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Ways to Increase the Ability to Develop the Production Forces of the Regions

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Annotation: The article deals with the problems and tasks that should be solved in order to develop the regional economy and the growing role of regional competitiveness and innovative potential of the region in the context of globalization.
Keywords: competitiveness of the region, innovative potential of the region.

I. INTRODUCTION

Currently, among the many factors that affect the development of the region, one can consider the innovative potential of the region and its competitiveness. Sustainable socio-economic development of the region with a high quality of life for its population is called the competitiveness of the regional economy, which is of great importance in any industry. In any market, be it the market for goods or the market for services, the labor market or the market for information, success awaits those who, other things being equal, are able to give the best result both in terms of quantity and quality with less time and money. A competitive economy basically predetermines the competitiveness of a region. But at the same time, it is impossible to establish their complete coincidence, since the competitiveness of the region is a broader concept and has a very complex structure.

Globalization, which determines the significant changes taking place in the world, is manifested in many spheres of society and, thereby, sets new conditions for the development of both the country as a whole and regions in particular. It is under these conditions that regional competitiveness plays an important role, which is associated with the entry of regions into the world market, as independent subjects of a market economy, contributing to the growth of the country's economy as a whole [2]. First of all, the development of the region depends on the competitiveness of organizations and enterprises located on its territory. Creating the best conditions for the functioning of organizations as a whole is a priority regional policy. In world practice, the method for assessing competitiveness is the method used by the World Bank, which is based on such indicators as: the size of GRP per capita; natural and human resources; a set of works aimed at obtaining new knowledge. The competitiveness of the country's economy is defined as the result of the interaction of the above factors, features of the economic and political environment, organizational abilities and the effectiveness of the mechanism of functioning of the economy, its economic entities [1].

Thus, it is possible to single out the factors that determine the attractiveness of the region, these are the availability of a raw material base, the level of development of the regional economy, a developed communication network, interest rates, transport infrastructure and a skilled workforce. Thus, the main problem today is to develop such a development strategy for the region that would contribute to the development of the territory as a whole, and not in the process of the interests of individuals. In this regard, it is important to use the concept of key factors for the success of the territories of Professor R.M. Kanter. In accordance with it, the formation of a set of factors that ensure the possession of the following set of key skills is of decisive importance: the production of goods and services at the world level, the ability to create new technologies, the ability to manage the city as a single system, the ability to identify the interests of various groups of society and the formation on their basis of common goals. In the future, we can confidently say that at present in Russia it is of great importance to ensure the reproduction process in the national economy on a modern innovative and technological basis, which requires investment. The inflow of investments into the region in the market space of the country is entirely determined by competitive advantages. Based on the above factors that shape the dynamics of the development of territories, it can be argued that the competitiveness of territories is a system of production of goods and services that is flexible to innovation and thus the ability to provide high living standards [4].

Priority, at present, in the development of any state are innovative processes. The production of innovations is gradually separating into a separate industry, on which the development of backward activities depends. Non-standard knowledge, embodied in highly profitable technologies, should act as the most important elements of the productive forces of an innovative economy. The formulation of strategic goals for the development of the regional innovation system, the transformation of its institutional structure, the change in the mechanisms of interaction between scientific and innovative organizations with consumers and their products in

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the business and regional sectors, despite significant problems, could help increase innovation activity. If we talk about the innovative potential of the region, then it is a part of the economic potential, expressed in the form of design, research, technological organizations, experimental developments, experimental production, personnel of research organizations, their qualifications and ability to non-standard innovative ideas. You can also highlight the most important way to create a competitive advantage - knowledge, which is the basis of competition in general. Knowledge that is obtained as a result of specific experience tends to be unique and difficult to imitate [5].

Competitive advantage that is based on knowledge is sustainable, as new knowledge is combined with existing knowledge to develop a unique vision and create new, more meaningful knowledge [5]. They need to be created and developed in those areas that can have an economic effect and promote economic growth, and enable the region to create new competitive advantages. If a region can identify those areas of activity where its knowledge gives it a competitive advantage, and if this unique knowledge is capable of generating profit, then a powerful and significant competitive advantage of the region in the identified areas can arise. To create or strengthen your competitive position, which provides an advantage in the competitive struggle, you need to use your learning opportunities. And if we try to divide knowledge into two groups: indigenous and innovative, then the possession of indigenous knowledge cannot ensure a long-term competitive position of the region, since they are available to all industry participants, but creates a certain barrier for regions and firms wishing to enter the industry. Also, indigenous knowledge can contribute to the formation of the competitive potential of the region. And in this case, the region may have the same level, outlook or quality of knowledge as competitors, and specific knowledge can help it use a differentiation strategy. Innovative knowledge makes it possible to lead. Innovative knowledge can become indigenous because knowledge is not static.

Thus, protecting and improving a competitive position requires constant learning and knowledge acquisition. In order to raise the level of socio-economic development of the country, it is necessary to develop the innovative potential of the region. And as a result, regional authorities play a significant role in the development of this infrastructure. When an idea appears in the form of an innovation, it must be developed, introduced into production, then its result will be a new product or technology, that is, innovation. And here everything depends on the degree of development and the level of use of the innovative potential of the region, namely, on the number of research institutes, experimental design bureaus and laboratories operating in the region, capable of bringing the idea to the product, on the level of knowledge and qualifications of the employees of these organizations, from the number of enterprises engaged in scientific development. The competitiveness of the region in the above sense of the word is described by such characteristics as the competitive advantages of the region in various spheres and sectors of the economy and the social sphere, the availability of natural resources, the conditions for the existence of the region, and the intellectual level of development of the population.

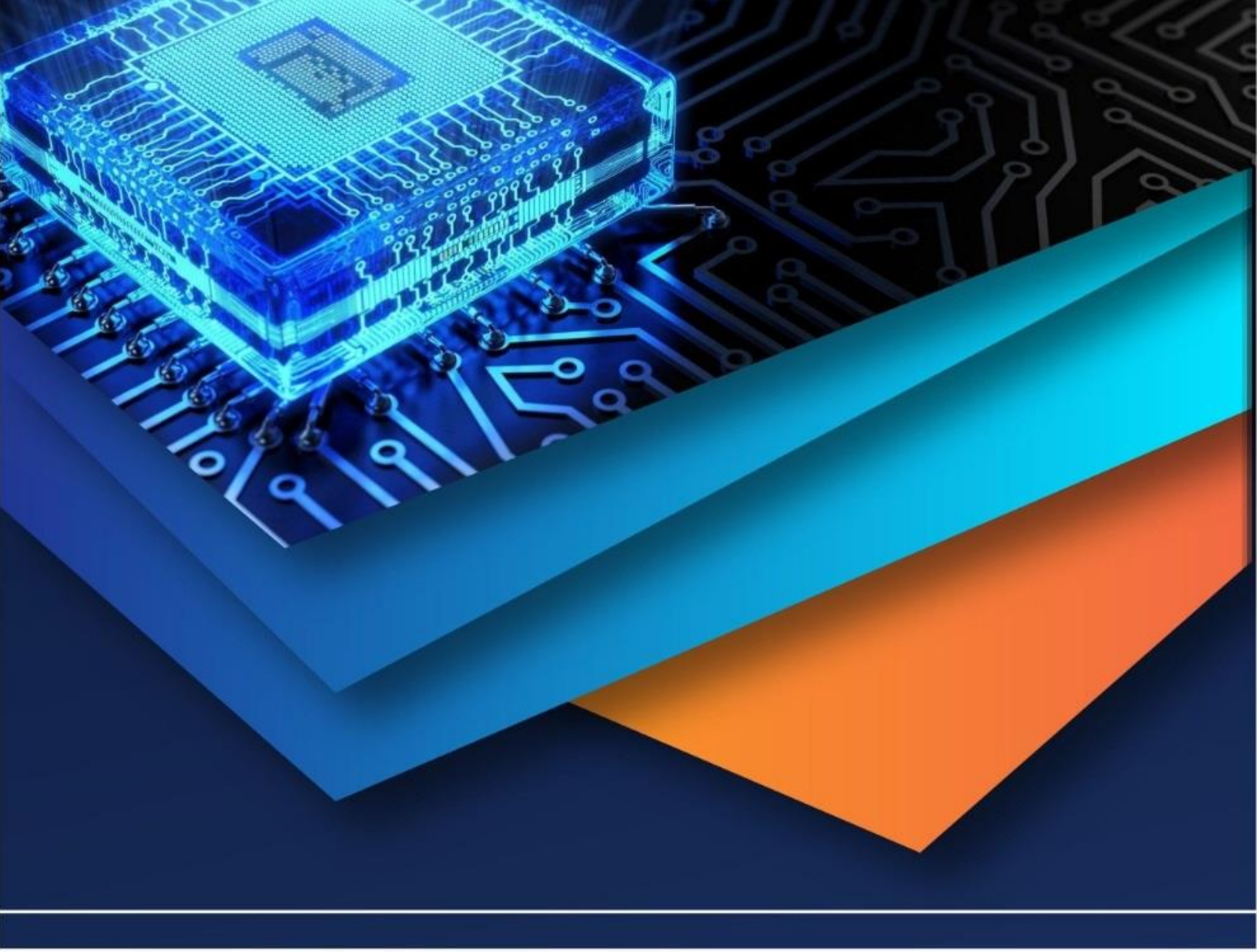
Competitiveness has two features: basic and providing. The presence in the region of a developed system of productive forces, including the natural resources used, scientific potential, the level of application of technological progress in all enterprises of the region, which creates a general level of technological support for management in a certain region, the development of the intellect of the inhabitants of a certain territory, are among the basic features. The providing signs of competitiveness include the presence of different types of infrastructure in the region, from production to market. Since the full provision of the region with infrastructure means how the potential of the region as a whole can turn into its real competitiveness and then be realized in the competitive advantages of this region over other regions. These signs of competitiveness are constantly interacting, and at the same time creates a synergistic effect of the implementation of these characteristics in reality. A significant contribution to the formation of the investment attractiveness of the region is made by factors accumulated in the course of many years of economic activity: the development of infrastructure, innovation and intellectual potential.

Thus, the competitiveness of regions is not only an assessment of the socio-economic situation of the region, but the stable and sustainable development of this territory. To be competitive you need an inventive mind, deep knowledge, willpower. As the experience of developed countries shows, real business relations are built on the basis of strict ethical standards - honesty, decency, fulfillment of one's obligations. It should be useful to all people who are in the area and are interested in good quality goods and services. Nevertheless, it should be noted that the formation of a region's competitive position is possible only with a comprehensive account of existing or absent competitive advantages. At the same time, we must talk about the availability of various types of resources, about the efficiency of their use, but above all, about the ability of the region to build up and activate its internal potential, which is achieved as a result of the interaction of various economic entities. Competitive advantages depend on local conditions, as they arise in a certain territory. One of the apologists for the concept of competitiveness, Professor M. Porter, emphasized that "competitive advantage is created and is closely related to local conditions." In essence, this means that each region has its own internal, untapped potential, the activation of which should become the basis for regional development.

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