Everything for People". In 2014, this problem was in the focus of the Round-Table discussion that took place within the framework of the Moscow Economic Forum (MEF-2014). The proposals on the Megaproject were approved by the round-table participants, and the respective resolution was published on the MEF website [22].

The main idea of the Megaproject for resolving the strategic tasks suggests the need to form simultaneously all elements of the basis – i.e., new production relations, thereto relevant production forces and the mechanism for realization thereof – proceeding from the preset goal of the human system development on the base of real-time coordination of the state's, society's and business' interests with interests of a particular human individual.

As it was noted repeatedly in my earlier writings, the most important points to be understood in resolving the tactical tasks for the Megaproject realization are as follows:

1. The project can and must be developed by scholars and scientists from all institutes of the RAS and thus it offers to preserve the RAS. Let us recall the GOELRO project – it was realized!
2. For the Megaproject development, it would be possible to build an international cross-disciplinarian team of academic and practical experts, plus to involve the entire global intellectual community, linked and interacting within Internet, in development of the herein offered model.
3. To realize the pilot project basing on the case of different Russian cities and to provide transfer and proliferation of the new life-organization model throughout the whole territory of the country.
4. Partnership of the state, business, society, and a particular individual, all united by their shared interests, would generate the hope that the theory and reality will coincide in time and space.

The following information will fully confirm my theoretical conclusions (Fig. 3).

Would you guess, what is there on these pictures? The unsold cars – just a tiny piece of the iceberg tip. So far, there quite a few of such parking lots packed with new cars. Car producers have to purchase the ever bigger land plots in order to deploy the accumulating residuals.

Every week plants produce dozens thousand cars, but the sales are very minimal. However surprising this might be, but there are more cars than human beings on our planet – almost 10 billion cars! The stocks of unnecessary cars pile up throughout the world. Their number is growing continuously and, as it seems, endlessly.

However, this problem, too, can be resolved through the digital production.

Fig. 4. This is the first car, manufactured by means of the 3D-printer

This was proved by Jim Kor, an inventor, who assembled a city car from 3D printed spare-parts. The car is rather small, light, economical and, what

Fig. 3

This time, it is not just my own statement, made by me in writing over thirty years ago. The same or similar statements are being published by all global mass media.

That is, the regularities of the human-community development, identified at the theoretical level by means of the visionary approach, now are being confirmed already by life.

is the main point, environment-friendly. Jim Kor feels convinced that his project is a herald of the true revolution in the car production.

What is evident already, the future of the automobile industry will be with smaller independent companies developing original projects, and such companies can be located at any local level. Manufacturing of parts at 3D printers would enable them to start producing cars of diversified models.

Today, however, the excess production extends not only to cars and other commodities, but as well to moneys and information. For example, China, Mongolia and other countries have whole new towns, which have been built to please the investors hunting for high profits, but which are not demanded by people because of high prices.

As revealed in the case study performed by the National Committee for Development and Reforms and the Academy of Macroeconomic Studies, in 2009-2013 6.8 trillion USD were invested in vain because the government of China sought to stimulate the economic growth while the construction sector actors were hyperactive to undertake the task. As noted by the authors of the case study, in the afore-mentioned period about 50% of all investments in the Chinese economy were "inefficient". Today this is evidenced, in particular, by "ghost towns" with unpopulated multistory apartment houses, dead motor roads and dormant steelmaking plants. [23]

All these examples show that the human-relations model, based on the belt-line mass production and its indirect interconnection with consumption has become entirely self-exhausted. This model is fantastically cost-ineffective and has brought the consequences we are faced with today.

I would like to make a special emphasis on the point that the broad access to digital technologies in production is already challenging the traditional models for conduct of business that are typical of the indirect development model, because the main factor laid in the basis of digital production is personalization – that is, manufacturing of products for the one-person "market"!

At the same time, however, the digital revolution in production has the reverse side, too. At this picture we see a gun, and an armorer manufactured it by means of a 3D-printer. It is quite clear, what would be going on in the world, if in future every person would be able to "print" fire arms by means of 3D-printers. The cases in point have occurred already – so far, in singular numbers. But what would happen, if manufacturing of such items becomes a mass phenomenon?

It's quite imaginable, what a threat would be posed for the mankind by nano-, bio- and cognitive technologies, if applied widely within the framework of the currently existing development paradigm. I did write about it, and my article on this subject is published in the journal of the RF Ministry of the Interior [24].

So, we see that the revolution in the production is gaining momentum already. But, it makes many people to ask a question: How are we going to live, learn, work and play, how shall we abide by moral and ethical norms and resolve moral and ethical problems, and how shall be able to protect our life, when any person can do anything anywhere by means of such technologies?

Regrettably, there is almost no discussion on the need to transform the basic foundations in societal development – i.e., to build a new model of human relations that would be relevant to the new production forces. In Russia, we hear talks on the need to modernize industry on the basis of the 6th technological mode and on the base of the so-called NBIC (nano-bio-info-cogno) technologies. However, nobody cares even to think about transformation of human relations in the context of such questions as what and how people would produce by means of these innovation, would they be able to satisfy at least the daily-living human needs, and, most important – what would be the purpose, for which people would produce by means of innovations [25].

In other words, the fruits of the industrial revolution would only serve good to the mankind, if such revolution takes place in parallel with changes in the human-relations model and with formation of the radically new model of growth.

And, the new model of growth means:

- mental realization and acceptance of objectivity of the human-community development goal;
- inevitability and the need in building simultaneously all elements of the basis – such as: the new model of life (new production relations) and thereto relevant production forces, plus the mechanism for coordination of the state, society, business interests with a particular individual's interests in the real-time regime;
- formation of only those tasks, instruments and mechanisms, which in the "time between" appearance and satisfaction of a particular individual's need would provide for minimization of all processes and the efficient use of all resources;
- orientation to a particular individual's needs and conciliation thereof in real time through production by order of the given individual and without manufacturing anything redundant, as the only possible condition that would serve motivation higher productivity of labor;
- providing for the balance of technological and social changes in the real-time or proactively. Owing to such resolution of the problem, the primary cause of the crisis would be eliminated, and the system would operate proactively in relation to foreign and domestic threats. обеспечение баланса технологических и социальных изменений в реальном или опережающем времени;
- to pit it differently, the new model of growth means the growth of opportunities to create conditions for each human individual to attain perfection!

References

1. Grinberg R. S. Est podozreniya, chto vlast spetsialno obvalila rubl. [There Are Suspicions that the Authorities Dropped the Ruble Intentionally]. On-line resource. http://me-forum.ru/media/news/3651 23.12.2014.
2. Ulyukayev dal negativnyi prognoz dlya RF. [Ulyukaev's Negative Forecast for the RF]. On-line resource: http://sobesednik.ru/politika/20141218-ulyukaev-dal-negativnyy-prognoz-budushchego-ekonomiki-rf 18.12.2014 .
3. Astashenkov A. Posledniy raz zhestkaya ekonomiya privela k fashizmu. [Last Time, the Strict Saving Resulted in Fascism] // Russkaya planeta, July 15, 2013.
4. Bondarenko V. M. Glavnoye usloviye uspeshnoi modernizatsii Rossii. [The Major Precondition for Russia's Successful Modernization]. M.: RAS Institute of Economics, 2012.
5. Kant I. Idea for a Universal History with a Cosmopolitan Purpose // I. Kant. Collected Works: in 6 vols. M., 1963–1966. Vol. 6. pp. 8.
6. RIO: Reorganization of International Order. A Report to the Club of Rome // Tinberger, Dolman van Ettinger (Ed.), New York. EP Dutton, 1976.
7. Laszlo E. et al. Goals for Mankind. A Report to the Club of Rome on the New Horizons of Global Community. N.Y.: Dutton, 1977.
8. Fritjof Capra, The Tao of Physics, Shambhala Publications, 1975.
9. Prognozirovaniye buduschego: novaya paradigma. [Forecasting the Future: A New Paradigm] // Ed. by Fetisov G.G., Bondarenko V.M.: "Ekonomika" Publishers, 2008. 283 p.
10. Prognozirovaniye buduschego skvoz' prizmu novoi metodologii poznaniya, ili prognozirovat budusheye mozhno tolko iz buduschego! Chapter 6 in Prognozirovaniye buduschego: novaya paradigma. [Forecasting the Future: A New Paradigm] // Ed. by Fetisov G.G., Bondarenko V.M.: "Ekonomika" Publishers, 2008. pp. 220–270.
11. Bondarenko V. M. Beskrizisnoye razvitiye: mif ili realnost. [Crisis-Free Development: A Myth or the Reality]. M.: LENAND, 2014. 304 p. (Relata Refero).
12. Bondarenko V. M. Innovatsii, informatsionnoye obschestvo i dolgosrochnata strategiya razvitiya Rossii. [Innovations, Information Society and Long-Term Development Strategy of Russia] // Informatsionnoye obschestvo. 2008. № 5–6, pp. 109–104 and 2009. № 1, pp. 78–83.
13. Bondarenko V. Innovations, Information Society and Long-Term Development Strategy of Russia. // Journal of Economic Studies indexed and abstracted by Journal of Economic Literature / EconLit, Institute of Economics at Bulgarian Academy of Sciences, издания на Американската икономическая ассоциация (АИА), както и в RePEc, EBSCO, SCOPUS. http://www.iki.bas.bg/bg/node/137, JEL. 011, 2009. Година XVIII, книга 3.
14. Bondarenko V. M. Modernizatsiya Rossii: dve paradigmy razvitiya. [Modernization of Russia: Two Development Paradigms] // MIR (Modernization. Innovation. Research) = MIR (Modernizatsiya. Innovatsiya. Razvitiye). 2011. № 1. pp. 4–12.
15. Bondarenko, V. 2011. Global Processes and Their Dynamics: Two Paradigms of Development. Journal of Globalization Studies 2/2: 80–89.

16. Bondarenko V. M. Perekhod k beskrizisnomu razvitiyu – mif ili realnost? [Transition to the Crisis-Free Development: A Myth or the Reality?] // Ekonomika i pronozuvannya, Ukraine National Academy of Science. 2012. № 3. pp. 7–22.

17. Bondarenko V. M. Novaya model rosta: otkuda zhdat innovatsionnogo ryvka. [The New Model of Growth: Wherefrom the Innovational Leap to Be Expected] // Integral. 2013. № 3. pp. 89–93.

18. Bondarenko V. M. Faktory rosta ekonomiki Rossii v usloviyakh razvernuvshegosya globalnogo sistemnogo krizisa. [Factors of Russia's Economic Growth in the Circumstances of the Unfolded Global Systemic Crisis] // MIR (Modernization. Innovation. Research) = MIR (Modernizatsiya. Innovatsiya. Razvitiye). 2013. № 3. pp. 12–19.

19. Bondarenko V. M. Beskrizisnoye razvitiye: mif ili realnost? [Crisis-Free Development: A Myth or the Reality?]. 2nd edition, revised and enlarged. M.: LENAND, 2014.304 p.

20. Bondarenko V. Transition to the crisis-free development: a myth or the reality? // World Futures. 2014, № 70.

21. Bondarenko V. M. Upravlyat' vremenem – znachit upravlyat' razvitiyem, ili predlozneniya po realizatsii megaproyekta "Territoriya operezhayuschego razvitiya: vsyo dlya cheloveka". [To Govern the Time Means to Govern Development, or Proposals for Realization of the 'Territory of Proactive Development: Everything for People' Mega-Project" // Tranzitnaya ekonomika (Kazakhstan). 2014, № 1(97).

22. Territoriya operezhayuschego razvitiya: vsyo dlya cheloveka. [Territory of Proactive Development: Everything for People]. The MEF Resolution. (Online resource) http://me-forum.ru/media/news/2496/

23. Kitai za pyat' let investiroval vpustuyu $ 6.8 trln. [Within Five Years, China Invested $ 6.8 Trillion In Vain]. Vedomosti (Online resource) http://finance.rambler.ru/news/economics/154332396.html?utm_source=news&utm_content=finance&utm_medium=midcol&utm_campaign=cross_promo. 28.11.2014

24. Bondarenko V. M. Mirovozzrencheskiy podkhod k resheniyu problem informatsionnoi bezopasnosti v usloviyakh stanovleniya informatsionnogo obschestva i sistemnogo krizisa v mire i v Rossii. [The Visionary Approach to Resolution of the Information Security Problems in the Context of Developing Information Society and Systemic Crisis in the World and Russia]. // Informatsionnyye tekhnolohii, svyaz' i zaschita informatsii MVD Rossii. Digest Journal. M.: RF Ministry of the Interior, 2012. Issue 2. pp. 48–52.

25. Akayev A., Rudskoy A. Sinergeticheskiy effect NBIC-tekhnologiy i mirovoi ekonomicheskiy rost v pervoi polovine XXI veka. [The Synergetic Effect of NBIC-Technologies and the World Economic Growth in the First Half of the 21st Century] // Ekonomicheskaya politika. Online journal. № 2, 2014. http://iep.ru/publikatcii/showbib/6756.html

МИР (Модернизация. Инновации. Развитие) **МОДЕРНИЗАЦИЯ**
ISSN 2411-796X (Online)
ISSN 2079-4665 (Print)

РОССИЯ И МИР: ПЕРЕХОД К НОВОЙ ПАРАДИГМЕ РАЗВИТИЯ НЕИЗБЕЖЕН

Валентина Михайловна Бондаренко

Аннотация

В статье дается анализ кризисной ситуации в России и мире. Утверждается невозможность решения проблем социального и экономического развития, ускорения экономического роста и формирования новой модели в рамках существующей парадигмы развития. С позиций мировоззренческого подхода обосновывается объективная неизбежность и возможность перехода на новую парадигму развития. Для сокращения времени в осуществлении парадигмального перехода и ускоренного достижения объективно заданной цели развития, предлагается разработать и реализовать мега-проект по формированию новой модели жизни и механизм ее реализации – согласование на каждом местном уровне интересов государства, общества, бизнеса с интересами конкретного человека.

Ключевые слова: *системный кризис, мировоззрение, новая методология познания, новая парадигма развития, мегапроект.*

Для ссылки: *Бондаренко В. М. Россия и мир: переход к новой парадигме развития неизбежен // МИР (Модернизация. Инновации. Развитие). 2015. Т. 6. № 3. Часть 2. С. 6–17. (in English)*

INNOVATION

УДК 33
JEL: H6, H57, G18. G28

PROFESSIONAL MOTIVATED OPINION: FUTURE TRENDS AND PLACE IN THE BANKING SYSTEM OF LAW AND LEGISLATION (Part 3)

Evgeniya Frolova [1], Elena V. Karmadonova [2]

[1] Far Eastern Federal University, Russian Federation
8 Sukhanova St., Vladivostok, Russia, 690950

[2] Lomonosov Moscow State University, Russian Federation
1, Leninskie Gory, 119991

[1] Doctor of Law, Honorific Lawyer of the Russian Federation, Honorary Lecturer of the Russian Federation Higher Education, Head of Department of antimonopoly and entrepreneurial law of the Far Eastern University
E-mail: frolevgevg@mail.ru

[2] Postgraduate, Lomonosov Moscow State University
E-mail: frolevgevg@mail.ru

Received: 07/24/2015 Approved: 09/01/2015

Abstract

The article is devoted to a comprehensive analysis of the concept of professionally motivated opinion applied by regulator (Bank of Russia) in respect of a credit institution. This concept (category) is seen in a variety of ways: as the approach used in international banking practice, as an institution of banking supervision, as assessment assigned by to the Bank of Russian to a credit organization, on the basis of analysis of numerous financial parameters of the latter, the ownership structure, the risks taken and the objective economic factors. The article discusses also the main directions of banking supervision, which includes elements of professionally motivated opinion as well as the goals of the latter.

Keywords*: professional opinion, banking supervision, financial stability of the credit institution, the Central Bank of the Russian Federation, objective economic factors, financial parameters, financial statements, banking activities, banking risks, banking inspection.*

Correspondence*: **Frolova Evgeniya E.,** Far Eastern Federal University (8 Sukhanova St., Vladivostok, Russia, 690950), **Karmadonova Elena V.,** Lomonosov Moscow State University (1, Leninskie Gory, 119991),* **frolevgevg@mail.ru**

Reference*: Frolova E. E., Karmadonova E. V. Professional motivated opinion: future trends and place in the banking system of law and legislation (Part 3). M.I.R. (Modernization. Innovation. Research), 2015, vol. 6, no. 3, part 2, pp. 18–25.*

Currently, the right to use the professional motivated opinion in certain areas of banking activities is already regulated by the legislation. In a world where financial processes happen at a very high pace, the need to adapt the new standards of the Basel agreements, develop new methods for the use of professional opinion motivated is one of the most important areas for development and effective functioning of the banking sector of a country.

At the same time, it is important to understand that every banking regulation instrument has its own unique limitations and that they must be used in the appropriate banking sphere. The scope of use of the professional motivated opinion in the banking sphere is quite significant.

First of all, we would like to note that the requirement for the implementation of the Bank of Russia strategy to improve the quality component of banking supervision – the optimization of inspection activities, was one of the motives in the development and establishment of the professional motivated opinion.

In accordance with the instructions № 108 of the Bank of Russia from 12.01.2003 "About the organization of inspection activities of the Central Bank of the Russian Federation" and №105 of the Bank of Russia from 08.25.2003 "About the order of inspections of banks and their branches by the authorized representatives of the Central Bank of the Russian Federation", the goals of the inspections of credit organizations are not only to identify

deficiencies, irregularities in the formation of the banks reports, but also a qualitative assessment of the risk management systems and internal controls, financial condition and prospects of the credit institution on the basis of professional motivated opinion [1, 2].

Therefore, professional motivated opinion can be applied not only in the assessment of the credit institution for management review and internal controls, financial condition and prospects of the credit institution, its own funds, loan portfolio, but also to assess the various types of risks inherent to the banks activities.

Let's take a closer look at the regulative documents of the Bank of Russia, adopted in order to implement a more thorough (subjective) evaluation of the risks of individual activities of banks and influencing the development of the professional motivated opinion.

Among the first preconditions in the development of the category of "professional motivated opinion" is the transition of banking supervision from the formalized approach to the meaningful one – the period of finding new methods and instruments of qualitative assessment of the financial and economic activities of credit institutions (see Fig. 1).

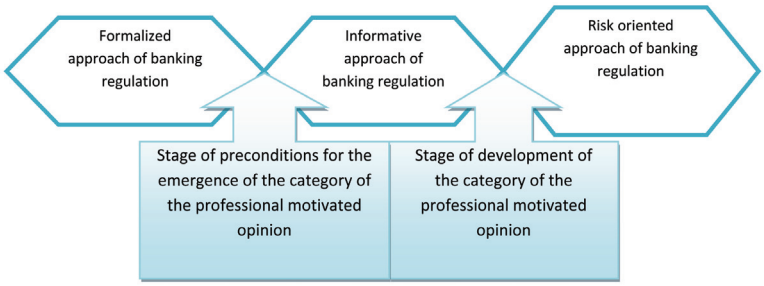

Fig. 1. Stages of emergence and development of the category of the "professional motivated opinion"

This period can probably be described as a period of "shifting the focus from a formal evaluation of the quantitative parameters to a deep, high-quality and timely diagnosis". New technologies appeared in the banking sector which transformed the set of banking instruments and the speed of their implementation. But the problem of global business. As a result of a supervision system based on detailed, but inflexible hardwired rules came into conflict with the rapidly changing and difficult to categorize (based on which the standards are developed) practice.

The regulator agreed with the postulate that the control cannot be absolute (which does not mean that it should not be). Formal control at a certain stage began to show a negative effect instead of the planned stimulating effect. When it comes to banks, such a policy is usually incompatible with the main goal - sustainability: in order for a bank to achieve significant stability it requires constant development, consistent and effective implementation of both active and passive operations. An overregulated bank will doubtlessly be deprived of corresponding opportunities.

Thus, in the supervisory practice the informative approaches came to the fore in forms of conceptual ideas and principles instead of the strict standards. Changes in these areas can be defined as a shift of the focus from the form to the content and the transition from the regulation based on rules, to the regulation based on the principle. The essence of these changes allows us to discuss the new paradigm of regulation, which can be described as the strategic dominance of informative concepts and principles.

The new paradigm of regulation could be determined thus: from the rules to the principles, from the principles to the rules. It appears that this formula conveys the idea of a balanced approach to the development of banking supervision, based on a content basis.

The informative approach has changed supervisory practices deeper than just adding a more flexible interpretation of the rules and the possibility to reasonable decisions beyond fiex legal regulations. New regulations should conform to a common general direction of development, form a system and be periodically reevaluated. It creates a kind of "conveyor" to modify and update the rules so that they are at any given moment consistent with the situation and the needs of supervisory practices. [3]

In this sense, the new notion, the new institute "motivated opinion" appears partly identical to the concept of "professional opinion" perceived by the Russian banking practice, but formed in English-speaking countries, where the accountants' "created a cult out of the professional opinion" [4] and, on the other hand, generated under the influence of "internal" factors.

Among the first regulatory legal acts of the Bank of Russia, reflecting the prerequisites for the category "professional opinion" should include the Bank of Russia letter from 12.16.1998 № 363 "On the methodological recommendations of the verification of the loan portfolio of credit organizations"[5]. In this letter the category of the "subjective opinion of the inspector" arises for the first time. The document

notes that "while assessing the credit portfolio of the credit organization not only the formalized criteria stipulated by the normative acts of the Bank of Russia and the recommendations developed on the basis of their methodological approach should be used, but also the subjective opinion of the inspectors, consisting of multi variable factors identified during the check."

The next documents of the Bank of Russia related to the precondition phase for the emergence of this category is the letter of the Bank of Russia from 03.31.2000 № 766 "On the criteria for determining the financial condition of credit institutions" (hereinafter, the letter of the Bank of Russia № 766) [6] which reflects the use of banking supervisions substantive approach. Thus, it is specified that the regional branches of the Bank of Russia, while classifying credit institutions that "the assignment of a credit institution to the appropriate category and the group should reflect a meaningful representation of the territorial office of the Bank of Russia on the state of the credit institution, taking into account trends in its development."

At the same time, the guideline of the Bank of Russia №766 requirements were determined to situations in which "it is impossible to use this guide" and situations "when the rated application of the criteria provided for in this guideline give substantively inaccurate response the territorial office of the Bank of Russia has the right to decide on assigning the credit institution to a different category and (or) the classification group "on the basis of a motivated informed decision. This motivated justification for improvement or deterioration in a category (classification group) related to the credit institution must be submitted to the Bank of Russia in due time.

The transition period from formal criteria to meaningful supervision was also characterized by the introduction of new principles in combating fictitious capital, as reflected in the position of the Bank of Russia from 02.10.2003 № 215 "On the methods of determining own funds (capital) of credit institutions" [7] and from 03.19.2003 № 218 "On the procedure and criteria for assessing the financial position of legal entities its founders (participants) of credit institutions [8] (hereinafter - the Bank of Russia № 218). Banking supervision, by assessing the economic validity of the source of the formation of capital may apply the appropriate supervisory response measures to such banks.

The complexity of determining the facts and signs that the formation of their own capital was made with the help of improper assets of the credit institutions, as well as the use of illegal schemes of credit institutions authorized capital, for example, granting loans, purchase of promissory notes or other securities of by third parties, the proceeds of which go to the purchase account members (shareholders) to enroll in the charter capital, eventually led to the application of professional opinion professional in banking supervision in this matter.

Thus regulation of the Bank of Russia № 218 first introduced "the procedure and criteria for assessing the financial situation of the founders (participants) of the credit institution", which is performed in the following three groups of factors:

- Availability of own assets,
- The absence of signs insolvency,
- The absence of significant financial difficulties.

Formerly the financial condition of the members (shareholders) of credit institutions was assessed only with the use of formal criteria on the basis of quantitative assessment. In accordance with the regulation of the Bank of Russia № 218 a comprehensive, quality assessment using professional opinion started to be used. The first time a statutory definition of the category of "reasoned opinion" in order to form conclusions about the qualitative evaluation of the acquirer of the shares in the authorized capital of the requirements of the financial position. According to the regulation to Bank of Russia № 218-P "reasoned opinion on the sufficiency of the financial situation of the purchaser – is a reasoned conclusion on the recognition of the financial situation of the purchaser satisfactory (unsatisfactory) based on approaches as defined in these Regulations."

Thus, the principles set out in order to form a qualitative assessment of the financial condition of the members (shareholders) of the credit organization, marked the beginning of the establishment of control over credit institutions that are financially unstable and use illegal schemes like artificial "inflation" in equity, and will also contribute to transparency of information about the owners of the banks.

At the same time, during the period of application and development of the substantive approach in banking supervision it became necessary for credit institutions to use, in some issues of its activities, not only the quantitative assessment, but also the qualitative, and as a result the need to use the professional motivated opinion. The most significant issues that are reflected in the adopted regulatory acts of the Bank of Russia, specified duringthe transition period were:

- the procedure of formation by banks of reserves for possible losses;
- the procedure of formation by banks of reserves for possible losses on loans and similar debts.

For the first time credit institutions were given the right to use motivated opinion in the Regulation of the Bank of Russia from 04.12.2001 № 137 "On the formation of reserves by credit institutions for possible losses"

[9] (hereinafter - the Bank of Russia № 137), which was applied while assessing the level of risk when determining the estimated reserve base.

Thus, according to the regulation of the Bank of Russia №137 in order to carry out reasoned opinion about the level of risk of a credit institution, a checklist of factors as established by this Regulation and the others must be used, if their presence is considered essential for the classification of the individual elements the calculation base in the appropriate risk. At the same time, the sources of information about the risk factors may come from different sources, including the media, and their set depends choice of the credit institution.

Among the factors on which the motivated opinion is formed regarding the level reserves for possible losses, in accordance with the Regulations are:

- The current financial condition of the counterparty, as determined in accordance with the credit policy of the bank in respect of the borrowers;
- The history of the business relationship with the counterparty;
- The duration of stay of the funds on the account (not considered, if duration of stay in the account corresponds to the duration of the ongoing operation);
- The existence of judicial decisions in which the counterparty is a defendant, and the date of their entry into force.

In addition, other factors for the various elements estimate base in the formation of the reserve are the macro-and microeconomic indicators, which are measured in the aggregate for each type of asset.

Later on the list of criteria used by the credit institution when making motivated opinion was supplemented by a provision of the Bank of Russia from 07.09.2003 № 232 "On the formation of credit institutions reserves for possible losses" [10] (hereinafter – the Bank of Russia № 232-P) adopted "in exchange" of the regulations of the Bank Russia № 137. The Supplementary list of criteria included the following:

- Country risk
- Business reputation of the counterparty and of the management of the organization counterparty
- The quality of management of the organization and their competitive position in the market,
- Short-term and long-term plans and prospects of the counterparty,
- Credit history,
- Involvement of the counterparty in various legal proceedings
- Other factors which are accessible and provide information about the level of risk.

When rendering motivated opinion about the level of risk on the elements estimate base of the bank in order to determine the amount necessary to establish reserves for possible losses, credit institutions shall make every reasonable effort to obtain the information necessary to make such opinion. Such a reasoned opinion in accordance with paragraph 1.9 Regulations of the Bank of Russia № 232 should be based on the following principles:

- The maximum adequacy of the procedures for determining the asset quality and size required to establish reserves stipulated in the internal documents of the credit institution, the spectrum of operations and level of complexity of the operations of the credit institution;
- The adequacy of the amount of reserves to the level of losses arising from the credit institution in the normal course of business;
- Timeliness of provisions and reserves reflected in the account.

A little later, on the issue regulation of the procedure of formation of credit institutions reserves for possible losses, the Bank of Russia from 03.20.2006 № 283 "On the formation of credit institutions reserves for possible losses" [11] (hereinafter - the Bank of Russia № 283) the term motivated opinion transformed into "professional opinion", the list of factors used in the cross-sectional estimates of the elements calculation base expanded and also remained open. The principles of professional opinion on the elements of estimate base and the formation of (regulation) of the reserve in accordance with the Bank of Russia № 283 are as follows:

- Compliance with the actual actions on the classification (reclassification) elements of the calculation base and the formation of (regulation) of the reserve requirements of this Regulation and specified in the internal documents of the credit institution;
- A comprehensive and objective analysis of all the information taken into consideration in the classification (reclassification) of the elements calculation base and the formation of reserve (regulation) of the reserve;
- Timeliness classification (reclassification) of the elements calculation base, the formation of (regulation) of the provision and accuracy of the allowance to reflect changes in accounting and reporting.

Another document, which gave the right to credit institutions to use the category "professional motivated opinion" is the regulation of the Bank of Russia from 03.26.2004 № 254 "On the formation of credit institutions reserve for possible loan losses in loans and similar debts" [12] (hereinafter – the Bank of Russia № 254). This document establishes the right

of credit institutions to determine the quality of the loan (the probability of loan impairment) in the absence of other significant factors taken into account when classifying loans, using their professional motivated opinion based on a combination of classification criteria. Under the Regulations, the following criteria for a secured professional motivated opinion, which is determined by the results of a comprehensive and objective analysis of the borrower considering the following:

- The financial situation
- The quality of service of the debt,
- Different available to credit institution information (including the risks of the borrower).

A list of information required to be reflected in the professional motivated opinion of the credit institution when determining the classification of loans and similar debts, which includes:

- Information on the level of credit risk for the loan;
- Information about the analysis the results of which affected the professional motivated opinion;
- The conclusion of the evaluation of the financial situation of the borrower, including the rationale for the implementation of the borrower-legal entity actual activities;
- The conclusion of the evaluation of the quality of service of debt for the loan;
- Information on the presence of other relevant factors taken into account when classifying loans or unaccounted indicating the reasons for which they were not taken into account by the credit institution;
- Calculation of the reserve;
- Other relevant information.

Thus, the transition to a meaningful banking supervision practice was marked by the appearance of right for credit institutions to use in the assessment of individual activities the category "professional motivated opinion", while the methodological approaches of the Bank of Russia to the development of this institution became less formalized, that was certainly a positive novelty in the banking practice.

We note that in the process of transformation of market relations the regulators while in the process of implementation of its supervisory functions have to choose between formalized and informative approaches when determining the tools of supervision of credit institutions and, as a consequence, they are reflected in the regulations in the development of methodological support. One of the main advantages of a formalized approach is the clarity of presentation and ease of use. However, a serious intrinsic flaw in the formalized approach is the impossibility to carry out a reliable analysis or discover the indicator parameters, which would fully reveal a spectrum of the factors affecting it. The formalized approach may even conflict with the task of ensuring effective banking supervision. In turn, the "quality" of the implementation of substantive approach depends on the competence of the methodology of supervision, as well as the qualifications and professionalism of the supervisory unit.

The next step of formation of the category "professional motivated opinion" may include the period of application of the risk-based approach to banking supervision of credit institutions.

Risk-based supervision is a structured approach based on the identification of potential risks faced by credit institutions, and assessment of the financial and operational factors that enable one to control these risks and ensure their minimization (reduction). Within the framework the risk-based approach banking supervision is carried out to the prospect: it seeks to identify the issues that may arise in the future, and to take the necessary preventive measures, rather than react with rigid regulatory measures. At the same time, if the current financial condition of the credit institution meets the requirements and standards, it can not be guaranteed that the credit institution is dealing with a reasonable level of risk. Risk-based supervision is not limited to verifying compliance with the norm of credit institutions and rules, and is aimed at revealing possibility of fulfillment credit institution with its obligations in the future, especially when the manifestation of risk phenomenon in the economic environment. When implementing a risk-based supervisory approach, resources are not evenly distributed to all supervised institutions, and focus primarily on those credit institutions that pose the greatest threat to achieving the objectives of the regulator to ensure the stability of the banking sector. That is, when using the risk-based approach baking supervision attempts to determine the credit institutions that do not require the attention of regulators and those credit institutions which are subject to significant risks and require significant intervention and operational control. Risk-based supervision does not mean the rejection of the application of quantitative restrictions, but rather a particularly understanding of the need for additional tools to ensure sound and cautious management of the credit institution in the future - with minimal risk. Therefore, the current financial state of the credit institution established by the requirements on quantitative limits, though is desirable, but may be insufficient to maintain the risk at a low level (below the permissible value.) While quantitative restrictions may apply only to certain risks, for instance the risks of the market and not the operational ones.

Thus, the transition of banking supervision on risk-oriented principles requires methodological

improvement of the supervisory process. Implementation of the tasks set out before banking supervision can combine quality and supervision, and the creation of additional tools for carrying out professional motivated opinion.

Risk-based supervision and application of Basel-II, as well as the transition to Basel-III sharpen the relevance of the use of new methods to combat fictitious capital of credit institutions. Certain steps in this direction of its decisions have been made within the framework Regulations of the Bank Russia from 06.19.2009 № 337 "On the procedure and criteria for assessing the financial position of legal entities-founders (participants) of the credit institution" [13], where more broadened criteria are used for assessing the financial position of legal entities-founders (participants) of the credit institution. This regulation clearly identified the limits of applicability of the professional motivated opinion: its application in individual cases (strictly regulated) is one of the bases for the recognition of the financial situation of the legal entity as unsatisfactory.

Again, the most significant regulations in regard to the application of risk-based supervision are currently found in the finalized Bank of Russia Instruction of 12.01.2003 № 108 "On the organization of inspection activities by the Central Bank of the Russian Federation (Bank of Russia)" and from 08.25.2003 №105 "On the Procedure of inspections of credit institutions (their branches) authorized by the representatives of the Central Bank of the Russian Federation."

According to the documents the professional motivated opinion shall be made by the inspectors working group regarding the compliance with the credit institution (its branch) requirements of Russian legislation and regulations of the Bank of Russia on countering the legalization (laundering) of proceeds of criminally obtained funds and the financing of terrorism, evaluation of risk management systems and internal controls of the credit institution (or its branch), financial condition and prospects of the credit organization.

The verification by the supervisory authority of the banks system of risk management in is one of the most important in the risk-based supervision, and in order to improve the application of professional motivated opinion.

Therefore, in order to systematize and improve various approaches to risk assessment the specialists of the Bank of Russia have developed "Guidelines on inspection and evaluation of risk management in credit institutions" (hereinafter – Guidelines). These guidelines are designed to test new approaches to assessing the results of the preliminary analysis of the risk management system in credit institutions. Thus, the professional motivated opinion is recommended to be used on the issue of assessments of risk management inspections conducted by the authorized representatives of the Bank of Russia in accordance with the instructions of the Bank of Russia № 105 and 108, as well as on the basis of the content of banking risk management according to the Bank of Russia from 12.16 .2003 № 242 "On the organization of internal control in credit institutions and banking groups" (hereinafter – the Bank of Russia № 242) [14].

In order to verify the risk management system and its individual components, as well as organizations internal control of the credit institution is to identify the compliance risks reasonable level, character and scope and conditions regarding the activities of the credit organization. The aforementioned guidelines in order to reach these objectives take into account the operational direction of the Bank of Russia from June 23, 2004 № 70 "On typical banking risks" [15] and evaluate the following risks:

- Credit risk,
- Market risk,
- Equity risk,
- Interest rate risk,
- Currency risk,
- Liquidity risk,
- Operational risk,
- Legal risk,
- The risk of loss of business reputation,
- Country risk
- Strategic risk.

On one hand, in order to assess the quality of the risk management system an integral component is used, which is calculated as the arithmetic mean of the following indicators to assess management procedures:

- Credit risk
- Market risk (in terms of stock market risk and interest rate risk only on financial instruments related to the trading portfolio of the credit institution)
- Currency risk,
- Interest rate risk,
- Liquidity risk,
- Operational risk
- Banking risks in certain areas of the banks activities.

The final assessment of the quality of the risk management system in the credit institution is recommended to be defined depending on the value of the integral indicator of the risk management system on the basis of the correspondence table.

On the other hand, considering the factors and circumstances that are not covered in the guidelines, but have a significant impact on the quality of the risk management system of the credit institution, the final assessment of the quality of the risk management system is corrected based on the professional opinion of the working group. In the inspection report the reasons which influenced the final assessment deviation from the calculated values of the integral index of the risk management system are stated.

Thus, during the verification and evaluation of the risk management system of the credit institution the regulator uses the professional motivated opinion as an additional corrective tool to provide additional assessment of the activities of the credit organization.

It should also be noted that the use of professional motivated opinion within risk-based supervision is also used in the assessment of internal control in credit institutions. In order to improve the analysis, as well as to systematize and summarize the results of inspections of credit institutions on compliance with the rules of internal control established by the Bank of Russia № 242, the Bank of Russia guidelines have been developed for the verification and assessment of the internal control in credit institutions governing the evaluation of internal control in the credit organization on the basis of certain indicators with a numerical score.

The analysis of these regulations of the Bank of Russia, defining area of application category "professional motivated opinion" indicates that the activities of credit institutions to which special attention is paid by the regulator are matters such as the control of risk management, control over the organization's internal control. Control of risk management includes assessing the risk management strategy, its fundamental principles, identification, measurement and determination of an acceptable level of risk of the credit organization, constant supervision of banking risks, the adoption of supervisory response in case of significant risks. A specific role is given to the internal control system of the credit institution, which also includes the control over the functioning of the risk management system and it's assessment (identification and analysis of factors affecting the performance of the credit institution). The need to implement effective supervisory process for individual processes in banking operations require the use of the professional motivated opinion, which should contribute to the creation of incentives for the efficient operation of credit institutions.

However, while the institute of the professional motivated opinion is still developing, and the category of the same name is still being filled with content that requires further research outlined in this paper, among them, perhaps, could be attributed the quite frequently mentioned in the press issues of the professional motivated opinion:

- Absence of clear assessment criteria, the unreliability of the techniques that imply a discrepancy in their interpretation;
- Dismissal or lack of clear understanding of the current trends in the business processes of the real economy, ignoring these problems imposes additional unrealistic requirements to the credit organizations;
- Lack of a single coherent system of regulation of the banking sector;
- Lack of a clear definition of the responsibilities, powers and purposes of banking supervision;
- Instability of macroeconomic policies;
- High degree of dependence of economic processes on political factors;
- Imperfection of regulatory framework of banking regulation and supervision;
- Lack of clear criteria and objective assessment of regulatory activities (banking supervision);
- Other factors that have an impact on subjective imposition motivated the professional opinion.

References

1. Bank of Russia instruction of 12.01.2003 № 108 "On the organization of the inspection activities of the Central Bank of the Russian Federation (Bank of Russia)".
2. Bank of Russia instruction of 08.25.2003 № 105-I "On the procedure of inspections of credit institutions (their branches) authorized representatives of the Central Bank of the Russian Federation".
3. Frolova E., Ermakov S. Complex crisis management of the Russian banking sector as an important tool for the regulation of the economic development: monograph // Irkutsk, 2010, Reprocenter A1. pp. 369–382.
4. Frolova E., Karmadonova E. Category "professional opinion" in banking law // MIR (Modernization. Innovation. Research) = MIR (Modernizatsiya. Innovatsiya. Razvitiye). 2013, № 4 (16), pp. 34–42.
5. Frolova E., Karmadonova E. Category "professional opinion" in banking law (part 2) // MIR (Modernization. Innovation. Research) = MIR (Modernizatsiya. Innovatsiya. Razvitiye). 2014, № 1 (17), pp. 46–54.
6. Frolova E., Karmadonova E. Professional motivated opinion in the banking law // MIR (Modernization. Innovation. Research) = MIR (Modernizatsiya. Innovatsiya. Razvitiye). 2014, № 2 (18) pp. 29–36.

7. Frolova E., Karmadonova E. Professional motivated opinion in the banking law // MIR (Modernization. Innovation. Research) = MIR (Modernizatsiya. Innovatsiya. Razvitiye). 2014, № 3 (19), pp. 25–33.
8. Frolova E., Karmadonova E. Institute of professional motivated opinion: trends further development and place in the system of banking law and legislation// MIR (Modernization. Innovation. Research) = MIR (Modernizatsiya. Innovatsiya. Razvitiye). 2014, № 4 (20), pp. 20–28;
9. Sokolov Y., Terentieva T. Professional opinion of the accountant: results of the past century // Accounting, 2001, № 12.
10. Bank of Russia letter of 12.16.1998 № 363 "On the methodological recommendations on inspection of the credit institution's loan portfolio".
11. Bank of Russia regulation of 03.31.2000 № 766 "On the criteria for determining the financial condition of credit institutions".
12. Bank of Russia regulation of 02.10.2003 № 215 "On the method of determination of own funds (capital) of credit institutions".
13. Bank of Russia regulation of 03.19.2003 № 218 "On the procedure and criteria to assess the financial position of legal entities and the founders (participants) of credit institutions".
14. Bank of Russia regulation of 04.12.2001 № 137 "On the formation of credit institutions reserves for possible losses".
15. Bank of Russia regulation of 07.09.2003 № 232 "On the formation of credit institutions reserves for possible losses".
16. Bank of Russia regulation of 03.20.2006 № 283 "On the formation of credit institutions reserves for possible losses".
17. Bank of Russia regulation of 26.03.2004 № 254 "On the formation of credit institutions reserves for possible loan losses on loans and similar debts".
18. Bank of Russia regulation of 06.19.2009 № 337 "On the procedure and criteria to assess the financial position of legal entities and the founders (participants) of credit institutions".
19. Bank of Russia regulation of 12.16.2003 № 242 "On the organization of internal control in credit institutions and banking groups".
20. Bank of Russia operational regulation of 23.06.2004 № 70 "On a typical banking risks".

МИР (Модернизация. Инновации. Развитие) **ИННОВАЦИИ**
ISSN 2411-796X (Online)
ISSN 2079-4665 (Print)

ПРОФЕССИОНАЛЬНОЕ МОТИВИРОВАННОЕ МНЕНИЕ: ТЕНДЕНЦИИ БУДУЩЕГО И МЕСТО В БАНКОВСКОЙ СИСТЕМЕ ПРАВА И ЗАКОНОДАТЕЛЬСТВА

Е. Е. Фролова, Е. В. Кармадонова

Аннотация

Статья посвящена всестороннему анализу понятия профессионального мотивированного суждения, применяемого регулятором (Банком России) в отношении кредитной организации. Данное понятие (категория) рассматривается в различных аспектах: как подход, используемый в международной банковской практике, как институт банковского надзора, как оценка, присваемая Банком России кредитной организации на основании анализа многочисленных финансовых параметров деятельности последней, структуры собственности, принимаемых рисков, а также объективных экономических факторов. В статье рассматриваются также основные направления банковского надзора, в которых присутствуют элементы профессионального мотивированного суждения, а также цели его вынесения.

Ключевые слова*: профессиональное мотивированное суждение, банковский надзор, финансовая устойчивость кредитной организации, Банк России, объективные экономические факторы, финансовые параметры, финансовая отчетность, банковские операции, банковские риски, инспектирование.*

Для корреспонденции*: **Е. Е. Фролова,** Дальневосточный федеральный университет (ДВФУ), Россия (690091, г. Владивосток, ул. Суханова, 8); **Елена В. Кармадонова,** Московский государственный университет им. М.В. Ломоносова, Российская Федерация,* **frolevgevg@mail.ru**

Для ссылки*: Фролова Е. Е., Кармадонова Е. В. Профессиональное мотивированное мнение: тенденции будущего и место в банковской системе права и законодательства // МИР (Модернизация. Инновации. Развитие). 2015.Т. 6. № 3. Часть 2. С. 18–25. (in English)*

УДК 33
JEL: H80

PERSPECTIVE DEVELOPMENT DIRECTIONS WITHIN SEZ IN THE REPUBLIC OF CRIMEA AND SEVASTOPOL CITY

Pavel P. Bogdanenko [1]

[1] Moscow State Institute of International Relations (University), Russian Federation
76, Vernadsky prospect, Moscow, 119454, Russia
[1] Postgraduate
E-mail: bogdanenko-pavel@mail.ru

Received: 05/24/2015 Approved: 08/11/2015

Abstract

The subject of the article is perspective development directions within special economic zone in Republic of Crimea and Sevastopol city. After holding the referendum on joining of the peninsula to the Russian Federation, the leadership of the country faced with the task of development of the region, one of the main instruments for which was the creation of special economic zone. Even before joining, the economic level of Crimea was among the least developed Russian regions. Financial, economic and military-political crisis in Ukraine has exacerbated its economic position. In 2014, there was decline in production, foreign trade reduced multiply, and tourists flow decreased. In addition to exacerbation of the existing problems (short tourist season, homogeneous tourists flow, dependence on supplies of water and electricity), new ones appeared: growth of food prices, deteriorating ability to attract credit resources and the level of banking services, the need to re-register enterprises and associated downtimes. The purpose of this work is to propose basic development directions within the special economic zone. The methodological base of the research is comparative analysis, cause-effect relationships, as well as historical method. The author indicates the most perspective development directions for the residents within the SEZ. They include tourism, manufacturing (food and chemical industry, mechanical engineering), as well as agriculture. The author gives advice on potential areas for investment in the tourism industry: hotel business, restaurants and entertainment, passenger transportation. At the same time due to several factors development of innovative industries and commercial ports is prejudiced.

Keywords: *investments; special economic zone (SEZ); economy; problems; tourism; production; development; residents; hotels; season; crisis; service.*

Correspondence: ***Bogdanenko Pavel P.,*** *senior specialist, Ernst & Young Valuation and Advisory Services LLC, Russian Federation,* **bogdanenko-pavel@mail.ru**

Reference: *Bogdanenko P. P. Perspective development directions within SEZ in the Republic of Crimea and Sevastopol city. M.I.R. (Modernization. Innovation. Research), 2015, vol. 6, no. 3, part 2, pp. 26–30.*

In 2014, the important event happened in the post-Soviet space: according to the results of referendum on March 16, the Autonomous Republic of Crimea and Sevastopol city came under the jurisdiction of the Russian Federation. In this regard, Russia received not only new rights but new responsibilities as well. One of the latest is the economic development of the joined region.

The task of accelerating and increasing the volume of attracted investments with tax and customs privileges can be solved through creation of a special economic zone. So, on January 1, 2015 the Law "On the development of the Crimean Federal District and the free economic zone on the territory of the Republic of Crimea and federal significance city of Sevastopol" came into force.

Crimea: general economic profile

However, just holding referendum was not enough for the integration of new regions into the Russian Federation. A long process of adaptation of economy of the Republic of Crimea and Sevastopol to the Russian economy began.

In terms of economic development the region was among the least developed regions of the Russian Federation. So, by GRP it was on the 59-th place [1] (4.3 billion dollars in 2012 [2]), by volume of industrial

[1] Available at: http://raexpert.ru/researches/regions/krim_2014/

[2] Available at: http://www.kommersant.ru/doc/2418407

production – on the 60-th. Positions of Crimea by per capita figures were even lower.

Accession to Russia and economic crisis in Ukraine strongly affected the economy of the peninsula. Existing economic ties were violated, traditional markets and suppliers of goods and services were lost; due to transition to Russian legislation, downtimes at businesses were observed. Moreover Crimea almost completely lost Ukrainian tourists and investments.

As a result, in 2014 the volume of industrial production fell by 9.9%, the volume of agricultural production increased by only 0.7%, while the volume of retail trade fell by 7.6%. The deepest decline was observed in the construction sector: amount of construction work accounted for only 44.5% of volumes in 2013. The fall of passenger and freight transportation was 14.2% and 32.1%, respectively. The volume of investments in fixed assets amounted to 21.5 billion rubles, which was almost 2 times less than the year before.

Last year was also marked by significant reduction in foreign trade. Exports fell by 84.2% and imports by 93.2% [1]. As a result, from April to December, exports totaled 147.9 million dollars, while imports – 84.2 million dollars.

Despite the macroeconomic problems, the average nominal wage increased from December 2013 to December 2014 by 1.7 times and amounted to over 21 thousand rubles [1]. At the same time the consumer price index over the same period was 142.5%, indicating some increase in purchasing power.

Economic problems of Crimea

The Republic of Crimea before joining Russia had a number of problems: short tourist season (from June to August), lack of water supply and shortage of local electricity production. In addition, the region was subsidized. [2] So, in 2013, from 490 million dollars of budget expenditure, 256 million dollars accounted for grants and subventions from Kiev [2].

Change of jurisdiction led to aggravation of the above mentioned problems. For 23 years after Ukraine gained independence, resorts of Crimea had not become international. The majority of tourists visiting the peninsula were from the CIS countries, especially from Ukraine and Russia. Due to this fact, financial, economic and military-political crisis in Ukraine severely affected the flow of tourists. For example, in 2014 the total number of rested was 3.8 million people. Although year earlier, there were more than 6 million tourists. And a large part fell on Russians.

Crimea was always dependent on electricity supplies from other regions of Ukraine. In 2014, availability of power was about 20%. So, only 1,131 billion kWh was produced in Crimea of 5,417 billion kWh consumed [1]. Accession to Russia led to dependence on imports. The situation is quite similar with water provision. Furthermore, there are risks of abrupt termination of electricity and water supply, which could jeopardize the economic security of the region.

In addition, a number of new problems appeared last year. Transition to procurement of Russian products led to increase in logistics costs. As a consequence, prices for most products became higher than in Ukraine.

Moreover, in 2014, companies and citizens of Crimea and Sevastopol faced with deterioration of credit opportunities and lower banking service standards in connection with withdrawal of Ukrainian banks and lack of main Russian ones.

Due to differences in tax legislation of Russia and Ukraine, (excise duties are credited to the regional budget in Ukraine) Crimea became more subsidized. Increase in payments to state employees and various infrastructure projects also had effect on it [3].

Perspective development directions within special economic zone

The special economic zone in Crimea and Sevastopol is complex and created in the manner of the SEZ in Kaliningrad region. Let's consider the possible directions of its development.

The main sectors of the Republic of Crimea and Sevastopol are industry, agriculture and tourism. Opportunities of special economic zone lie in the development and enhancing the competitiveness of traditional industries, as well as in the emergence of new ones.

It is worth noting that the SEZ residents may not be enterprises engaged in mining production. So, according to article 12 of the Federal Law №377 "On the development of the Crimean Federal District

[1] Available at: http://daily.rbc.ru/special/business/16/03/2015/550549ce9a79474207851a12

[2] Available at: http://www.kommersant.ru/doc/2418407

[3] Available at: http://raexpert.ru/researches/regions/krim_2014/

and the free economic zone on the territory of the Republic of Crimea and federal significance city of Sevastopol" of 29.11.2014, "participants of the SEZ are not allowed to carry out activities in the sphere of subsoil management for exploration and mineral production, mining of the continental shelf of the Russian Federation".

Quite promising is the development of enterprises of food industry. For example, Crimea is not provided with its own sugar, vegetable oil and milk [1]. The emergence of vast domestic market due to accession of the peninsula is a stimulus for development of wine production. At the same time due to remoteness of the region from the rest of Russia and the associated logistics costs, the possibility of the development of the food industry on a number of products is temporarily restricted by the internal needs of Crimea. In addition, agriculture is a promising direction for residents of the special economic zone, as a source of raw materials for the food industry and one of the key export sectors.

Chemical industry (inorganic chemistry accounts for 11% of Crimean exports) and engineering (mainly shipbuilding – 12.5% of exports) are rather perspective. [1] Companies involved in ship repair could also be SEZ residents.

Regarding innovative industries, the opportunities of Crimea are very low. Lack of necessary staff, educational institutions, and remoteness from the rest of the country make investments in these sectors highly risky and with long payback.

Development of cargo ports is also unpromising due to lack of proper volumes of freight traffic, presence of major ports on the "mainland". It makes sense to develop passenger ports for ferries and cruise liners. There is also a great potential for yacht parks.

By virtue of natural and geographical conditions, touristic and recreational sector is one of the most perspectives in Crimea. In the peninsula there are 825 sanatoriums and hotels, most of which were built in the Soviet period. Throughout the post-Soviet period, there was lack of financing re-equipment and construction of new facilities [2]. The service remained at low level. In addition, due to high risks, global hotel chains did not hurry to start business in the peninsula. In 2012, there were only 4 of them [2]. However, last year several world-class hotels were opened in Crimea: sanatorium complex "Mriya" and hotel complex "Yalta". In view of small number of such facilities, prices for rooms are much higher than in similar obejcts on Mediterranean resorts and in Bulgaria. It is worth noting, that loading in 4 and 5 stars hotels was at high level even in off-season months. All of this suggests that, there is a shortage of such class facilities in Crimea.

The service should match the number of stars in hotels of this level. It suggests the presence of certain service technology. Conclusion of franchise agreements with international hotel chains solves this issue. In light of current geopolitical situation is worth engaging experience of Asian and Latin American hotel chains.

Also, in Crimea there is a lack of mid-range hotels (3 stars), which offers a service comparable to those at European resorts. A simpler, compared to four and five-star hotels, service allows to work without international franchise.

Furthermore, there are opportunities for health resort treatment objects, where medical services are combined with beach recreation and spa-treatments.

The low level service is observed also in the field of community nutrition. Within the policy of sanctions one very popular international fast-food chain left Crimea last year. Many international restaurant companies, represented in Russia, do not hurry to start their activities in Crimea and Sevastopol. In this regard, there are great development opportunities for Russian restaurant and fast-food chains.

Among the possible development directions of the tourism industry is creation of thematic water and amusement parks. In addition, residents could specialize in car rent or passenger transportation (taxi, bus). So, according to the law "On the development of the Crimean Federal District and the free economic zone on the territory of the Republic of Crimea and federal significance city of Sevastopol", vehicles can be placed under customs procedure of free customs zone, within which customs duties, taxes and non-tariff measures are not charged.

In view of risks of termination of air transportation to Crimea, due to possible sanctions, as well as high tickets prices, emergence of local air carrier is quite reasonable. Such plans have already been announced by the republic's leadership. Moreover,

[1] Available at: http://www.kommersant.ru/doc/2418407

[2] Available at: http://tourlib.net/statti_tourism/najdina4.htm

creation of cruise lines between the main Black Sea ports (like cruises, committed in the Baltic Sea by vessels of «St.Peter line» company [1]) is rather perspective.

Another possible development direction of special economic zone in Crimea is the sphere of ski tourism. There are two resorts in the peninsula – Angarsk pass and Mount Ai-Petri. And the season lasts about 3 months [2].

Emergence of free zones could be a logical extension of SEZ creation in Crimea. Successful experience of Andorra speaks in favor of such decision. As an option, amendments, concerning placing certain categories of goods (clothing and footwear, household appliances, sporting goods, perfumes, etc.) under customs procedure of free customs zone, could be made to the law "On the development of the Crimean Federal District and the free economic zone on the territory of the Republic of Crimea and federal significance city of Sevastopol". This will help to attract more tourists outside the summer season.

The main problem of tourism industry of Crimea is a very short season. Namely it, high prices and lack of proper service are the restrictions for the growth of tourist flow. Development noncoastal types of tourism (skiing, medical, shopping, etc.) may slightly mitigate the impact of seasonal factor. The potential of Crimea as a tourist resort is undervalued. In 2014, despite the economic crisis, more than 11 million Russians visited international beach resorts [3]. Emergence of new facilities with due service will lead to leveling prices according to hotel level, and to increase of attractiveness of Crimean resorts for Russian tourists. Solving geopolitical problems will help to attract foreign tourists.

Thus, joining to Russia, financial, economic and military-political crisis in Ukraine has had a profound effect on the economy of Crimea, which development indicators were low in comparison with other Russian regions. There was a decline in production, foreign trade reduced multiply, and tourists flow decreased.

In addition to exacerbation of existing problems, new ones appeared: growth of food prices, deteriorating ability to attract credit resources and the level of banking services, the need to re-register enterprises and associated downtimes.

SEZ creation is intended to mitigate the effects of negative factors and contribute to the economic development of the region. Among the main perspective development directions within special economic zone are tourism, manufacturing (food and chemical industry, mechanical engineering) and agriculture.

References

1. Itogi sotsial'no-ekonomicheskogo razvitiya Respubliki Krym za 2014 god [Results of social and economic development of the Republic of Crimea for 2014]. Ministry of economic development. Department of analysis of social and economic development. 2015.
2. Ryazantseva M.V., Yakushova E.S., Analiz perspektiv razvitiya Respubliki Krym posredstvom osobykh ekonomicheskikh zon [Development prospects analysis of the Republic of Crimea by special economic zones]. Sovremennye nauchnye issledovaniya i innovatsii = Modern scientific research and innovations, 2014. №5 (in Russ.) Available at: http://web.snauka.ru/issues/2014/05/34245

[1] Available at: http://www.stpeterline.com/ru/home.aspx

[2] Available at: http://www.crimea.ru/article_info_small10033.htm

[3] Available at: http://www.russiatourism.ru/content/8/section/82/detail/3768/

МИР (Модернизация. Инновации. Развитие)
ISSN 2411-796X (Online)
ISSN 2079-4665 (Print)

ИННОВАЦИИ

ПЕРСПЕКТИВНЫЕ НАПРАВЛЕНИЯ РАЗВИТИЯ ОЭЗ В РЕСПУБЛИКЕ КРЫМ И ГОРОДЕ СЕВАСТОПОЛЕ

Павел Павлович Богданенко

Аннотация

Предметом статьи являются перспективные направления развития особой экономической зоны в Республике Крым и городе Севастополе. После проведения референдума о вхождении полуострова в состав Российской Федерации перед руководством страны встала задача его развития, одним из основных инструментов которого стало создание ОЭЗ. Еще до присоединения по экономическому уровню Крым находился среди наименее развитых российских регионов. Финансово-экономический и военно-политический кризисы усугубили его экономическое положение. В 2014 г. произошел спад производства, кратно сократилась внешняя торговля, упал поток туристов. В дополнение к обострению существующих проблем (короткий туристический сезон, однородность потоков туристов, зависимость от поставок воды и электроэнергии), появились новые: рост цен на продукты питания, ухудшение возможностей привлечения кредитных средств и уровня банковского обслуживания, необходимость перерегистрации и связанные с ней простои в деятельности предприятий. Цель данной работы – предложить основные направления развития особой экономической зоны. Методологической базой исследования являются сравнительный анализ, анализ причинно-следственных связей, а также исторический метод. В статье автор отмечает наиболее перспективные для развития резидентами сферы в рамках ОЭЗ. Среди них туризм, производство (пищевая, химическая отрасль, машиностроение), а также сельское хозяйство. Автор дает рекомендации по потенциальным направлениям инвестиций в туристической отрасли: гостиничный бизнес, сфера питания и развлечений, пассажироперевозки. В тоже время в силу ряда факторов ставится под сомнение возможности развития инновационных отраслей и грузовых портов.

Ключевые слова: *инвестиции; особая экономическая зона (ОЭЗ); экономика; проблемы; туризм; производство; развитие; резиденты; гостиницы; сезон; кризис; сервис.*

Для ссылки: *Богданенко П. П. Перспективные направления развития ОЭЗ в Республике Крым и городе Севастополе // МИР (Модернизация. Инновации. Развитие). 2015.Т. 6. № 3. Часть 2. С. 26–30. (in English)*

FOR INFORMATION OF READERS AND AUTORS OF THE JOURNAL

The rules of the peer-review

An unilateral (bilateral) anonymous ("blind") peer review method is mandatory for processing of all scientific manuscripts submitted to the editorial stuff of "M.I.R. (Modernization. Innovation. Research)". This implies that neither the reviewer is aware of the authorship of the manuscript, nor the author maintains any contact with the reviewer.

1. Members of the editorial board and leading Russian and international experts in corresponding areas of life sciences, invited as independent readers, perform peer reviews. Editor-in-chief, deputy editor-in-chief or science editor choose readers for peer review. We aim to limit the review process to 2-4 weeks, though in some cases the schedule may be adjusted at the reviewer's request.
2. Reviewer has an option to abnegate the assessment should any conflict of interests arise that may affect perception or interpretation of the manuscript. Upon the scrutiny, the reviewer is expected to present the editorial board with one of the following recommendations:

• to accept the paper in its present state;

• to invited the author to revise their manuscript to address specific concerns before final decision is reached;

• that final decision be reached following further reviewing by another specialist;

• to reject the manuscript outright.

3. If the reviewer has recommended any refinements, the editorial staff would suggest the author either to implement the corrections, or to dispute them reasonably. Authors are kindly required to limit their revision to 2 months and resubmit the adapted manuscript within this period for final evaluation.
4. We politely request that the editor to be notified verbally or in writing should the author decide to refuse from publishing the manuscript. In case the author fails to do so within 3 months since receiving a copy of the initial review, the editorial board takes the manuscript off the register and notifies the author accordingly.
5. If author and reviewers meet insoluble contradictions regarding revision of the manuscript, the editor-in-chief resolves the conflict by his own authority.
6. The editorial board reaches final decision to reject a manuscript on the hearing according to reviewers' recommendations, and duly notifies the authors of their decision via e-mail. The board does not accept previously rejected manuscripts for re-evaluation.
7. Upon the decision to accept the manuscript for publishing, the editorial staff notifies the authors of the scheduled date of publication.
8. Kindly note that positive review does not guarantee the acceptance, as final decision in all cases lies with the editorial board. By his authority, editor-in-chief rules final solution of every conflict.
9. Original reviews of submitted manuscripts remain deposited for 5 years.
10. The editorial staff send copies of reviews in the Ministry of Education and Science for admission to the editor of the corresponding request.

RESEARCH

УДК 334.7
JEL: O1, O2, M2, L9, L6

KEY TENDENCIES IN SCIENTIFIC AND TECHNICAL (INNOVATIVE) ACTIVITIES OF RUSSIAN INDUSTRIAL COMPANIES

Katrina B. Dobrova [1]

[1] Moscow Aviation Institute (National Research University)

4, Volokolamskoe shosse, Moscow,125993, Russian Federation

[1] Doctor of Economics Sciences, Professor of the Production Management and Marketing Faculty, Moscow Aviation Institute (National Research University)
E-mail: kdobrova@mail.ru

Received: 07/04/2015 Approved: 08/27/2015

Abstract

The article offers the analysis of expenditures on technological innovation in Russia and abroad. The author outlines the main reasons of the low level of technological development of Russian industrial companies. A number of organizational and economic measures to create conditions for technological development of the Russian economy are considered.

In recent years, there was an essential increase in output of innovative products, works and services that coincided with the increased ratio of volumes of technological innovations to their costs. However, the expected decrease of this ratio in the coming years may cause slower growth of volumes of innovative production that requires drastic measures, especially aimed at restricting key factors impeding innovative activities. These factors include lack of own funds, high cost of innovations, lack of financial support from the state, high economic risk and low innovative potential of the organization.

Keywords: *technological development, innovative technologies, innovative performance of industrial companies, innovative performance, output, cost structure, technological innovations.*

Correspondence: ***Dobrova Katrina B.,*** *Moscow Aviation Institute (National Research University),* **kdobrova@mail.ru**

Reference: *Dobrova K. B. Key Tendencies in Scientific and Technical (Innovative) Activities of Russian Industrial Companies. M.I.R. (Modernization. Innovation. Research), 2015, vol. 6, no. 3, part 2, pp. 32–38.*

Competitiveness of the economy of any state and its economic subjects is provided solely by the integral performance of the following sectors: science, technology and production. The system managing and coordinating these sectors and numerous subsectors is the innovation management system. The specific feature of the innovative development of the economy is the science being an integral part of the industrial production and productive power (intellectual capacity).

At present, Russia enjoys the sufficient potential to move its economy to innovative development, despite the current geopolitical and economic challenges. Some of the potential has been formed in the Soviet period when the system of the effective economic performance (hereinafter SEEP) and a comprehensive program of scientific and technical progress (hereinafter CP STP) were developed.

The first theoretical investigations to optimize the development of industries were attempts to improve the plan system, and this led to the development of the system of the effective economic performance (SEEP). The SEEP theory was developed by Soviet economists and mathematicians: L.V. Kantorovich, V.S. Nemchinov, V.V. Novozhilov, A.G. Aganbegyan, A.G. Granberg, N.Ya. Petrakov, N.P. Fedorenko, S.S. Shatalin, V.A. Volkonsky, A.I. Katsenelinboigen, V.F. Pugachyov, Yu.V. Sukhotin, etc. The SEEP program was to be implemented under the effective economic planning and management of the economy, and this implied key areas of scientific research and experimental work and the stages of development and implementation of the effective planning and management system. The

preliminary project should be developed on a unified approach to the national economy as an integral economic system. The conditions for the economy to run effectively included the following:

- to combine centralized planned management and economic independence of business units;
- to coordinate interests of economic components with the objectives of development of the entire economy, as well as to use economic instruments (price, income, funds, loans, etc.) to develop and implement national economic plans;
- to find out ways and forms to implement economic and mathematical methods and computer technologies to the planning and management [4].

The experience showed that it was just a theoretical model, not applicable in practice.

The SEEP system was replaced by a comprehensive program of scientific and technical progress (CP STP) of the USSR, which was draws up every five years for a period of up to twenty years. The program's authors were prominent scientists and economists: L.I. Abalkin, K.I. Taksir, M.V. Keldysh, V.A. Kotelnikov, B.E. Paton, S.M. Tikhomirov, V.K. Faltsman, A.I. Tselikov, A.P. Yarkin, etc.

The comprehensive program of the scientific and technological progress was developed to scientifically prove the necessity of the long-term scientific, technical and socio-economic policy of the state. The importance was given to the issues of the defense capability and the country's position on the world arena based on the "comprehensive intensification of the economy" and "sustainable use" of financial, environmental and labor resources. This CP STP embodied the concept of the unity of science, technology and production, and was considered as a solution of social and economic problems. In this regard, it is necessary to compare the trends in scientific and technological changes in the economy, characteristic for the Soviet period (1970s–1980s) and for the present day. This necessity is urgent because the comparison enables revealing the "bottlenecks" of the current national innovation system and, using the results, identifying the opportunities to solve them. There are reasons to believe that the previous experience of scientific and technological development of the state economy may be applied now with a certain degree of modifications (see Table 1).

Table 1

Comparison of the scientific and technical progress programs / systems of Soviet and present periods (developed by the article's author)

Key tendencies	SEEP	CP STP	NIS (National Innovation System)
1. Effective use of all resources of the society	+	+	+
2. Programme-oriented planning and management	+	-	-
3. Economy is a hierarchical self-developing system	+	+	-
4. Centralized management	+	+	-
5. Scientific and technical progress based on plans	+	+	-
6. The principle of the unity of science, technology and production	-	+	-
7. Large-scale coverage of industries	+	+	+

According to the findings of the famous scientists, one can further develop the principles and methods of the innovation management. According to the data in Table 1, one should pay attention to the following fact: the comprehensive program vividly demonstrates the unity of science, technology and production. This, in our opinion, predetermined the success of the scientific and technological development in the Soviet period. At present, this unity is not observed, and we believe that this is the main reason for the slow innovative transformation of reproduction factors. Figure 1 clearly shows the downward dynamics of the share of industrial companies implementing technological innovation in the period from 2001 to 2013.

Trends of growth of total expenditures on technological innovations in industrial production in Russia are shown in Figure 2.

Analysis of expenditures on technological innovations in Russia and in the world according to the type of the innovation activity (Table 2) shows that the considerable share of expenditures (over 50%) in Russia accrues to the purchase of machinery and equipment, while the purchase of new technologies accounted for by not more than 2% and the own technological development – about 10%.

The countries with developed market economies have a different expenditure balance: the focus is put on the own research and development (Germany –

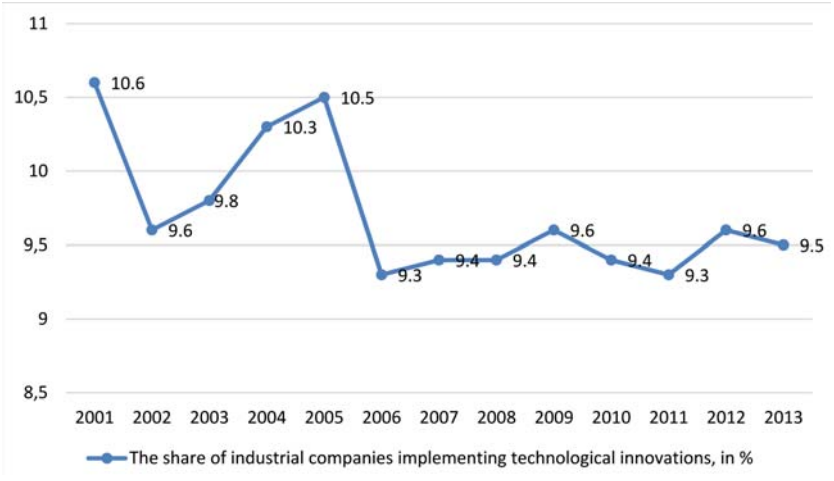

Fig. 1. The share of industrial companies implementing technological innovations, in % (made up by the article's author on the basis of [6])

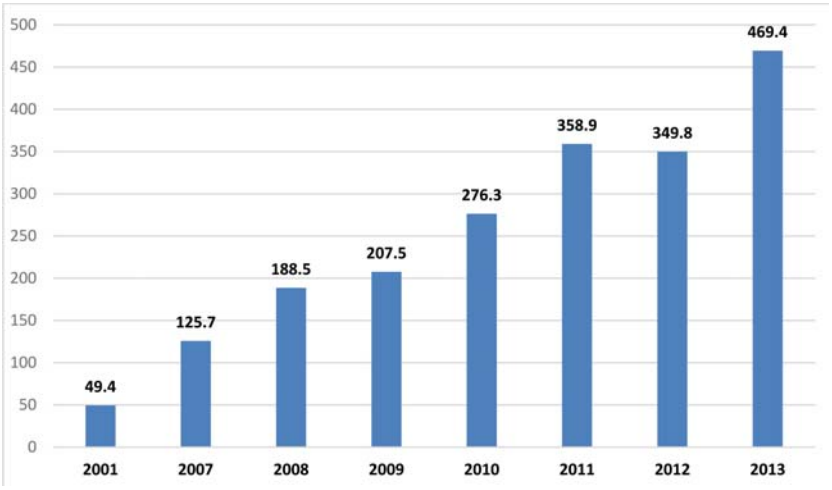

Fig. 2. Expenditures on innovation development of technologies (made up by the article's author on the basis of [6])

in the national expenditures on R&D activities exceeds 65-70%. In Russia, the situation is opposite, and the corporate sector finances only 20% of R&D expenditures. According to analysts, most of the projects implemented by the business are motivated by the desire to strengthen their competitive advantage or reduce the technological gap with their foreign competitors. Businesses lack motivation to occupy new market niches or expand into new markets. In Russia, the trend to fund science in the scientific and production sector from the federal budget remains. For example, according to the data published on the official website of the Federal State Statistics Service, expenditures on basic and applied researches have increased: in 2000 - 17.4 million RUB, in 2005 - 76.9 million RUB, and in the beginning of 2012 – 313.9 million RUB (0.57% of GDP and 2.87% of total expenditures of the federal budget). Absolutely different trend can be observed in the technologically advanced countries like Japan, Israel, China, Korea, the USA, Switzerland, Germany, etc. where the share of the corporate sector in the financing of science prevails over the public funding.

47.2%, France – 68.9%, the Netherlands – 63.2%, Norway – 61.0%, Sweden – 64.4%), while the share of expenditures on the purchase of machinery, equipment and software does not exceed 25% (Germany – 24.4%, France – 9.7%, the Netherlands – 19.9%, Norway – 15 5%, Sweden – 17.5%).

High expenditure growth causes the problem of attracting additional financial resources to the economy. This is illustrated in the diagram in Fig. 3.

Trends in R&D financing, as reflected in this figure, prove the decline of revenues in all high-tech industries in Russia. Funding of R&D activities fell by an average of 37%.

In the non-CIS countries, the share of expenditures of the corporate sector on research and development

The trend of stagnation of the scientific and technological (innovative) performance of industrial companies has been observed for many years, and this is an evidence of permanent problems in the scientific and production sector. Of all the companies implementing technological innovation, the majority (32%) accrue to production of coke and petroleum products, electronic and optical equipment (25%), chemical industry (22%), and 4% is accounted for by electricity production (Fig. 4).

The key factor impeding the scientific and technological (innovative) performance is the underdeveloped innovation infrastructure, which is understood as the complex of the entities of scientific and technical (innovation) performance (institutions, organizations

Table 2

Structure of expenditures on technological innovation in industrial companies according to the type of innovation activity, in% [6]

	Total	Own research and development	Research and development made by third parties	Purchase of machinery, equipment and software	Purchase of new technologies	Other expenditures on technological innovations
Russia	100	10.3	8.3	56.7	1.8	22.9
Belgium	100	30.3	13.4	34.8	21.5	–
Bulgaria	100	6.3	1.3	88.8	3.6	–
Germany	100	47.2	8.9	24.4	2.8	16. –7
Greece	100	13.3	2.3	83.0	1.4	
Denmark [1)]	100	64.0	16.8	16.1	...	–
Ireland	100	27.4	4.2	63.9	4.4	–
Spain	100	39.9	19.4	29.6	2.9	8.2
Italy	100	35.3	7.4	51.8	5.5	–
Luxemburg	100	74.1	1.3	21.8	2.8	–
the Netherlands	100	63.2	15.0	19.9	1.9	–
Norway	100	61.0	20.3	15.5	3.3	–
Portugal	100	20.0	6.3	72.4	1.4	–
Romania	100	13.9	3.7	80.5	1.9	–
Slovakia	100	7.2	2.5	89.2	1.1	–
France	100	68.9	19.8	9.7	1.6	–
The Czech Republic	100	18.3	14.4	43.5	23.7	–
Sweden [1)]	100	64.4	...	17.5 2.3 –		

[1)] Indicators do not make up 100% in total because information on certain types of innovation activities is confidential.

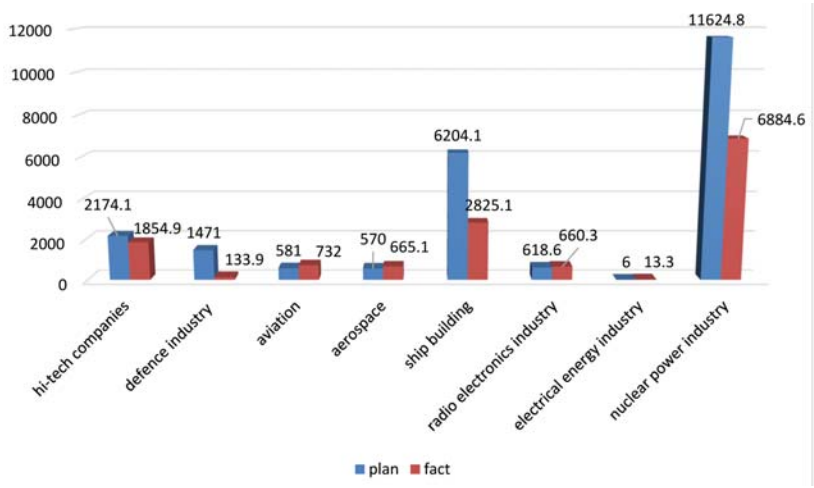

Fig. 3. Trends in financing R&D activities (made up by the article's author on the basis of [7])

and individuals) providing favorable conditions and opportunities to produce and implement innovations. According to experts, the second most important problem is the lack of qualified personnel able to carry out research, development and subsequent implementation of the results of scientific and technological activities. A significant role in the statistics given belongs also to the legal (legislative) base and underdevelopment of the technology market.

The combination of external and internal factors of scientific and production activities influences both the internal development of the scientific and production sector and the investment attractiveness of the country in general.

The negative trend is observed in the dynamics of the number of personnel engaged in researches. In 2012, this number was 81% to the level of 2000. It should be noted that much attention was given to the development of the scientific sphere in the Soviet Union and by the 1990s the industry employed about 2 million researchers (over 1 million of them worked

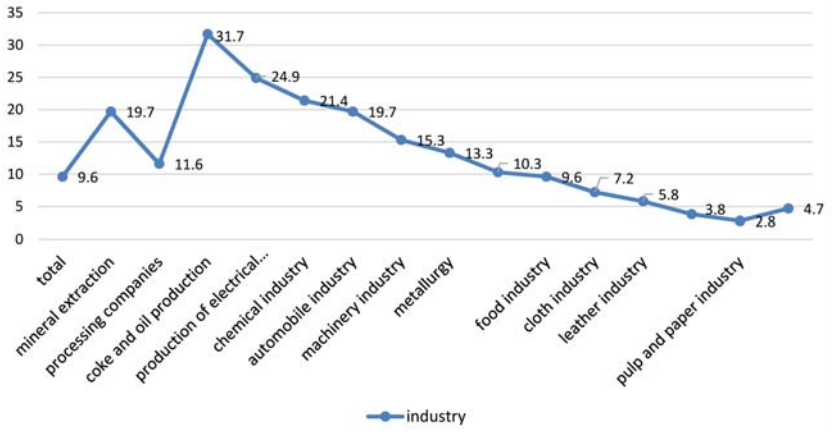

Fig. 4. Share of technological innovations according to the activity types in 2013 in total industrial output (made up by the article's author on the basis of [7])

in the territory of modern Russia). At that time, this indicator was the highest in the world. Research activities were actively conducted in three sectors: academic, university and industrial. The industrial sector dominated. It is important to underline that the scientific and production (innovation) chain was not interrupted, and most of the innovations of scientific research institutes, R&D companies and other structures were implemented directly in production. Currently, the negative trends are observed in all areas of scientific and production activities.

Every year the number of patents grows in Russia, however, the number of patents from foreign applicants exceeds that from Russian ones.

The Russian science is far behind the advanced world: the first years of the country's sovereignty saw the brain drain, and Russia fell far behind the West in the scientific achievements. The government is trying to motivate the business sector.

The forecast of the scientific and technological development till 2030 lists the priority areas: information and communications technologies, biotechnologies, medicine and health, nanotechnologies and new materials, natural resources, transportation, aerospace, energy efficiency and preservation.

Development plans inspire hope that the scientific potential of the country will be restored, but one should remember that the science development programs have been set up for a long time already, but the past decade saw reduction of the country's scientific potential, and some achievements are insufficient in general, so the Government is unlikely to focus on implementation of these tasks under stagnation and gradually growing problems in the economy.

The analysis reveals the following key reasons for the low level of technological development of industrial companies and their weak demand for innovative technologies:

1) lack of competition in the domestic markets;
2) underdevelopment of the domestic market of innovative technologies;
3) it is very difficult and often impossible to import advanced technologies;
4) lack of the necessary comprehensive Russian-made equipment (the machine tool industry was ruined in the 1990s and it is being restored now with great difficulty);
5) existing restrictions on the import of advanced equipment;
6) companies lack financial resources for technological development; the problem of access to affordable credits (high interest rates, short term lending);
7) lack of motivation and workable economic conditions stimulating technological development of companies, weak state support measures;
8) a low level of technological literacy of the companies' leaders;
9) most companies lack long-term plans and innovation development programs;
10) underdeveloped technological infrastructure in regions, poor engineering support of technological upgrade of companies.

Recognizing the crucial importance of the problems, the country's leaders have taken a number of organizational and economic measures to create conditions for technological development of the country in recent years. The Russian President established the Council for Modernization and Innovative Development of Russia. The Government decree dated 19 March 2014 No. 398-p approved a set of measures to avoid the use of outdated and inefficient technologies, and declared the transition to the use of the best available technologies and implementation of advanced technologies.

In order to focus on the development and use of advanced technologies and considering the interests of the state, science and business, the Russian Government in 2010 initiated the launch of the

mechanism of development of national technology platforms based on a public-private partnership. By now, 34 Russian technology platforms on key technology areas [5] have been made, and they will determine the technological development of the country in the short- and long-term future, including biotechnologies, nuclear and radiation technologies, new materials, aerospace technologies, ICT, renewable energy technologies, etc. Within the framework of technology platforms, programs of strategic research and development of advanced technologies are developed actively involving businesses, the activities of companies – participants of the platforms are coordinated and public and private financial resources are accumulated.

An important role in the innovative development of industrial companies belongs to the implementation of the Research and Development on Priority Directions of Development of Scientific-Technological Complex of Russia for 2014-2020 federal target program approved by the Russian Government Decree of 21 May 2013 No. 426 [1]. The federal program is an instrument for subsidizing companies to conduct research in the six priority areas of science, technology and engineering in Russia [1]:

- nanosystem industry;
- information and telecommunications systems;
- life sciences;
- rational environmental management;
- transport and space systems;
- energy efficiency, energy preservation and nuclear power.

Total funding of the federal target program is 239,062,621,000 RUB.

In June 2014, the competitions of two- and three-year applied researches aimed at developing products and technologies, as well as of projects for the implementation of applied researches under technology platforms in priority areas were finished.

To finance projects under these competitions budgetary funds amounting to 12.15 billion RUB were allocated [3].

715 Russian companies participated in the competitions: 191 educational institutions, 187 limited liability companies, 153 research institutions, 50 closed joint stock companies, 41 joint stock companies, 23 federal state unitary companies, and 70 other companies.

It should be noted that the competition for projects to implement applied researches saw much more applications from educational and scientific institutions than from businesses because business is not able to independently solve the problems in the field of applied researches due to the lack of necessary structural units.

Thus, certain steps in the technological development of industrial companies and creating demand for innovative technologies in Russia have been made: state corporations, hundreds of technology parks and business incubators have been established, the Russian Venture Company and the Bortnik Foundation operate, and a system of state support for innovation through co-financing of regional programs functions. All this provides a strong positive effect but the exact criteria to assess the effectiveness of this work have not been worked out yet. The solution of the important state task – to stimulate demand for innovative technologies – will significantly change the situation in the field of innovative development of industrial companies in Russia.

Innovative development in Russia will only be possible under the effective cooperation and coresponsibility of science, government and business. Only business can and should provide the market character in the technology sphere helping government institutions take right decisions and make right laws. However, in the future, despite the significant role of private companies in the implementation of innovative technologies, the coordinating role of the state should be preserved, thereby ensuring maximum benefit for the state from sales in the high-tech product market.

References

1. On the Federal targeted programme "Research and development on priority directions of development of scientific-technological complex of Russia for 2014-2020" [Electronic resource] : the governmental order of Russia from may 21, 2013 No. 426. URL: http://xn--80abucjiibhv9a.xn--p1ai/%D0%B4%D0%BE%D0%BA%D1%83%D0%BC%D0%B5%D0%BD%D1%82%D1%8B/3421 (reference date: 20.07.2015).
2. Federal target program "Research and development on priority directions of development of scientific-technological complex of Russia for 2014-2020" [Electronic resource]. URL: http://2014.fcpir.ru/ (accessed: 21.07.2015); On approval of the priority directions of science, technologies and technics in the Russian Federation and the list of critical technologies of the Russian Federation [Electronic resource] : the decree of the President of the Russian Federation from July 7, 2011 № 899. URL: http://www.fasie.ru/zakonodatelstvo/ukazy-prezidenta-rf (reference date: 21.07.2015).
3. Federal target program "national technological base" (draft) [Electronic resource]. URL: http://istu.ru"component/jdownloads/

viewdownload/9/617 (reference date: 20.07.2015).

4. World history of economic thought. Volume 6. Book 1 of the socialist Economic thought and developing countries in the postwar period. Moscow: "Mysl" 1997 authors: E. F. Avdoshin, T. A. Agapova, A. V. Buzgalin
5. The list of technological platforms [Electronic resource]. URL: http://economy.gov.ru/wps/wcm/connect/de672f004ac039db8aeb8baf3367c32c/perechen_tp.pdf?MOD=AJPERES&CACHEID=de672f004ac039db8aeb8baf3367 c32c (reference date: 21.07.2015).
6. Regions Of Russia. Socio-economic indicators. 2013 : stat. Coll M., 2013. 990 S.
7. Federal state statistics service (Rosstat): Official website // access Mode: http://www.gks.ru/ (accessed 21.07.2015)
8. Dudin M. N., Lesnikov N. V., Tolmachev, O. M. long-term goals and tasks of innovative development of the Russian Federation. Problems and prospects of contemporary humanitarian, economic and legal research. Vol. 1: Proceedings of the fourth international scientific-practical conference, 21–25th October 2013. Heraklion (Crete), Greece. M.: IIU mrsu, 2013.-31-34.
9. Kungurtseva V. S. Problems and tendencies of innovative development of Russian corporations // Issues of Economics and law. 2014, No. 4, pp. 70–73.
10. Titov S., Chapanov M. the Market is not small. State-owned companies are fighting against the introduction of quotas, which will compel them to give 18% of orders for small and medium businesses/ news/ 11.11.2014 G. http://www.vedomosti.ru/newspaper/article/789101/rynok-ne-dlya-melkih
11. A. turkot Why venture funds are leaving Russia, 25.11.2014 http://daily.rbc.ru/opinions/ business/25/11/2014/5473190acbb20f2a143fe496
12. Analytical report "Russia: focus on innovation" presented at the forum "Open innovations" 16.10.2014. http://www.mskit.ru/news/n173581/
13. Encyclopedia Academician [Electronic resource] // access Mode: http://www.esacademic.com/
14. Science and Engineering Indicators. 2002. P. A-3-25.
15. The 2010 EU Industrial R&D Investment Scoreboard.

МИР (Модернизация. Инновации. Развитие) **РАЗВИТИЕ**
ISSN 2411-796X (Online)
ISSN 2079-4665 (Print)

ОСНОВНЫЕ ТЕНДЕНЦИИ НАУЧНО-ТЕХНИЧЕСКОЙ (ИННОВАЦИОННОЙ) АКТИВНОСТИ РОССИЙСКИХ ПРОМЫШЛЕННЫХ КОРПОРАЦИЙ

Катрина Бениковна Доброва

Аннотация

В статье проведен анализ затрат на технологические инновации в России и за рубежом. Выделены основные причины низкого уровня технологического развития отечественных промышленных предприятий. Рассмотрен ряд организационных и экономических мер по созданию условий технологического развития экономики страны.

В последние годы произошло существенное увеличение объема производства инновационных товаров, работ и услуг, что совпало с ростом соотношения объемов технологических инноваций и затрат на них. Однако ожидаемое сокращение данного соотношения в ближайшие годы может привести и к замедлению роста объемов инновационного производства, что требует принятия кардинальных мер, особенно по ограничению действия основных факторов, препятствующих инновационной деятельности. Это недостаток собственных денежных средств; высокая стоимость нововведений; недостаток финансовой поддержки со стороны государства; высокий экономический риск; низкий инновационный потенциал организации.

Ключевые слова: *технологическое развитие, инновационные технологии, инновационная активность промышленных предприятий, инновационная активность, объем производства, структура затрат, технологические инновации.*

Для ссылки: *Доброва К. Б. Основные тенденции научно-технической (инновационной) активности российских промышленных корпораций // МИР (Модернизация. Инновации. Развитие). 2015.Т. 6. № 3. Часть 2. С. 32–38. (in English)*

УДК 33
JEL: L26, L5, M1, Q55

KEY LINES TO IMPROVE COMPETITIVENESS OF SMALL INNOVATIVE BUSINESSES

Konstantin Yu. Reshetov [1]

[1] National Institute of Business, Russian Federation
5, Yunosti street, Moscow, 111395

[1] Candidate of Economic Sciences, Associate Professor, Professor of the Business Economy and Management chair
E-mail: Konstantvip@yandex.ru

Received: 06/20/2015 Approved: 08/28/2015

Abstract

The study discusses the importance of small innovative businesses in the modern global economy. The article also deals with the key lines to improve their competitiveness, and the author makes the conclusion how spread and promising the strategies are in Russia.

Keywords: *entrepreneurship, small business structures, competitiveness, innovations.*

Reference*: Reshetov K. Yu. Key Lines to Improve Competitiveness of Small Innovative Businesses. M.I.R. (Modernization. Innovation. Research), 2015, vol. 6, no. 3, part 2, pp. 39–43.*

Small innovative companies are a must in the innovative development of the economy of any country. Their role is determined, first of all, by their unique ability to overcome a gap in the innovation process between the stages of R&D activities and implementation of their results in practice. This property of small innovative companies determines their importance in the process of generating innovative ideas, using and promoting technologies of modern technological processes, establishing powerful corporations on their base and thus creating the bulk of new jobs in the economy [1].

According to some researchers, the full satisfaction of consumer needs in innovation today can be determined by the level of efficiency of performance of small businesses [2]. High rates of innovation use, mobility of technological changes and implementation of innovations, rapid growth of the service sector, and acute non-price and price competition leading, on the one hand, to the price reduction and, on the other hand, to consumers receiving services (products) of high quality – all this is provided by small businesses. This also allows the state to receive significant funds from tax revenues; all this is the contribution of small innovative companies into the economy.

We can agree with A.M. Mukhamedyarov that small businesses are a very important part of the innovation processes in the economy, as it is characteristic for them to reduce the length of the innovation cycle due to a minimum administrative hierarchy in the decision-making process and low indirect costs [3]. Innovative activities of small businesses increase due to their desire to survive: the lack of bureaucratic barriers, rapid tests of innovations and the innovation being the only opportunity for companies to strengthen their market positions. Having limited resources, small businesses are interested in accelerating the development and use of new technologies and

[1] See also: Mukhamedyarov A.M. Innovation Management. M.: INFRA-M, 2008; Reshetov K.Yu. Improvement of methods to ensure competitiveness of innovative Russian business structures: Monograph. M.: RAP; Science and Education Publishing House, 2014, etc.

[2] See also: Zyurina O.A. The role of the small innovative business in formation of the middle class // Proceedings of the Innovative Development of Russia's Economy: Resource Provision conference http://www.econ.msu.ru/departments/politec/science/conferences/ds1430/; Reshetov K.Yu. Principles of business competitiveness at the macro-, meso- and micro-levels // Business in Law magazine. 2012. No. 6; Reshetov K.Yu. Modern Russian business structures and influence of their size on the competition nature // Actual Problems of Social-Economic Development of Russia magazine. 2012. No. 3; Sergeyev I.V., Veretennikova I.I. Business management. M.: Prospect, 2010, etc.

[3] See: Mukhamedyarov A.M. Innovation Management. M.: INFRA-M, 2008.

different innovations, and developing new products to the pre-production prototypes, which are then given to large companies on a commercial basis for the further use.

Small innovative companies are the intermediary between science and production. Their level of development determines how quickly a new technology or innovation is implemented in practice.

In most developed countries in the world, over 60% of GDP is generated by small businesses which are the engines of the economic development. Moreover, the success of small businesses in the competition directly depends on the degree of their innovation development, mobility and flexibility in all administrative processes [1].

As some researchers rightly argue, the development of small innovative companies is a must for the economy to move to a 'smart economy', to efficiently restructure production and businesses, as well as to solve problems of employment and growth of the nation's welfare [2]. Small business has the lowest investment requirements and the rapid capital turnover. The world experience shows that it provides in two to three times more efficient business investments in terms of both the fund volume and return.

The present-day market economic principles require the use of innovative models of development to accelerate the growth of the country, to achieve high competitiveness in the world market by increasing the share of export of high-tech products in its total structure, to gradually provide the necessary pace of import substitution and to rationally use all resources [3].

The rapid spread of innovations is possible due to the various forms of communication and cooperation between small innovative businesses and large corporations; the latter often provide small innovative companies with loans or any other aid in the early stages of the innovation development in exchange for the detailed information on their innovation in the future. To fulfill state orders association of small businesses, or pools, are sometimes established: one company is a direct contractor of the state, and the others are subcontractors. Innovative models in Europe, and especially in France and Germany, are characterized by the focus on support of small innovative companies. The share of such companies in Europe ranges from 60 to 90%. The advantage of small innovative companies is their production flexibility and increased adaptation to changing consumer needs [4].

Small innovative entrepreneurship responds more flexibly to changes in the external environment both in the markets of the industrially developed Western countries and in the Russian economy. This is mainly possible due to the small-scale factors, more flexible business structure and the absence of bureaucracy in management. As the world practice shows, innovative entrepreneurship is formed mainly thanks to small innovative companies, or market leaders, involved in the development of new sectors and industries, improvement of competitiveness and knowledge-intensive production, as well as optimization of new technological processes.

Globalization of the economy, the open market and direct entry to the WTO influence the state's competitiveness and possibilities to development of the considered companies. What are the key lines to develop Russian small innovative companies under the globalization and open market conditions? The range of alternatives for development of this business under the conditions mentioned is rather narrow [5]. Without losing the legal independence, the companies under discussion can choose the development line out of the following five key areas:

1) "To become big" is one of the first and simple options for development, which has been chosen

[1] See: Fiyaksel E.A. The role of the innovation cluster in establishing the RIS (Regional Innovation System) / E.A. Fiyaksel, M.G. Nazarov // Innovations. 2009, No. 6 (128), pp. 86–88.

[2] See: Sergeyev I.V., Veretennikova I.I. Business management. M.: Prospect, 2010.

[3] See: Reshetov K.Yu. Innovative models of technological development of company structures and their applicability to today's Russia // Business in Law magazine. 2012, No. 6, pp. 202–205.

[4] See: Mazzarol T. W. A Model of Small Business HR Growth Management // International Journal of Entrepreneurial Behaviour and Research. 2003, No. 9(1), pp. 27–49.

[5] See: Kostrov A.V. How to attract small businesses to innovations // Innovations. 2009. No. 10 (132). Pp. 7-10; Reshetov K.Yu. Competitiveness of Russian innovative business structures (theoretical and methodological aspects): Monograph. Moscow, Publishing House of the National Business Institute, 2013; Savchenko O.V., Sonikov A.A., Shkuratov S.E. Management of small innovative companies. Obninsk: Artifex, 2007; Sharov A.V. Development of small and medium-sized innovative companies as a must to improve the Russian economy // Innovations. 2010, No. 5 (139), pp. 21–27, etc.

by many companies (Microsoft [1], Ford [2], etc.). This strategy bases on the classic 'growth' strategy [3]. It should be noted that today, when the traditional markets and innovative products are divided between large companies, the implementation of this strategy by small businesses is not sufficient and ineffective in general.

2) "Cooperation with big business": this line of development of small companies is rather efficient under the current conditions when small businesses remain legally independent and operate in close contact with large companies and are considered independent production units. This strategy bases on the strategy of the integrative growth [4].

It should be stressed that it concerns not only competition of small businesses with large ones with the obvious outcome of it. The most striking example of a large company cooperating with small businesses is the Boeing [5] corporation which cooperates with the companies under discussion mainly through the outsourcing system.

Outsourcing is contracting with unauthorized suppliers or contractors to do a particular function in the company's performance under the condition that the latter guarantees the quality and effectiveness of the work done due to update or transformation of business processes (technologies) and the possibility of moving some company personnel to the supplier (outsourcer) [6].

The purpose of outsourcing is to increase the market value of companies by optimizing the results of their performance, reducing risks and costs and improving competitiveness by attracting external contractors, which are oriented to perform specific production and economic functions non-core to the business.

Study of scientific approaches allows formulating the key advantages of outsourcing [7]:

- improvement of business profitability: outsourcing allows implementing measures to reduce expenditures on maintaining business processes;
- the possibility to concentrate all efforts on the core business. The processes non-core to the business are outsourced, and this allows not conducting the activities, which are not core, but require certain expenditures;
- attracting outside experience: outsourcing companies specialize in certain activities, serve many companies, and this allows them to master technologies and work methods, and use the best experience gained;
- security and stability: outsourcing companies are responsible for the work they do under the signed service contracts;
- high business flexibility: if the business increases or decreases, the company has to employ or dismiss the personnel, to bear the cost of professional training, to equip work places and to pay extra compensations and taxes. All this requires additional time and expenditures and often causes decreased mobility of business processes. To reduce or increase the scale outsourcing companies only have to review the price of the works or services they outsource.

3) "Incorporation with small businesses": this option of development of small innovative companies provides a high level of integration of companies to overcome common external threats. Most actively, associations of small innovative companies are established and operate in developed regions and territories (on the bottom-up principle). The attempts of public authorities to establish clusters solely on the small innovation businesses, on the top-down principle, are, as a rule, ineffective. According to leading experts, the current level of development of innovative small businesses in Russia and their horizontal interactions are insufficient to improve the clustering process.

[1] Microsoft history [Electronic resource]. Mode of access: http://reeed.ru/info_microsoft-kompanii.php

[2] Ford history [Electronic resource]. Mode of access: http://ford.infocar.com.ua/history_ford.html

[3] See: Lyasko V.I. Strategic planning of company's development. M.: Examin Publishing House, 2005.

[4] See: Lyashko F.E., Prikhodko V.I., Tyutyushkina G.S. Strategic management in the aviation industry. Ulyanovsk: Ulyanovsk State Technical University, 2003.

[5] See: Cheremisin D.V. Outsourcing as an element of the modern economic mechanism: the theoretical aspect: Thesis of PhD in Economics: 08.00.01. Moscow, 2005.

[6] See: Outsourcing – What is Outsourcing? [Electronic resource]. Mode of access: http://www.sourcingmag.com/content/what_is_outsourcing.asp

[7] See: Anikin B.A., Rudaya I.L. Outsourcing and outstaffing: high management technologies. M.: INFRA-M, 2009; Molotkova N.V., Sakharov I.S. The quality of IT outsourcing services: organizational and technological solutions. Tambov: Tambov State Technical University Press, 2008; Cheremisin D.V. Outsourcing as an element of the modern economic mechanism: the theoretical aspect: Thesis of PhD in Economics: 08.00.01. Moscow, 2005.

4) "Establishment of small innovative companies to obtain good results with high risk" This strategy is used by venture small innovative companies which have temporary organizational structures, and are involved in the development of scientific ideas and turning them into new products and technologies [1]. These companies are established to complete, test and adjust the 'risky' innovations for the industrial implementation. Small innovative venture companies are established on a contract basis and operate using the funds from cash pooling of several persons or entities, or using loans and investments from large companies, banks, and state and private funds.

5) "Establishment of small innovative companies on the basis of capital from business angels" The strategy implies financing of a company at the stage of establishment by business angels. Business angels are informal venture investors, which like venture investors invest in risky businesses [2]. Unlike venture investors, business angels invest their own funds in small innovative businesses. Both this and the above-described lines of funding are very promising today. It is able to increase the interest in small innovative companies.

Thus, the analysis of the basic lines of development of small innovative companies shows that the most spread option in today's Russia is the "Cooperation with big business" strategy. Considering the low level of development of innovative businesses, this strategy can be an efficient solution to stimulate the development of innovative companies using big businesses.

The article's author believes the fourth and fifth strategies for establishing venture small innovative companies and small innovative businesses based on the funds of business angels to be promising, but more risky.

References

1. Anikin B.A., Rudaya I.L. Outsourcing and outstaffing: high management technologies. M.: INFRA-M, 2009.
2. Zyurina O.A. The role of the small innovative business in formation of the middle class // Proceedings of the Innovative Development of Russia's Economy: Resource Provision conference http://www.econ.msu.ru/departments/politec/science/conferences/ds1430.
3. Microsoft history [Electronic resource]. Mode of access: http://reeed.ru/info_microsoft-kompanii.php.
4. Ford history [Electronic resource]. Mode of access: http://ford.infocar.com.ua/history_ford.html.
5. Kostrov A.V. How to attract small businesses to innovations // Innovations. 2009, No. 10 (132), pp. 7–10.
6. Lyasko V.I. Strategic planning of company's development. M.: Examin Publishing House, 2005.
7. Lyashko F.E., Prikhodko V.I., Tyutyushkina G.S. Strategic management in the aviation industry. Ulyanovsk: Ulyanovsk State Technical University, 2003.
8. Molotkova N.V., Sakharov I.S. The quality of IT outsourcing services: organizational and technological solutions. Tambov: Tambov State Technical University Press, 2008.
9. Mukhamedyarov A.M. Innovation Management. M.: INFRA-M, 2008.
10. Reshetov K.Yu. Innovative models of technological development of company structures and their applicability to today's Russia // Business in Law magazine. 2012, No 6, pp. 202–205.
11. Reshetov K.Yu. Competitiveness of Russian innovative business structures (theoretical and methodological aspects): Monograph. Moscow, Publishing House of the National Business Institute, 2013.
12. Reshetov K.Yu. Business structure and competition: problem statement // Business in Law magazine. 2012, No. 3.
13. Reshetov K.Yu. Principles of business competitiveness at the macro-, meso- and micro-levels // Business in Law magazine. 2012, No. 6.
14. Reshetov K.Yu. Improvement of methods to ensure competitiveness of innovative Russian business structures: Monograph. M.: RAP; Science and Education Publishing House, 2014.
15. Reshetov K.Yu. Modern Russian business structures and influence of their size on the competition nature // Actual Problems of

[1] See: Yagudin S.Yu. Venture business: franchising. M.: EAOI Publishing Center, 2008.

[2] Ibid.

Social-Economic Development of Russia magazine. 2012, No. 3.

16. Reshetov K.Yu. Peculiarities of ensuring competitiveness of innovative Russian businesses under globalization // Actual Problems of Social-Economic Development of Russia magazine. 2012, No 4.
17. Reshetov K.Yu. The essence of competitiveness of innovative businesses // Actual Problems of Social-Economic Development of Russia magazine. 2013, No.1.
18. Savchenko O.V., Sonikov A.A., Shkuratov S.E. Management of small innovative companies. Obninsk: Artifex, 2007.
19. Sergeyev I.V., Veretennikova I.I. Business management. M.: Prospect, 2010.
20. Fiyaksel E.A. The role of the innovation cluster in establishing the RIS (Regional Innovation System) / E.A. Fiyaksel, M.G. Nazarov // Innovations. 2009, No. 6 (128), pp. 86–88.
21. Cheremisin D.V. Outsourcing as an element of the modern economic mechanism: the theoretical aspect: Thesis of PhD in Economics: 08.00.01. Moscow, 2005.
22. Sharov A.V. Development of small and medium-sized innovative companies as a must to improve the Russian economy // Innovations. 2010, No. 5 (139), pp. 21–27.
23. Yagudin S.Yu. Venture business: franchising. M.: EAOI Publishing Center, 2008.
24. Mazzarol T. W. A Model of Small Business HR Growth Management // International Journal of Entrepreneurial Behaviour and Research. 2003, No. 9(1), pp. 27–49.
25. Outsourcing – What is Outsourcing? [Electronic resource]. Mode of access: http://www.sourcingmag.com/content/what_is_outsourcing.asp.
26. Dudin M.N., Ljasnikov N.V., Kuznecov A.V., Fedorova I.Ju. Innovative transformation and transformational potential of socio-economic systems// Middle East Journal of Scientific Research. 2013, Vol. 17, No. 10, pp. 1434–1437
27. Baranenko S.P., Dudin M.N., Ljasnikov N.V., Busygin K.D. Using environmental approach to innovation-oriented development of industrial enterprises // American Journal of Applied Sciences. 2014, Vol. 11, No.2, pp. 189–194.

МИР (Модернизация. Инновации. Развитие)
ISSN 2411-796X (Online)
ISSN 2079-4665 (Print)

РАЗВИТИЕ

БАЗОВЫЕ НАПРАВЛЕНИЯ ПОВЫШЕНИЯ КОНКУРЕНТОСПОСОБНОСТИ МАЛЫХ ИННОВАЦИОННЫХ ПРЕДПРИНИМАТЕЛЬСКИХ СТРУКТУР

Константин Юрьевич Решетов

Аннотация

В данном исследовании рассматривается значение малых инновационных предпринимательских структур в современной глобальной экономике. Также в этой статье раскрывается суть основных направлений повышения их конкурентоспособности и делается вывод о распространенности и перспективности применения данных стратегий в России.

Ключевые слова: *предпринимательство, малые предпринимательские структуры, конкурентоспособность, инновации.*

Для ссылки: *Решетов К. Ю. Базовые направления повышения конкурентоспособности малых инновационных предпринимательских структур // МИР (Модернизация. Инновации. Развитие). 2015.Т. 6. № 3. Часть 2. С. 39–43. (in English)*

К СВЕДЕНИЮ ЧИТАТЕЛЕЙ И АВТОРОВ ЖУРНАЛА

Правила проведения рецензирования

Все научные статьи, поступившие в редакцию научно-практического журнала «МИР (Модернизация. Инновации. Развитие)», проходят обязательное двустороннее анонимное («слепое») рецензирование (авторы рукописи не знают рецензентов и получают письмо с замечаниями за подписью главного редактора).

1. Рецензирование статей осуществляется членами редакционного совета и редакционной коллегии, а также приглашенными рецензентами – ведущими специалистами в соответствующей отрасли России и других стран. Решение о выборе того или иного рецензента для проведения экспертизы статьи принимает главный редактор, заместитель главного редактора, научный редактор, заведующий редакцией. Срок рецензирования составляет 2–4 недели, но по просьбе рецензента он может быть продлен.
2. Каждая статья направляется 2-м рецензентам.
3. Каждый рецензент имеет право отказаться от рецензии в случае наличия явного конфликта интересов, отражающегося на восприятии и интерпретации материалов рукописи. По итогам рассмотрения рукописи рецензент дает рекомендации о дальнейшей судьбе статьи (каждое решение рецензента обосновывается):

• статья рекомендуется к публикации в настоящем виде;

• статья рекомендуется к публикации после исправления отмеченных рецензентом недостатков;

• статья нуждается в дополнительном рецензировании другим специалистом;

• статья не может быть опубликована в журнале.

4. Если в рецензии содержатся рекомендации по исправлению и доработке статьи, редакция журнала направляет автору текст рецензии с предложением учесть их при подготовке нового варианта статьи или аргументировано (частично или полностью) их опровергнуть. Доработка статьи не должна занимать более 2-х месяцев с момента отправки электронного сообщения авторам о необходимости внесения изменений. Доработанная автором статья повторно направляется на рецензирование.
5. В случае отказа авторов от доработки материалов, они должны в письменной или устной форме уведомить редакцию о своем отказе от публикации статьи. Если авторы не возвращают доработанный вариант по истечении 3-х месяцев со дня отправки рецензии, даже при отсутствии сведений от авторов с отказом от доработки статьи, редакция снимает ее с учета. В подобных ситуациях авторам направляется соответствующее уведомление о снятии рукописи с регистрации в связи с истечением срока, отведенного на доработку.
6. Если у автора и рецензентов возникли неразрешимые противоречия относительно рукописи, редколлегия вправе направить рукопись на дополнительное рецензирование. В конфликтных ситуациях решение принимает главный редактор на заседании редакционной коллегии.
7. Решение об отказе в публикации рукописи принимается на заседании редакционной коллегии в соответствие с рекомендациями рецензентов. Статья, не рекомендованная решением редакционной коллегии к публикации, к повторному рассмотрению не принимается. Сообщение об отказе в публикации направляется автору по электронной почте.
8. После принятия редколлегией журнала решения о допуске статьи к публикации редакция информирует об этом автора и указывает сроки публикации.
9. Наличие положительной рецензии не является достаточным основанием для публикации статьи. Окончательное решение о публикации принимается редакционной коллегией. В конфликтных ситуациях решение принимает главный редактор.
10. Оригиналы рецензий хранятся в редакции журнала в течение 5-ти лет.
11. Редакция журнала направляет копии рецензий в Министерство образования и науки Российской Федерации при поступлении в редакцию журнала соответствующего запроса.