

MODELING COMPETITIVE ADVANTAGE OF TERRITORIES

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Abstract

The article gives a theoretical and economic substantiation category of “regional competitive advantages”. The essence and the novelty lies in the positioning of the author’s determination not only as a definition of the theory of competition, but also as an object of statistics. The proposed interpretation of the category within the statistical science to allow formal assessment of the impact nationwide, industry and regional incentives for growth of industrial activities on the dynamics of the major indicators of the territories.

Keywords: regional competitive advantages, industrial activities, indicators of the territories

1 Introduction

Scarcity of resources in the regional industrial complex provokes the infusion of the republican and local budgets, which induces dependency in industrial business. Such a path of economic development should be recognized as a dead end because of its inefficiency.

Today more than ever, it became clear that the modernization of industrial enterprises is not just the replacement of fixed assets and a reduction in the number of redundant employees. The transformation of the regional industrial complex, in-first — is the conversion based on the philosophy of innovation of industrial activity in the synthesis of the development of entrepreneurial competence of senior management.

In this respect, on the part of economic science and the business community with an interest in the quantification of the contribution of competitive advantages in the dynamics of the key indicators of industrial production regions. Therefore, the search and evaluation of the statistical regularities of influence of regional competitive advantages in key indicators of the economic development of the region are now extremely relevant.

2 The system attributes (criteria) statistical measurement “regional competitive advantages” category

The statistics are no methodological development of the assessment of regional competitive advantages. Not the theoretical substantiation categories of regional competitive

advantages of industrial activity, which complicates the process of analytical reasoning to assess its impact on the dynamics of the key indicators.

The author of the study highlighted a set of properties inherent theoretical meaningful economic interpretation of the definition of regional competitive advantages. The generalization of these properties allows to uniquely identify the competitive advantages of regional development category of industrial activity in the framework of statistical science.

Learning the term is relatively new to economics. Domestic and foreign researchers carried out an analysis of this category in relation to the competitiveness of the term.

The basis of competition and competitiveness theory was laid in the work [1] A. Smith. According to the scientist, the country exported goods, the production of which has an absolute advantage. Later, Ricardo Smith improved teaching and developed the theory of comparative costs. According to this theory, the country benefits from trade in goods, the production of which have a higher relative efficiency.

The greatest recognition in the modern world received theory of competition American economist Michael Porter [2]. At the heart of Porter's teachings [2] is the concept of "value chain". Underneath scientist understands a set of interrelated activities, which allows you to create value (cost) for the end customer (consumer). Porter's value chain in companies of one branch may vary. These differences, in his opinion, arise due to variations in the company's strategy, buying groups, the organization's history, geographical location, etc. A comparison of the value chains of competitors brings out their differences, the underlying competitive advantages.

Symptom of comparison allows you to compare competitors in the same market, ie to relate the subjects of competition involved a uniform industrial production. The grouping of statistical data of economic entities on the criterion of homogeneity of their products is made possible by using statistical classifiers.

From 1 January 2011, statistical surveys practice in the Republic of Belarus started using "General Classification of Economic Activities". According to the new classifier economic activity of the country divided by economic activity. Thus under economic activity is meant a process where material resources, equipment, labor and technology are combined in such a way that it produces a similar set of outputs.

Using the modern classification of activities, allows you to group objects of statistical observation in terms of homogeneity of products. Research category "competitive advantage" in relation to industrial production should be carried out by directly comparable products. Relatively high security of the territory of a particular resource may have a positive impact on some economic activities and to be neutral in relation to the other. Therefore, analysis of regional competitive advantages of industrial activities is made possible by using the classifier.

Theory L. N. Chainikova [3] reveal the dynamism of the property. The use of this property in the statistical description of the key category will take into account the volatile nature of the outcome of competitive action.

Belarusian scientist A. S. Golovachev [4] emphasizes the importance of the effectiveness of the control of local authorities in addressing the problems of regional competitiveness. Increased levels of competitiveness of the territorial entities it connects

with the creation and management of the competitive advantages of the region. In this context it reveals another property “regional competitive advantages” category — conditioning. Symptom conditionality will allow competition to compare entities engaged homogeneous production, based on the impact of their activities, caused by scientific and technological innovation and transformation.

It is proposed to supplement the three identified properties that should be reflected in the definition of the category, another — the target determination. It will allow to characterize the key study object with the subject position estimates and the main purpose of the meeting.

National statistical offices form the necessary information support to national and regional authorities in order to make timely management decisions on the economic development of the country as a whole and its separate territories.

The role of statistical science in the knowledge of the socio-economic processes and phenomena is determined by the subject of its study. Statistics as a science studying the massive socio-economic processes and identify regularities inherent in them. Therefore, the regional competitive advantages in the context of the statistical interpretation is necessary to present a quantitative assessment of the development of industrial activities areas. The ability to quantify factors “regional competitive advantages” will assess its impact on the dynamics of the major indicators of industrial production in the region as a source of growth of the industry and the country as a whole.

Under the regional competitive advantages of industrial activity in the statistical science are invited to understand the comparative assessment of the dynamics of quantitative and qualitative indicators that determine economic growth of industrial activity of the administrative-territorial unit in comparison with the country as a whole (with the maximum of the observed values of other units / reference value).

The theoretical justification of the category “regional competitive advantages” allows mathematically formalized system of algorithms for the isolation of republican, branch and regional incentives in the region of the key indicators of industrial activity in the region. In the framework developed by stimulating the region’s industrialization initiatives put multilevel target setting regional economic development industry: macro-level targets, industry and mezo-level targets (regional competitive advantages).

According to the author, republic-wide incentives for industrial activity growth in the region is a projection macro-level targets economic development areas. Macro-level targets regional development involves stimulating the growth of efficiency and competitiveness of industrial activities in the region through regulatory and legislative activity, subsidies and others. A formal expression of republican stimulus industrial activity development in the regions proposed to express the volume index of the key criterion of the study in the industry of the country.

The main purpose of the regional branch of industry growth is the formation of a competitive innovative industrial complex. One way to designated targets proposed definition of points of growth, the development of promising economic activities. The mathematical description of the industry factor is represented by the degree of lead (lag) of the dynamics of the physical volume of the key criteria for the type of industrial

activity to the same indicator for the country's industry as a whole.

Achieving targets meso-level intended to increase the intensity of use and (or) to create a new regional competitive advantages for the development of industrial activities in the areas of the Republic of Belarus. Impact of regional competitive advantages in key criterion for the study proposed to estimate the degree of lead (lag) of the dynamics of the key criterion of activity in the region compared to its dynamics in a similar type of industry in the country as a whole.

3 Conclusion

Based on the properties of the system, substantially inherent in the concept of “regional competitive advantages” (comparative, agility, conditioning, target determinism, the ability to quantitatively measure), in statistical science categories formulated its definition.

Theoretically grounded and mathematically formalized system of analytical algorithms isolation of republican, branch and regional industrial development incentives for key indicators of the region's industrial activities in the region.

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