

THE ROLE OF SYNERGETRICS IN THE REGIONAL DEVELOPMENT ANALYSIS

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In the article the basic concepts of synergy as a scientific approach, with reference to region development as an economic system at meso-level are resulted.

The universal idea of balance as a natural state of economic systems, has led to the creation of such a paradigm of scientific knowledge which could explain only a number of parameters of stationary and linear sites of economic development. However, the economy in development besides stationary and linear sites tests business cycles, crises, depression, revival, accident, that is such conditions which cannot be described by linear models.

As a reaction to the concept of economic balance in the second half of the 20th century there were ideas applicable to open systems which function and develop in nonlinear conditions, i.e. conditions of intensive deviations from an equilibrium state.

Economic synergetics as a science studies economic processes with slight deviations from the balance, whose description is possible only from the positions of self-organization and synergetics. It considers long-term economic development as a system-synergetic process, equal to evolution and revolutions (accident), linearity and nonlinearity, stability and instability, and also uniformity, acceleration, delay and other processes which are not subject to the description on the basis of balance dominance.

For the managers synergy is the mechanism that creates a cumulative positive effect exceeding the cumulative results of each of organization's subsystems.

Recently, there has been a significant increase of research in this branch of science,

which can be explained by the following reasons:

◆ first, there are various ways of achieving the synergetic effect, including outside or inside integration, control over key sources of raw materials, improving the channels of distribution.

◆ secondly, competitive advantage can be a joint possession of certain skills or a know-how, or intellectual property transfer, or the creation of new or more effective methods of manufacture, marketing etc.

Thus, it is possible to draw a conclusion, that the effect of synergy is the strategic one, and this fact is especially actual with reference to the development and functioning of regional economic systems. Both at the regional level, and at the level of any organization the primary goal of any strategy of effective development is the solution to the problem of increasing the resource utilization efficiency.

It is not a secret that each economic system has a number of resources, and the most important of them are those that provide competitive advantages. From this point of view synergy is the effect, resulting from the use of valuable internal resources. The given statement is applicable and proven both at the level of separate business, and at the regional level where so-called valuable resources can take place within the limits of a concrete function.

At present, there are no more than a hundred works devoted to the synergetic effect, with reference to the development of economic systems.

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