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ОЦЕНКА КОНКУРЕНТОСПОСОБНОСТИ РЕГИОНА
С УЧЕТОМ УРОВНЯ ЕГО ИННОВАЦИОННОГО РАЗВИТИЯ

Аннотация: Статья посвящена рассмотрению методов оценки конкурентоспособности региона по различным методикам. Особое внимание уделено оценке конкурентоспособности региона во взаимосвязи с уровнем его инновационного развития.

Ключевые слова: инновации, конкурентоспособность, инвестиции, конкурентные преимущества.

Annotation: In article methods of an assessment of competitiveness of region on various procedures are considered. The special attention is given to an assessment of competitiveness of region in interrelation with a level of its innovative progress.

Keywords: innovations, competitiveness, investments, competitive advantage.

As showed researches, it is the most reasonable to determine competitiveness of the region how its capability to create, hold, develop and use the competitive advantages in relations and interaction with other subjects of the market relations with the purpose of ensuring sustainable social and economic development of the region (or other system) and growth of a welfare of its population. Than more competitive
advantages are created and are cumulative the region or are simply inherited by nature, and the they more full are implemented, the higher it competitiveness. At the same time only simple availability of these or those competitive advantages in itself doesn't mean yet system competitiveness as they need to be realized still.

Competitiveness can be considered and estimated from two parties – quantitative and high-quality. If to speak about the first, then the level or degree of competitiveness is usually estimated by means of the special system of indicators and corresponding techniques which there is a lot of now, however the most popular and applicable is the rating system in recent years.

As a rule, several groups of indicators undertake, for example:
– population level of living;
– level of investment attractiveness;
– level of efficiency of use of resources.

On numerical value of each of these indicators ranging of regions with determination of appropriate places is carried out. The place taken by the region is multiplied by weight value of each indicator, the received sizes are summed up then regions are located on the total amount of the gained points, i.e. according to rating.

Following the results of several groups of regions, for example, with the low, average and high ratings of competitiveness are allocated. Sometimes gradation undertake more:
– extremely low level;
– low;
– below an average;
– average;
– above an average;
– high level of competitiveness.

In case of determination of the called ratings calculation at the same time of two indexes, for example, by a technique of the World Economic Forum (WEF) is of
particular importance: index of competitiveness and technological index [4]. Their comparison allows to claim unambiguously that regions являющеся leaders in a competitiveness indicator, at the same time act as leaders and in innovative development that not only it isn't accidental, and opposite, reflects the close interrelation taking here place.

In 2004 offered the WEF the specified technique a competitiveness honey agaric on the basis of calculation, the so-called global index (GCI) including 12 components which in details characterize competitiveness of subjects [4]. These components are:

– quality of public institutes;
– infrastructure;
– macroeconomic stability;
– health and primary education;
– the higher education and professional training;
– market efficiency of goods and services;
– market efficiency of work;
– development of the financial market;
– technological level;
– amount of domestic market;
  – development of the financial market;
  – technological level;
  – amount of domestic market;
  – company competitiveness;
  – innovative potential.

Assessment is performed on everyone a component on a 7-ball scale. At the same time the ratings of competitiveness are based on a combination public statistical yielded and survey results of heads of the companies, annually held WEF together with network of the partner organizations which the leading research institutes and the companies in the analyzed subjects are.
And though this technique, strictly speaking, is intended for assessment of competitiveness of the countries, it, on condition of organizational support (adjustment of system of polls) can be applied with success and to regions.

The calculations which are carried out by this technique in 2010 when more than 11000 leaders of business in 133 countries were interviewed are of interest [1, page 2-3].

The highest rating from them was received by Switzerland. The USA owing to weakening of the financial markets and decrease in macroeconomic stability fell by one line item and took the second place. The first five of the countries - leaders in the index of global competitiveness included Singapore, Sweden and Denmark. In the rating of global competitiveness the Asian countries of Singapore (the 3rd place) and Japan (the 8th place) have strong positions. Russia in this list takes the 63rd place, having gone down in comparison with 2008 - 2009 on 12 points. However in ratings according to separate indexes - components of global competitiveness of its line item very strongly differ. For example, by "the amount of domestic market" Russia takes the 7th place, on "macroeconomic stability" – the 36th, on "market efficiency of work" – the 43rd, on "the higher education and professional training" – 51-e, on "health and primary education" – the 51st, on "the innovative potential" – the 51st, on "competitiveness of the companies" – the 95th, on "market efficiencies of goods and services" – the 108th, on "quality of public institutes" – the 114th, on "development of the financial market" – the 119th.

It is unconditional that such condition the competitor about a capability of the Russian economy creates general, not absolutely favorable background for the related activity in regions. And an exit here seems for today only one – increase in innovative activity of regions, the acceleration of their innovative development acting in modern conditions as the main factor of growth of competitiveness. It especially is relevant that the majority of the products made in Russian regions owing to the objective reasons of natural climatic nature, can't compete in the foreign markets.
"To world economy, – V.I. Suslov emphasizes, – only our natural resources ("storage room") are necessary and, under some conditions, a geographical location ("bridge" between continents). And only sharp increase in a share of intellectual work in cost of the made product is capable to neutralize action of negative factors" [3, page 9-10].

The innovation is even more important taking into account today's globalization of world economic communications exerting direct impact on competitiveness through creation of new opportunities in cross-industry and interregional interaction and general strengthening of regionalization of the countries through the shift of development of integration processes on the regional level as a result of the increasing competition in the world markets, through activization of the economic activity of regions acting as an essential factor of counteraction to multinational corporations, etc.

Influence of innovations on competitiveness of the region is performed through creation of new type of competitive advantages – innovative which, unlike many others, for example, natural and resource, being eventually inexhaustible, aren't limited on the possible potential of impact, time frames. They are capable to provide continuous both sustained economic growth and forward development of the region both in a current period, and in the strategic plan in any prospect.

Thus, the interrelation of innovation and competitiveness speaks about unity of the quantitative and high-quality party of the last and actually means new quality of competitiveness.

As for the analysis of actually high-quality party of the researched category, it makes a sense to use here approach of M. Porter which, as we know, allocates four interconnected stages in development of competitiveness: production factors, investments, innovations and wealth [2, page 605-608].

At the first stage competitiveness is reached due to the competitive advantages connected with availability and use of human and financial resources. At this stage the economic system is most sensitive to such phenomena as economic crises,
exchange rate fluctuations, etc. that, by the way, is very characteristic as of economy of modern Russia in general, and its regions.

For example, even in the Republic of Tatarstan which is one of the most developed and competitive regions of the country in crisis 2009 the gross regional product was reduced by 8%. while in 2008 I grew by 7%.

At the second stage – a stage of investments competitiveness is provided with the effective and even "aggressive" investment policy directed to development and deployment of the improved technologies and expansion of scales of production and sale, to increase in investments in the knowledge-intensive productions on creation of effective scientific and technical and economic infrastructure.

The third, innovative stage when competitive benefits are actively formed by subjects of managing, and domestic enterprises is of particular importance not only improve foreign technologies, but also create own. This stage is characterized by wide use of innovations in all spheres of economy and management, creation of incentives for entering of the new equipment and technologies, growth of number of the scientific institutions and organizations oriented directly to requests of firms and industries, etc. Here it is possible to give development in the Republic of Tatarstan of own innovative technologies for the development of resources of natural bitumens which is a difficult scientific and technical task as an example. However it is a little such examples on regions.

As for a stage on the basis of wealth, it, according to M. Porter, unlike the first three, means recession of competitiveness and gradual loss

the won competitive line items, delay with upgrade and updating of production and gradual decrease in level of living of the population.

Thus, from the analysis of the high-quality party of competitiveness it is possible to draw a conclusion that regions of the Russian Federation are in the basic at the first and second stages of development, with separate elements of the third.
Список литературы: