

RESEARCH OF THE MARKET OF SYSTEMS OF THE HEAT SUPPLY

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Key words: an innovative politics, the market of a competition, the market of the capital, system of a heat supply.

The innovative politics directed on development of the market of a competition of innovations, the market of the capital (investments) of systems of a heat supply is considered. Substantive provisions of a substantiation of investments into reconstruction of systems of a heat supply are submitted by the example of the city of Syzran of the Samara area. The conclusion about necessity updating of the Russian scientific programs in interests of integration of sector of researches and development in global economy is made.

Characteristic feature of modern world economic development is transition of the conducting countries to a new stage of formation of an innovative society - to construction of the economy basing mainly on generation, distribution and use of knowledge. Unique skills and abilities, skill to adapt them to constantly varying conditions of activity, high qualification become a conducting{leading} industrial resource, a primary factor of a material prosperity and the public status of the person and the organization.

Place of Russia in world innovative processes to intellectual yet in country intellectual and educational potential not adequately available yet in the country. The further preservation of a developed situation is fraught with loss of prospects of growth of national competitiveness in the world markets of high technology production, irreversible backlog at transition of conducting world powers to technologies of postindustrial ways. Formation of Strategy of development of a science and innovations in the Russian Federation for the period till 2015 demands the adequate analysis of the current situation¹.

In conditions of market activity old firms achieve competitive advantage, finding new and improving existing technologies, improving ways and methods of production management. Creating new commodity markets, firms - innovators not only catch an opportunity of changes, but also force these changes to occur faster. Strictly speaking, the most part of changes carries evolutionary, instead of radical character: frequently accumulation of small changes gives more, than large technological break. Innovations are

equally result of perfection both organizational structure, and researches and development. Resources which the enterprise creating innovations has, and conditions of the external economic environment define a choice of innovative strategy of behaviour in the market.

Specificity of a today's economic situation will be, that at presence in the country of significant fundamental and technological bases, the highly skilled staff, the unique research-and-production base, the centralized resources the share of use of this property and realization of concrete innovations is extremely insufficient. Deficiency of means and narrowness of demand are main, though and not unique, factors of recession of innovative activity. The country has followed the road market reforms, and the innovative sphere, as well as many others appeared not ready to work in new conditions. In modern market conditions became obvious, that formation of the innovative market lags behind consumers of commodity producers. Scientific and technical development far from being always become the innovative product ready for manufacture and realization. There are also many problems of the legal and organizational order in protection and transfer of the intellectual property, licensing and certifications. Special value gets ability to use all arsenal of tools of direct and indirect state regulation of inflow of the individual capital for investment in innovative activity².

The innovative politics as an organic part of economic policy of Russia, regions and city districts is called to provide realization of innovations in various industries, constructions,

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the finance, formation, culture and management by formation of the legal, economic and organizational measures promoting activation of subjects of innovative activity, harmonization of attitudes of participants of this process.

In view of a today's condition of economy the innovative politics at the present stage of reforms is called to promote preservation of scientific and technical potential, formation of modern technological ways in branches of economy and to replacement by them out-of-date, to increase of scientific capacity and competitiveness of production. In this sense and experimental construction can be ranked with the big basis to innovative. It as has shown foreign experience and as the American economists fairly mark, the unique process uniting a science, technics, economy, business and management. It will consist in reception of an innovation and reaches from origin of idea before its commercial realization, covering, thus, all complex of relations of manufacture, an exchange, consumption.

The special attention which is given recently to innovative process all over the world, has led to creation of set of forms of management by innovations at the most different levels: from divisions of corporations (institutes, firms, etc.) up to the state as a whole, called in modern conditions to carry out special economic policy. As practically any other politics, an innovative policy is not identical in the different countries though it is subordinated to the same purpose - to stimulation of innovative activity and development of scientific and technical potential. Last years all to be felt there was more strongly a requirement for deeper understanding of essence, laws and specificities of evolution of innovative systems.

Despite of the obvious progress achieved in the theory of innovations, there is still a set of "white spots" which complicate as an estimation of innovative activity and its influence on economic evolution, competitiveness of corporations, and regulation of this sphere at national and intergovernmental levels. Indicators of innovative activity first of all concern to number of "white spots". Statistics do not reflect neither streams of innovations in innovative sphere, nor use of innovations by various subjects of innovative activity, influence of innovative activity on competitiveness and a production efficiency. All this, in turn, complicates

management of innovations and in some cases results in acceptance of erroneous decisions.

In modern market conditions of managing where the commercial organizations have full legal and economic independence, displays of the market of a competition of innovations, the market of the capital (investments) are characteristic. The market of a pure competition as basically, and in concrete branches is a set of sellers and buyers making transactions with the entrance goods (for example, designs, elements, objects as a whole) in a situation when neither the buyer, nor the seller do not render essential influence on a level of the current prices. It is necessary to recognize as feature of innovative process, that the market of a pure competition acts in this process not only with dual, but from opposite positions:

1) The commercial organizations and other subjects of managing in competitive struggle are compelled:

- ◆ To raise a technological level of manufacture;
- ◆ To improve a technological level of production or system of services;
- ◆ To develop the organization of production or system of services;
- ◆ To raise quality of production or services;
- ◆ To reduce production costs;
- ◆ To improve system of maintenance service;
- ◆ To reduce working costs at consumers;
- ◆ To raise useful effect of production, a kind of services;
- ◆ To support a necessary level of a sale price and the price of consumption;
- ◆ To provide a level of marketing and an advertising - information work.

2) The market rejects the innovations having the big scientific - practical value if they are not equitable to interests of the commercial organizations. Participation in the market of innovations is carried out in the following basic forms:

- ◆ Development of own scientific, scientific and technical and experimental base for carrying out of research and developmental works (research and development);
- ◆ Carrying out of researches the cooperation beginnings with other organizations;
- ◆ Registration of orders for carrying out research and (or) experimental works of the foreign organization;

- ◆ Purchase of licenses for the right of manufacture of the goods or services;
- ◆ Purchases of a finished article, technology, a know-how and other intellectual property;
- ◆ Purchase of non-material actives by a share issue, bonds, attraction of the foreign capital and the organization of coproduction.

At all a variety of forms of participation of the organization in the market of the innovations, economists count a determining condition volume of investments as sphere of scientific and scientific and technical activity, and process of transformation of innovations in innovations. Major factors of development of the market of the capital in innovative sphere cover process of mobilization of the capital and accommodation of the capital. Thus functions of mobilization of the capital are shown in:

- ◆ Financial flexibility;
- ◆ Development of a private sector;
- ◆ A competition in financial sector;
- ◆ Attraction of investments.

Factors of development of the market of the capital are formed and shown in the general circuit of the market of the capital in innovative sphere (fig.).

running into the river Volga. Fluctuations of marks in limits from 20 up to 80 m. Settlement duration of the heating period of 203 day (4872times.) at average external temperature a minus 5,2°C, at temperature a minus 30°C - 2355 times.

The city is located in III climatic zone for which normative annual charges of heat on heating and hot water supply counting upon 1 person at the centralized systems of a heat supply make accordingly 4,1 and 1,9 Gkal. The city borrows territory in 117 км2. The population on 2006 has made 18740 per. According to the general plan territory of Syzran is divided into three scheduled area: Northern, Central and Southern.

Leading place in the industry of city district Syzran is borrowed with oil refining, mechanical engineering, food and light industry. Economic prospects of city district are connected first of all to development of the oil refining enterprises and the enterprises of the chemical industry. The city district receives субвенции and grants from the regional budget (in size up to 25,5 % parts). Now on the maintenance of housing and communal services of city about 45 % of an account part of the budget will be assigned. Up to 41,8 % from ex-

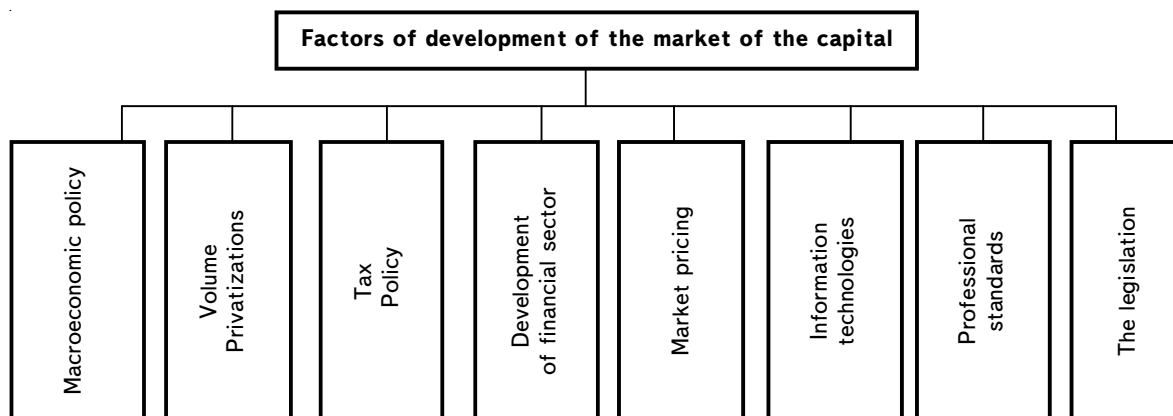


Fig. Major factors in innovative sphere

In to clause are considered substantive provisions of a substantiation of investments into reconstruction of systems of a heat supply by the example of the city of Syzran Samara region.

The city district Syzran of the Samara area is located on coast of Volga, borrowing territory along the river from the north on the south more, than on 20 kms. The territory of building of the city of Syzran is characterized by a quiet landscape with the difference of heights which is not exceeding 50 m on 1 km, but with rather ramified network of ravines and valleys of the rivers,

penses under this clause it is spent for indemnification of expenses for a heat supply of the population, up to 24,6 % - on payment for heat for municipal objects of social sphere.

Vein fund of Syzran is in municipal (59 %), a private property (27,9 %), other (13,1 %). The inhabited comfortable multi-storey building, mainly, is concentrated in Southern area. Small quarters of multi-storey building are located in Central and Northern areas. Are available insignificant reserve in Central and Northern areas. There are insignificant reserve areas for development of city.

With sources of the central heat supply are provided about 80 % of inhabited and public buildings of city district. 50 % of thermal loading become covered from Syzran thermal power station and joint-stock company " Samaraenergy " through thermal networks of Joint-Stock Company " STACK ". Joint-Stock Company " STACK " has on balance of 15 boiler-houses and provides 30 % of thermal loading. The others of 20 % of loading of city it is provided from the boiler industrial enterprises, including the Volga association of railways (ВОЖД).

Joint-Stock Company " Syzran the heat power company " (Joint-Stock Company " STACK ") carries out manufacture of thermal energy on own boiler-houses, and also transportation (transfer and distribution) thermal energy from these boiler-houses and purchased thermal energy from thermal power station, Open Society " Samaraenergy " and others thermal sources . At the moment the company of Joint-Stock Company " STACK " raises payments from the population and the organizations. In city district operates a little thermal supplying he companies, tariffs of these organizations are various³.

Reforming of the enterprises of power system in modern conditions of managing causes objective necessity of perfection of existing organizational and methodical bases of registration - analytical maintenance of management of their activity. It will allow to receive more exact and duly information on expenses with any degree of detailed elaboration necessary for management⁴.

For enterprise sector the nearest years from positions of maintenance of competitiveness the problem of the prompt upgrade of industrial base is basic. In this connection necessity of measures on stimulation of investments of the companies in the new equipment and is obvious technology. At the same time measures on increase of efficiency of sector of researches and development, on his integration into global economy will mainly be shown in increase of a role of region as supplier of knowledge in Russia as a whole (but not technologies), thus positive effects from knowledge generated by fundamental science basically will fall to foreign economy; stimulation of demand of enterprise sector on an innovation basically will be shown in expansion of import by the Russian companies of foreign technologies that will raise risk of "impoverishing" development.

As a whole, at such variant of development capitalization of sector of researches and development will mainly occur outside of limits of Russia, and resources of enterprise sector substantially will be deduced of a circuit of reproduction of sector of researches and development. At the same time attempt to provide immediate system integrity of the Russian economy on a line " fundamental science - applied science - enterprise sector " is fraught with the following risks.

First, at such approach it is rather probable to limit aspiration a thematic orientation of basic researches to that problematics which already now is actual for technologically backward enterprise sector. It will have a negative effect on maintenance of global competitiveness of the Russian fundamental science, on formation of scientific potential for long-term economic growth.

Second, the enterprise sector requires now the prompt upgrade of the equipment, thus stimulation of technological innovations in conditions of the worn out industrial base will be ineffective. Besides it, the basic limiting role is played with low quality of enterprise management, weakness of motivations at proprietors to long-term development of business. The aspiration "switch" an investment demand of enterprise sector for the domestic offer can to create ground for amplification of protectionism, erection of additional barriers concerning import of the equipment and technologies. It, in turn, will inevitably brake rates of industrial upgrade, becomes direct threat of competitiveness of enterprise sector.

¹ Strategy of the development of science and innovations in Russian Federation on a period until 2015 was confirmed by the Interdepartmental committee of scientific-and-innovative politics (report № 1 from February, 15 of 2006 г.) // [www/mon.gov.ru](http://www.mon.gov.ru).

² Key definitions in innovative sphere Of the Main directions of politics of Russian Federation in the development of the innovation system on a period until 2010 года (confirmed by the Head of government of Russian Federation by M. Fradkov from 5 of August of 2005, №2473p-P7) // www.government.ru.

³ Basic positions of investment activity in a reconstruction of a heating supply system of Syzran. M., 2002. 74 p.

⁴ *Korsakova I. V.* The Formation of tariffs on a heating and its reflection in a financial reports of the organization // *Vestnik of the SSEU, 2007, Samara № 1(27). p. 62-65.*