Marketing Strategy of Overcoming of Lag in Development of Economic Systems

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Abstract: Article is devoted to development of marketing strategy of overcoming of lag in development of economic systems. Authors prove need of transition of economic systems on new quality of economic growth, define concept of economy of development and also develop model of overcoming of lag in development of economic systems: define its purposes and a task, the main tools.

Key words: Marketing strategy, Lag in development, Economic system, Economic growth, Development economy.

INTRODUCTION

Within realization of marketing strategy of overcoming of lag in development of economic systems creation of multistage structure of target instruments of influence of the state, business and society on the economic processes happening in national economy is obviously necessary.

The processes happening in economy, force to take into account mutual influence of instruments of influence. Complexity of institutional interactions at all levels of public functioning dictates need of development of three-stage model of overcoming of lag for development of economic systems. Basis of three-stage character of offered model – trinity of the state, public and corporate impacts on economic processes as a whole.

Purposes of Transition to the New Level of Economy:

Today both business and the state and society really have opportunity to influence economy. Measures and force of influences from each party are various, but losses from underestimation of potential any of forces are essential. Main goal of the concept of new quality of economic growth – creation of the modern socially oriented and effectively adjustable market economy promoting increase of a level of living of the population, to gap reduction between real payment and labor productivity, disproportion eliminations between payment and results of work, to creation and maintenance of conditions of strengthening of market model of economy of development.

Development economy – "economy where … need to build the wellbeing … at the expense of a personal contribution to enhancement of wealth of the country"[1]. Differently appears norm for each economically active person, distribution of a strategic mentality has to happen not only in the highest echelons of power, promoting of need of an individual responsibility of each citizen for wellbeing and development of social and economic capacity of the country – the purpose of a new paradigm of formation of public consciousness.

The special attention should be paid to the purposes of transition to new qualitative level of economy from the point of view of foreign economic activity and world globalization processes. Globalization got irreversible character and a problem of Russia – to define the role in this process. The most acceptable option here is maintenance of system of the multipolar world where there is no the pronounced leader who has been almost allocated with powers for world supremacy.
For the world as a whole the most favorable, from the point of view of progressive development of all parts of world economy, the model of development based on mutual understanding, the accounting of private interests, cultures, traditions of various types of civilizations, recognition of their self-sufficiency is [2].

High importance is represented by the purpose of creation of effective mechanisms of control of economy both for strengthening of positive effects and for decrease and prevention of the negative moments from various internal and external factors of influence on economic processes. Control – one of the main functions of management by any system[3]. Especially existence of mechanisms and opportunities of control of realization so global on the scales and the importance for the country of a task of transition to new level of economic development is obligatory.

Within any model at the solution of a task on control of occurring processes creation of a complex of standards, ways of measurement of the actual results and target instruments of correcting influence is required. The question of promotion of terms of performance of these or those tasks within macrostrategy becomes the major also. It has the basic importance owing to possible strengthening of irreversible destructive and destructive processes in economy of Russia.

**Target Tools:** Within the real model control plays a role of detection of compliance of strategic results and the purposes. Target tools have to have advancing character, namely – not to fix task non-performance, but to accept counter-measures for achievement of the objectives in the appointed terms. The state possesses a wide range of ways of influence. According to offered model, in group of the state target tools legislative, executive, economic and public and social methods are located.

The main state target tools in the social sphere are: formation and development of national idea, public consolidation, strengthening of an economic mentality. Also it is necessary to include measures of demographic policy in this complex and improvement of the social and economic sphere (medicine, education).

Ripened need of development of an ecological mentality. It concerns not only ways of production and processing of resources and energy even if the sizes of stocks while allow not to think of it. It only one of the most important problems of strategic character. In addition it is necessary to realize the importance of environmental problems in their interrelation with production, secondary processing, conditions of accommodation of the population. Environmental friendliness of a mentality in developed countries – one of motivation sources to decrease in an expenditure of resources and energy, technology optimization that conducts to increase of competitiveness of production in the world markets.

Concerning business structures it is necessary to allocate two most the general, it is possible to tell, axiomatic versions of methodical tools. The first look – the target tools having direct link with the relations of production of goods and services, an exchange of them. Here maintenance and development of infrastructure, financial mechanisms of the solution of problems of above-mentioned relations belong. To the second group we will carry not economic methods and ways of rendering impact on an economic situation in the country.

It should be noted that this model assumes consideration only the most effective, target tools essential on the productivity. Concerning business structures this approach forces to take into account exclusively large companies, capable to influence, at least, a situation in several federal districts and also the sufficient means which have concentrated in the form of assets for conducting large-scale actions at the level of macroeconomic. At the same time, not to miss the importance of small and medium business in the Russian Federation, it is necessary to consider need of creative activity both from the state and from the large companies in the direction of formation of conditions for existence and sufficient development of small business structures and middle class of society.

Within economic activity the large Russian companies are capable to render a various range of impact on economic processes. The most widespread business techniques – influence by means of change of volumes of made production, extent of processing of raw materials and creation of finished product, different formation of organizational associations, merges, formation of holdings, etc. influence by means of credit policy from the enterprises, development of banking network and the credit relations.

As the influence method application of banking network, certainly, significantly raises a level of development of national economy and subjects of the economic relations. Banks are the necessary instrument of activity of any modern economic system. Not economic target tools are the first link in a chain of interrelations within one or several subjects. As most effective of them from business act: formation of long-term goals and development strategy, development of hi-tech means of production of various production and services and also increase of scientific potential; informal impact on public authorities; influence on an ecological situation both in the country and in certain territories.
 Practically all developed countries by the beginning of the XXI century decided on new policy of production. In a gross product service trade that forms information and industrial model of reproduction dominates and also there is a redistribution of a technological orientation towards aspiration to possess not means of production, but production technologies, patents, licenses and other types of certificates of exclusive rights to production or any kind of activity. In turn, direct production of corporation of developed countries try to place in the developing or new industrial countries.

Technologies currently became not only the information means, allowing to make production and services, not only goods in the world markets. Technologies became almost advanced tool in development of any national economy. Evolutionary development for the subject of the world economic relations possibly only on condition of development of own technological potential as by carrying out research and development and creative ways similar to it and a method of "patent wars" – competitive fight against other companies for purchase of patents, licenses, the rights, etc.

One of productive target business tools is informal impact on the state institutes. Within model this tool is displayed at quite abstract level, only defining activity of many, even it is possible to tell, practically all large business structures.

Behind society the role of the main engine, the creator of economic processes admits any country. At all importance and indispensability of the majority of the target tools given above and carried in competence of the state and large business, society is that matrix which represents the carrier of the relations of production inherent for the concrete period of development of the country.

The main priority of development of any modern social and economic system is formation of a high-quality social component. The most valuable resource of social and economic system represents the human capital. It is a key basis of effective realization put above main objectives of transition to new qualitative level.

Problems of Formation of a New Brand: Leaving from its old industrial image has to become a basis of development of a brand of economic system which is directed on creation of conditions for formation of new quality of economic growth in this system. In the conditions of formation of the economy based on knowledge, similar image does not promote effective development of the region. In world practice enough examples of rebranding of such industrial territories which were engaged in the past in coal mining, the textile industry, production and processing of metals, are saved up by the heavy industry.

Problems of formation of a new brand of economic system of area it is possible to formulate as follows (Fig. 1).

The inattention to the new high-tech industries connected with formation of economy of knowledge, can be fatal to economic system as the industrial economy is not capable to introduce notable progress as in a level of living of the population of the region, so in indicators of its market competitiveness.

![Fig. 1: The main directions of transformation of a brand of the Volgograd region (it is made by the author together with Mitrakhovich T.N.)](image-url)
Further within development of regional innovative infrastructure by executive authorities of the Volgograd region the complex of the actions directed on increase of appeal of the territory of the Volgograd region for permanent and temporary residence, including action has to be provided on:

- To territory improvement;
- To improvement of a condition and service housing (including hotel) fund;
- To creation of foot, museum, historical, trade and recreational territories;
- To development of architecture, culture, sports;
- To providing a personal security and protection of a public order;
- To improvement of a road condition, transport service, water - gas-, warm and power supply;
- To refuse collection;
- To creation of parks and recreational zones;
- To development of welfare providing.

Stimulation of development of hotel economy of the region has to become the key direction of increase of comfort of level of temporary residence. Thus it is necessary to notice that an ultimate goal of it is not only increase in inflow of tourists to the region, but also creation of conditions for business in area from the extra-regional and foreign companies.

The main directions of stimulation of this market have to become:

- Granting to investors who will want to build hotel, discounts for repayment of lands under construction;
- Decrease in the size of a rent for the earth and preservation it within several years after the beginning of functioning of hotel complex;
- Compensation of part of payments on interest rates if for hotel construction the investor decides to attract the credit;
- Lack of a so-called city share as it is accepted at construction by investors of housing;
- Considerable reduction of time and simplification of procedures of coordination of construction;
- Decrease in a payment for accession to infrastructure networks.

One more infrastructure problem of the Volgograd region is its power deficiency. Despite existence of the large hydroelectric power station, many commercial subjects still have deficiency of power capacities. In this regard involvement of investors for construction of generating capacities of new generation has to become the third direction of marketing of infrastructure: wind stations, solar stations. Projects of small and medium business and also foreign investors have to become the basic the direction of stimulation of alternative power engineering.

Unique natural and geographical conditions in the region have to become key motive of building of objects of new power and involvement of investors to the Volgograd region: the bigger number of sunny days in a year in comparison with other regions is considerable, constant winds promote implementation of new projects.

Realization of these directions will promote creation of conditions for transition on new qualities of the economic growth which main characteristics currently time are wide using of information resource-saving production technologies.

**CONCLUSION**

Thus, influence of target tools as within the subject of influence and carried to other subjects is possible. To consideration the case of mutual influence of target tools is essential. Such option is possible for quite large number of systems of mutual influence among which economic target tools of the state and business, not economic cooperation of these subjects, interaction of institutes of the power and society can act. It is possible to note that connection of society to these processes in most cases is inevitable. This regularity amplifies at change of nature of indirect influence towards not economic sphere – social and some political processes, scientific and technical potential, cultural level even more.

The most important point of use of mechanisms of influence is formation of a complex of the purposes of influence – concrete reference points of high-quality economic growth, the solution of a set of priorities of development of socio-political, economic spheres of action. In this direction it is necessary to consider as a necessary condition of activity existence of parameters and ways of control over implementation of development programs. Also important for all subjects of impact on economy – the state, business, society, detection of
objective dependences between influence and its results. Main goal of transformations is formation of information and industrial socially oriented system of mixed economy of the Russian Federation. The real global goal can be reached only in the conditions of complex use of target instruments of impact on economy, at coordinated actions of all subjects of influence.

REFERENCES