

The regulatory role of the state strategic management in the development of the regional entrepreneurial sphere

Nina Yukhneva^{1,*}, *Olga Mokerova*¹, and *Peter Kukhtin*²

¹ Vyatka State University, Moskovskaya str., 36, Kirov, 610000, Russia

² Financial University under the government of the Russian Federation, Leningrad pr., 49, Moscow, 125993, Russia

Abstract. The system of state strategic management (SGSO) today is an Outpost of the state, exercising the functions of strategic management, development and predicates, and conducting an evaluation of the effectiveness and quality of the planned trajectories of economic development of the regions, regions and the state as a whole. It SGSW today is designed to ensure that the nationally oriented domestic policies that contribute to progressive and bold actions of the Russian Federation on the world stage. SHSU today is to create conditions for the development of science, research training, new knowledge-based economy. SHSU should form a system of state orders, which is of fundamental importance for the development of strategic projects in the field of medicine and health, agriculture, defense industry, etc. And, most importantly, SHSU needs today and support the process of re-industrialization of the country, technical re-equipment of all areas of production and management. In the new knowledge economy SHSU performs the role of the intellectual and information center regulation and strategic planning of development of the entire socio-economic sphere of the society centre to ensure the development of a database of fundamental and applied research, development, centre, guaranteeing the protection of copyright and introduction of innovative products, including new technical and technological solutions.

1 Introduction

The main objective of SGS is the adoption of effective measures to stimulate economic growth of the Russian Federation, providing: financial stability (anti-inflation policy); the containment of growth of tariffs for products (services) of natural monopolies (antitrust policy); the competent tax-budgetion and monetary policy; improving the competitiveness the domestic producers.

Today there is no universally accepted definition of "system of strategic public management". In the present work under the system of state strategic management (SHSU) we understand a functional system involved in the development and implementation of the

* Corresponding author: una-kirov@mail.ru

strategy of socio-economic development of the state, regions, provinces, cities, districts, municipalities. While participants in strategic planning are: the President, the Government of the Russian Federation, Executive bodies of state power, bodies of local self-government, entities of natural monopolies. The mechanism of SGS is in the form of an integrated system of measures (actions) conducted by the management subject on the basis of basic functions, principles and predicates, in the direction of the control object (economic quantifier) to ensure the effective functioning towards achieving certain goals, solving problems, ease social tensions, elimination of contradictions. That is, the state defines the direction of SHSU, formulates its objectives and tasks, and a mechanism to SHSU provides ways to implement them in space-time, and legal orientation of the market subject. Thus, SHSU closely connected with the processes of strategic goal-setting of the subject, on the one hand, and the object on the other. However, it should be borne in mind that often the goals are not an independent category, and are a function of their means (goals) achievement. Therefore, the formalized expression of purpose is the objective function of any system, including SHSU. But such a description of SHSU to a certain extent is arbitrary, because the behavior of the system in space and in time is determined one way or another the job is converted to a parametric version of (changes in) environmental values of significant variables [1-10]. It is obvious that for Russia due to the current ethno-national and civilizational peculiarities, historical traditions, basic values, multiethnicity and multi-confessional character of the fundamental conservative economic principle in the management of SGS is dirigisme and corporatism, unlike the Anglo-Saxon version of liberal conservatism, involving the intervention and the withdrawal of government from the management of market economic environment [2,11-14].

2 Methodology

SHSU the following characteristics of social control. This, above all: the conscious, the dominant motivation of the impact of the subject of management on object of management. That is the work of SGS should be subject to a subjective-objective programming, and the acts of management must be built on a combination of the requirements of expediency and the rule of law;

- focused on the effects (a combination of objective goal-oriented socio-economic development of the society, with the subjectivity of the interests of certain social groups and the majority of citizens);
- SHSU different hierarchical level includes the following elements: the subject of management (leadership, structural divisions, management team), facilities management (regions, industries, backbone enterprises, entrepreneurship, social sphere, ecology, etc.), direct (targeted programs, orders, directions, certificates, instructions, etc.), feedback (information received by managers on the results of the impact on facilities management, various forms of control);
- legal regulation of the process of organization management, based on legal and administrative norms [2,12-16].

The formation and substantiation of the purposes of SHSU, setting goals and defining value orientations - an indispensable condition for the effectiveness and reliability of the management process at the macro - and microeconomic levels. In SHSU classification of management objectives can be represented by two groups:

- the content (economic, social, political, environmental, scientific-technical, etc.);
- hierarchical levels of management (national, sectoral, cross-sectoral, territorial, local). Distinguish, along with the above, the following types of objectives [4,13,15]:
- strategic goals (long-term) affecting the development of socio-economic systems and processes in General, and are relevant to the implementation of the strategy;

- tactical (medium-term) goal of clarifying and specifying strategic objectives for the interim periods (usually 2 – 3 years);
- operational (short-term) goals applicable for the period up to 1 year.

If the microeconomic goal setting is relatively successfully solved at the level of individual enterprises and organizations, macroeconomic strategic goal setting are presented in the scientific literature in the form of separate messages [2,4,6], but in practice, these questions remain without proper attention. Meanwhile, the macroeconomic policy goal-setting is the basis of SHSU, ensures its efficiency, determines the specific tasks and the achievement of adaptive positive results. Basic goal-setting in the economy is secondary, it is formed and is given from the outside and is a derivative of social consciousness, the result of the system-evolutionary quantization of the economic life of the populations. The objectives of the economy the essence – derived from goals of the company. The post-industrial knowledge society, giving birth to a new economy, is intended to develop as a society of creation, and not as a consumer society. The motto of the society of creation: "Only that what is moral is economical", and not Vice versa. It is the morality set SHSU goals should determine the economic effect and to realize the enormous potential motivations of the labor process. Therefore, the process of commercialization can't be all-consuming, leading to degradation of human potential - it needs to be selective, aimed at the development of labor motivation of personality, harmonization of relations between labor and capital [6,15].

To successfully implement the Program of target-oriented reindustrialization of the economy, outlined by President Vladimir Putin addresses to the Federal Assembly of the Russian Federation (2014-2015) in the may 2012 presidential Executive orders [8, 9,13,14], is possible only in case if macroeconomic strategic goal setting will organically fit into the process of socio-economic governance and be an integral part of SHSU.

Shatalina to act purposefully. Purposeful leadership by the specific control on the subject of management, is useful to select this control action among many possible. The appropriateness of the choice made on the basis of the analysis information file on the subject of management ideally optimizes and directs the activities of SGS to achieve adaptive market conditions economic result. The feasibility is a specific manifestation of causality in the world in General and in socio-economic systems in particular. The feasibility has different forms of expression. In society, in socio-economic systems, the feasibility is manifested through the law of "negation of the negation" and is expressed in the withering away of the obsolete social norms and practices, and the emergence of new defining the further development of society towards socio-economic progress.

Special attention deserves the application of "appropriate difference" from the standpoint of the systemic-cybernetic approach. Here desirability-ness in its most General form is defined by feedback loops, and information on the progress and given the system state forms the causal relationships for the approximation of the controlled object (system) to the required parametric characteristics.

The feasibility of human activity as the highest form of expediency, includes as an important element of causal connections and relations – conscious goal. A conscious activity, the real performance goals, forms of nanoeconomics at the level of different internal needs of individuals, generating flows cyberquote behaviour to meet these needs in the form of goal achievement adapted positive results. In fact, the goal is the anticipation, the awareness of the result, the achievement of which were directed action. The purpose of expressing an active side of human consciousness, needs to meet the challenges and to be in a dialectical interaction with the objective laws of existence and consciousness. Harmonization, consistency goals (congruence) in the reproduction process is fundamental to achieving the adaptive positive result of rational economic behaviour of economic actors.

In purposeful activities of individuals is reflected the dialectic of freedom and necessity, public and private, conscious and unconscious, subjective and objective.

The purpose of SGSU in the economic sphere, in our opinion, is to ensure sustainable economic growth, stability of economic relations, the scientific validity of management decisions and the effectiveness of strategic activities aimed at rational use of economic resources: natural (raw, geography), labor (human capital), business, financial, intellectual, etc., to minimize economic risk and achieve sustainable economic growth. (As you know, economic resources – a collection of tangible and intangible factors and means providing functioning of social production and reproduction). Purposeful activity SGS in cooperation with certain means necessary for the practical implementation of the set goals, can become a real mechanism, innovative, transformative socio-economic development of the Russian Federation. Indeed, a key prerequisite for the establishment and development of new innovative economy is the maturity, stability and adequacy of the institutional environment. Establish effective mechanisms of regulation and development of the economic sphere of the new economy (protection of intellectual property rights, use of property rights in intangibles, etc.).

Note also that in the current world order system of closed reproduction minimizing foreign trade and technical insulation (technological autarky) is simply impossible. And, in this respect, the positions of the scale and depth of impact on socio-economic development for SHSU possible to distinguish tactical and strategic science-technology-cal priorities (goals and objectives). If the complex tactical goals and objectives aimed at short-medium term, is the market-sectoral in nature and aims to provide evolutionary development of the modernization of the existing technologies, the complex of strategic goals and objectives are focused on the future creation of new, breakthrough technologies of the sixth technological order. Naturally, the implementation of strategic priorities, as a rule, is accompanied by a powerful multiplier of the technological effect, is transformed into tactical goals and objectives [7].

In SHSU appropriate to allocate such concept, as the management cycle. Management cycle SHSU in the economy in our understanding is a recurring cyclic sequence of interrelated managerial event aimed at ensuring the effectiveness of the subject of management, realization of goals, the development of his dominant motivations, with the aim of optimising or at least his rationalization of economic behavior. The development of the subject of management (nanoeconomic level of the individual, at the meso - and macro – economic populations) of the dominant motivations and their implementation lead to the attainment of positive adaptive results (interim and final) activities (rational economic behaviour).

The management cycle in SGS economic processes is, in our opinion, the following stages:

1. Identification of management problems (definition of problems, identification of the most urgent problems, the proof of the necessity of participation in the process
2. System of state strategic management);
3. Clearinterval programming (setting goals, defining objectives, resources);
4. Managerial decisions, their justification, legal support and consolidation;
5. Organization of complex monitoring (including preemptive and ongoing monitoring of results);
6. Adjustment and regulation of SGS.

SHSU in the economy based on organizational and legal principles. Organizational principles include: collegiality and unity of command, unity and centralization, planning and forecasting, subject-object - oriented programming, scientific approach, innovation and investment-mixture dynamics, technological progress, optimal engagement of human and intellectual capital in process of reproduction of material goods and services.

Legal (constitutional) principles of SGSW – the principle of social justice, democracy, legality, legitimacy, transparency etc. as stipulated in the relevant articles of the Constitution .

Federal law No. 115-FZ "On state forecasting and programs for socio-economic development of the Russian Federation" – is today the main document, the main legal act regulating the state forecasting and strategic planning. The law was passed in 1995, and over the years, of course, many of its provisions are outdated and require revision. Currently, the developed Project of Federal law No. 143912-6 "On state strategic planning". In conditions of global economic crisis, SHSU in Russia is experiencing certain difficulties. This is evidenced by the growing centrifugal tendencies in the economy: the export of capital from the country, the decline in production in the real sector of the economy, leaving GDP in the "zero zone" creeping inflation, the budget deficit, the lapses in the social sphere, the deep stratification of the society etc.

3 Discussion

SHSU today sets the vector of innovation-antirecession economic development of the Russian Federation. The degree of mobility, efficiency and adequacy of work SGSU influenced the success of economic reforms and socio-economic modernization the Russian Federation. However, management of position of the Russian Federation are not perfect. For example, in the ranking of the welfare of the world (142 countries) in 2014 on such indicators as public and corporate management of the Russian Federation took 113th place [2,11]. Analysis of the evolution of public and corporate governance proves that the change of management paradigms (administrative and managerial, institutional) is a consequence of the growing discrepancy existing socio-economic theories, concepts, methodological approaches and tool support – the processes of globalization and regionalization simultaneously occurring in the world economy [2,5,7,8]. In this paper, the effective modernization of SGSU on a qualitatively new basis, subject to the compliance of human, intellectual and organizational capital developed management strategies and rational management innovation. Central to the new economy, towards the creation of a new management paradigm in contrast to the statist traditions, is given to the environmental component of the reproductive process and intellectual capital.

SHSU, like any control system, has the following three features: – includes at least three elements: an element Manager (government entity), the driven element (the subject entity), the system of forward and backward linkages; in SHSU is a correlation and interdependence between the individual elements of the system. The relationship between the managing and managed systems are state-imperious character and reglamentary administrative mi rules and regulations; in SHSU apply the principles of auditively and invariance. In other words, SHSU is viewed as an integrated capacity, not simply the arithmetic sum of qualities of the functional elements of the system (deadite-activities). In addition, SHSU has the property to keep unchanged its quantitative or structural characteristics when carrying out any fixed transformation of the system itself or its environment (in the variance). Dialectic interrelation of quality and quantity, as expressed in the properties of auditively and invariance manifests itself in SHSU also in the fact that the relationship between the individual elements in SGSU always more closely than with elements of other systems or the external environment.

4 Conclusions

The periodicity and cyclicity of nature, human society and the economy demonstrates that from time to time, mankind comes to the same economic "mistakes", since the resulting conflicts with the natural periodicity are manifested in the society in the form of recession, crises, and lead to the development of imbalances in the economy and the social sphere. In this respect, objective assessment of the effectiveness and efficiency of SGSW necessary for sustained development of the socio-economic sphere of the Russian Federation.

questions performance SGS also actively discussed in International valuation standard activities of public authorities (Common Assessment Framework) in the analysis of the World Bank, IMF, UN, in a number of major foreign and domestic consulting companies. Work in this direction is conducted also in the national research UNIVERSITY Higher school of Economics, Center for strategic research (one of the major analytical centers non-profit under the Government of the Russian Federation), the Institute of evaluation of programs and policies and in the Institute for urban Economics (Russian non-profit organization specializing in research in the field of socio-economic development of cities).

Presented lead to the conclusion that the question of quantitative assessment of the efficiency and quality of SHSU still has not lost its relevance. The inertia of the Federal and regional SHSU not allow to develop preventive measures to combat the recession and economic crisis. The existing SGS is sometimes declarative in nature, it lacks creativity, it lacks a comprehensive, systematic understanding of the priorities and tasks of re-industrialization of the Russian economy. In SHSU is a formal approach in planning strategies for socio-economic development of the country in the long term, is not taken into account the specificity of individual regions, in this case special attention is drawn to the current problems, and not clearinterval strategy. Therefore, the understanding of regularities of development and functioning of SGS will allow you to identify the weak link in this functional chain and improve the management of economic development of the state. In addition, knowledge of the patterns of activity SGS opens possibilities for synthesis of new effective management solutions adapted to the changing strategic threats and various "challenges" both external and the internal environment. Today, it is primarily concerned with the elaboration of SGSW antirecession measures in the Russian economy.

References

1. K. E. Boulding, *The Image: knowledge in life and society* (The University of Michigan Press, Moscow, 1996)
2. O.A. Feofanov, *Advertising. New technologies in Russia* (Saint-Petersburg, Peter, 2000)
3. C. Holling, *Ecol. and Syst* **4**, 1-23 (1993)
4. L. Jinquan, M. Show, R. Sikora, G. Tan, R. Yang, *Eur. J. of Operational Res.* **5-2**, 5-19 (2001)
5. R. Kaplan, D. Norton, *Balanced activities system. From strategy to movement* (Olimpus – Business, Moscow, 2008)
6. G. Kates, *London Informa Group* **1-2**, 19-31 (2000)
7. S.I. Ozhegov, *Dictionary of Russian Language* (Moscow, Onyx, 1996)
8. E. Bogdanov, V. Zazykin, *Psychological Features of Public Relations* (Saint-Petersburg, Peter, 2004)
9. A.P. Biryukov, *Housing Reform – finding ways and methods of increase of efficiency of management of the industry* ("Yugo-Vostok-Service", Moscow, 2005)
10. A. Mottaeva, *MATEC* **73**, 07020 (2016)

11. A.B. Mottaeva, A. Zheltenkov, I. Stukanova, S. Ryabichenko, S. Zhuk, MATEC **73**, 07026 (2016)
12. V.V. Okrepilov, V.L. Makarov, A.R. Bakhtizin, S.N. Kuzmina, Economy of Region, **2**, 301-313. (2015) DOI: 10.17059/2015-2-24
13. An.B. Mottaeva, As.B. Mottaeva, Int. Journal of Applied Engineering Research **1**, 11-9 (2016)
14. E. Stein, N. Taskaeva, E. Chibisova, Procedia Engineering **165**, 1410-1416 (2016)
15. T. Miroshnikova, N. Taskaeva, MATEC **73**, 123284 (2016)
16. A. Pimenova, S. Kuzmina, N. Morozova, A. Mottaeva, MATEC **73**, 07018 (2016)
17. L.V. Nikolova, D.G. Rodionov, A.B. Mottaeva, Int. Journal of Economics and Financial Issues **6(S3)**, 1-7 (2016)
18. A.I. Shlafman, Ekonomicheskie nauki **185**, 39-47 (2013)