

ORGANIZATIONAL AND ECONOMIC FEATURES OF COMPANIES ELECTRONIC INDUSTRY

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Keywords: manufacturer of telecommunications equipment, innovation, government regulation, administrative barriers, certification, information technology, digital divide.

The article examines and analyzes the specific features of the strategy of electronic industry enterprises on the example of telecommunications equipment manufacturers. The paper analyzes the process of innovation in enterprises producing electronics.

The transition to innovation economy is uneven in different states of the world that manifests itself in the phenomenon of “digital divide”. In general, this term means limited opportunities for certain social groups, which is caused by the lack of access to modern means of communication. There is also a more radical definition describing the development of information technologies in different areas - “technological curtain”.

If we assess the situation of Russia in the general area of world economy through the prism of the development of infocomm technologies, we can draw the following conclusion:

1) at the present stage Russia can not guarantee access to modern communication resources at the level it is achieved in the developed western countries.

2) RF does not own the key technologies of post-industrial era, as well as the ways of their development and improvement.

The absence of positive developments in the technological level of the Russian economy is adversely affected in one of its most high-tech segments - manufacturing the telecommunications equipment, as well as innovation in this field can provide a competitive advantage

to the manufacturers of the equipment to foreign suppliers.

The assessment of innovation is the final result, obtained as a result of innovation. However, this activity is closely associated with the uncertainty of the expected effect and a high degree of risk. The current institutional environment of Russia in the regulation of telecommunication industry, which in turn is the main consumer for the manufacturers of telecommunications equipment, increasing the risk of innovation.

The regulation of telecommunication activities relates primarily to telecom operators, but its indirect influence has a greater impact on equipment manufacturers. The activities of domestic producers in modern conditions has lag in relation to Western rivals, which already have a design created for “their” markets.

The current policy of state regulation of the industry creates competitive advantages for foreign industrial structures to domestic producers of telecommunication equipment. The analysis capabilities of innovation manufacturers of telecommunications equipment leads to the conclusion that today we are confronted only with “unproductive declaration of the outstanding common intention”.

The share of domestic producers in the market of telecommunications equipment

Type of equipment	2001	2003	2005	2007
PBX, mln.number				
Produced	0,24	0,083	0,052	0,045
Permission for use	1,58	2,9	2,8	2,1
The share of domestic equipment, %	15,2	2,89	1,86	2,16
Cables telecommunications, thousands of km.				
Produced	11,7	11,2	8,4	7,9
Permission for use	5,3	11,9	12,2	19,7
The share of domestic equipment, %	221	94	69	40

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In our opinion, the paramount government economic policies would create a favorable environment for the development of entrepreneurial initiatives. In today's environment this policy includes a decline in excessive administrative barriers, which would reduce the competitive advantages of foreign producers, reduce business risk and increase the innovative activity of domestic enterprises of electronic industry.

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