

THE SYSTEM OF STRATEGIC PLANNING IN TERMS OF REGIONAL DEVELOPMENT

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Providing comprehensive social and economic development, a better use of human resources, scientific, technical and material resources in production - is not a new problem. The main problem is in the differences in existing organizational and economic relations faced by commodity producer and consumer, the needs of the existing potential in the economy and society. Natural sciences have great scientific achievements (in the fields like quantum mechanics, nanotechnology, genetics, etc.) and the results of their practical use. Rational solutions proposed by social sciences to improve organizational and economic relations reluctantly implemented by public authorities and business entities as they affect sensitive and opposing social interests, which are not easy to reconcile.

The absence of the mechanism of self-development systems, mistakes of the government in the reform process led to the crisis with negative consequences. The main thing is that there are no progressive organizational and economic conditions for using the enormous human potential, which is the fundamental component for a new economy. The companies, territorial communities, the government and, of course, science are responsible for creating and developing this mechanism.

The first cause of the crisis lies in the lack of the theory of Russia's transition to a competitive economic system, ignoring human values in economic relations. The second reason is the strategic and practical superficiality of the reforms, starting with the destructive privatization of state property and the development of financial schemes of personal enrichment at the expense of the state. The innovative work is very poorly stimulated. Most companies are in a backward technological state, and their reconstruction requires huge funds, most of which is lost in commodity exports.¹

The third, and, perhaps, most important reason is that there is no proper ideas about the production systems in the first place - at the municipal level. There is an obvious need for structural reforms in the economy of the region and municipalities based on the formation of self-developing social and industrial systems. These are mechanisms of social and economic self-

¹ V. Zarubin, S. Chefranov. Monitoring in the management of the regional economy / News of higher educational institutions. Region of North Caucasus. Social Sciences. - 2003. - № 2. Pages 87-92.

development on the level of individuals, families, businesses, municipal and regional entities, and the country in general.

The economic impact on social development is based on the creation and distribution of tangible products and services for the entire population to ensure a decent standard of consumption and social guarantees. The impact of the individual on the economy shall be effected by target oriented program of consumption of social benefits, which promotes the growth of production. At the same time social and other benefits should be allocated according to the results of work, first of all creative work, taking into account the full cost of reproduction of labor power and innovative capital investments. It appears that social and industrial systems can be effective forms of economic organization of the productive forces. It must be balanced by social and economic indicators, to serve a self-developing system that ensures sustainability of the development process. At the regional level the formation of social industrial systems will contribute to socially-oriented economy and function as an effective means of restructuring of production.²

Human development as producers and creative individuals. This process more clearly and convincingly shows the possibility of labor reproduction (the organization and usage of work abilities) with its creative personality and the labor process in all phases of economic relations. Such a formulation due to the fact that human development is the purpose of production, while the economy itself has secondary role. Eventually, the man is a real owner of the means of production and social consumption, he is a true creator and keeper of the universal media relations.

The production of the material goods is the phase of consumption, or the use of labor as an intellectual and physical resource. Economic relations between consumers workforce in the new environment to be carried out largely through state-regulated market and corporate organization. The consumption of a certain part of the material product and social services is the production phase of labor and creative personality.

It is known, that the consumption of the workforce and its production is realized mainly in the place of work and residence - in town and country, in the home and family. This process should be the main content of development programs at all levels. Everybody needs to know their long-term plans, its place in the general reproductive process of the country. Activating its creativity in humans is possible through the promotion of innovative ideas and organizational

² O. Pchelintcev. Regions of Russia: Current status and problem of the transition to sustainable development. / Problems of Forecasting. - 2001. - № 1. Pages 102-115.

support to the government. The coordination of these processes should occur in the municipal and regional programs.³

It is expedient to use the technology of "objectives tree" where in its "branches" (subsystems) a person interacts with the means of production, produces tangible products and social services, carries out cooperation. Then they are consumed by an industrial and social systems, integrating and evaluating the results of the production in the central reproduction process ("tree trunk"), i.e., the employee are considered as economic entities.

All this requires continuous and proportional growth of final consumption and value added. Economic relations and mechanisms should be included in the development and enhance the interest and responsibility of the state, society and economic structures for the transition to self-development.

In currently implemented national projects in the fields of education, health, housing, agriculture the whole attention drawn to the demographic problem. However, until now the demographic development is considered only as a source of manpower to ensure production, but not as an integrated assessment of human development and community. In our opinion, the development of these programs has to start and end with the demographic development of the population. After all, we have to see the whole cycle of life of the population.⁴

The key question in the programs should be the designation and creation of the minimally sufficient industrial or innovation fund with the help of state that provides the transition to the real self-development and local government.

³ O. Kuznetsova. Theoretical basis for state regulation of economic development of the regions / Problems of Economics. 2003. № 4.

⁴ N. Liabakh, S. Chefranov. Information and analytical support for regional economic development scenarios. - Rostov: InfoServis 2005. - Vol.1.p.48.