

CONCEPTUAL BASIS OF STRUCTURAL MODERNIZATION OF THE INDUSTRIAL COMPLEX OF THE REGION

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The concept basis of structural modernization of the industrial complex of the region and the necessity to modernize and reconstruct machine-building complex are revealed. The model of structural reconstruction of industrial complex as the instrument of economic decision making is examined.

The concept of social and economic development of the region should be targeted at completely new directions of development, setting the new system of aims, and the use of intensive factors. This concept is closely connected with the core changes of the whole system of regional social and economic priorities.

It is important to solve the problem of modernization at this moment, as it is defined by a number of conditions formed in Russia recently.

There is a necessity to pay special attention to regional industrial policy, distinguish key problems in it, emphasize priority and interrelated directions that should be firstly considered in order to withdraw the economy of the region from crisis.

The core of industrial policy should be the implementation of events providing the increase of enterprise competitiveness and establishing competitive advantages. The main and decisive condition for escaping from the present situation is the transformation of equipment and technology and the change of production methods.

According to the world experience, there are different models of including regions into world economy. Depending on certain conditions there can be three ways of economy development: selective attraction of foreign investments and high technologies, creating export stimulating and import replacing economies.

The economic idea of attracting high technologies is the following: their targeted use can make a double effect. On one hand, they contribute to the formation and development of own innovative activity, on the other - acquiring independence in scientific and technical development on a very high level of quality.

If we are talking about the implementation of the selective politics in the sphere of attracting foreign investments and high technologies, then it is necessary to have professionalism and competence, as their absence can lead to the import of foreign equipment that we think is progressive and for Western countries it is already out-of-date. The selective choice of attracting foreign investments should be connected with the specific character of the region. The priority should be given to the development of science absorbing industry and manufacturing industry.

It is difficult to overestimate the role of export orientation in economic growth. In the conditions of severe international competition companies have to maximize their efforts in order to improve the quality of production and meet the demands of world level. Export orientation of economy is reflected:

- ◆ firstly, in the effective distribution of resources and the transformation of trade structure;

- ◆ secondly, export stimulates domestic market, external demand is the source of external demand;

- ◆ thirdly, launch increase contributes to the assimilation and diffusion of the technology, and, consequently, its development.

Import replacing model of economy development assumes imposing limits on imported goods of consumer demand, starting domestic production of import replacing equipment and deficit goods. There are big opportunities for saving currency assets and saturating domestic market with national production by the development of import replacing production in machine-building and other branches of industry.

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Before making a final decision in choosing between producing this or that production inside the region and its import from abroad, the calculations should be done about the economic efficiency. It is especially important concerning import replacement. At present not enough attention is paid to this problem. Meanwhile, taking into account the present state of economy and its misbalance, import replacing production can give quick effect for the development of internal market, the increase of production competitiveness, improving the level of life of the population, and therefore contribute to finding solutions to the problems important for the integration of regional economy into world economy.

The interests of the region provide the necessity to modernize and reconstruct machine-building complex taking into account import replacing and fast structural transformation of the region.

To our mind, it is a good idea to some extent to combine all development models. Such

complex type, as a rule, is characterized by the following characteristics:

1. Stimulating the development of branches and production:

a) oriented at domestic market with the use of protectionist measures for their defence from the actions of foreign market;

б) the production of which is competitive in world market.

2. Exporting not only in order to receive currency assets for import, but also for stimulating technical reconstruction and structural reform of the economy of the region.

3. Importing modern equipment and technologies in big amount for creating the independent industrial system.

4. Active attraction of foreign capital in order to enlarge the scale of expended reproduction.

It is evident that the problem of organizing industrial policy in the region should be solved taking into account the diversified experience of implementing such a policy in the world.

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