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SUSTAINABLE DEVELOPMENT OF THE RUSSIAN ECONOMY

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The article discusses the theoretical and methodological bases of management of sustainable development sectors at the regional level. The conditions for the sustainable development of the industry as a complex socio-economic system proved hierarchy of sustainable development of industry and the need to form complexes of the pyramid strategies to achieve them. On the basis of the research the following conclusions are made: 1) the development of the industry as a complex socio-economic system can be considered sustainable if it: is capable of self-preservation (which has the potential of self-development); adapting to the effects of external and internal environment (development provides security); it is an environmentally-oriented (keeps the natural foundation of its existence) and destroys the society; 2) in the light of the theory of innovation development of the sectors of the economy takes place only on the basis of consistently implemented product, process, organizational, managerial and social innovation; 3) according to the paradigm of sustainable development, federal and regional governmental power structures, companies and enterprises in the formation of a strategy for sustainable development of the industry is crucial to bear in mind the failure of industrial policy in the traditional sense of the growth of key economic indicators as economic growth only can be a sign of sustainable development, if it is aimed at improving the quality of life, the preservation of the ecological and biological balance, is provided with the newest productive forces and the development of new technological ways.

Key words: sustainable development indicators, market capitalization methodology, the cluster approach, the pyramid of sustainable development strategies.

Dozens of programs from the beginning of 1990-s in the framework of international agreements under the aegis of UN have been realized in order to achieve global sustainability indicators, accepted by the world community. To achieve sustainability – on a global basis – such development forms which would supply satisfaction of present people needs, preserving identical possibilities for the future generations are considered to be necessary. The connection between present generation welfare and welfare of the future generation is appeared to be the key idea of sustainability. However estimation of sustainability degree is considered to be difficult, as to some extent measurable and statistically observing indicators are necessary for its determination. There arises a question how to choose from an abundance of famous, economical (GNP, GDP, productivity, technological development and etc.), social (poverty, education, lifetime, ethical values, upbringing of children and etc.) and ecological (hazardous emission, climate change, people's health and etc.) indexes the most representative and what kind of them are appeared to be key for sustainability? The problem with indexes choice is also complicated that with all its manysidedness of manifestation, sustainability at the level localized system – is an integral concept.

To create the connection between various aspects of integrity sustainability manifestation of economic systems, one is offered to choose methodology of market capitalization, widely used in the world. Approach from the side of capitalization, creates possibility of determination indicators using with the support of sustainability basic principle, assuming that welfare maintenance through time requires assurance that one replaces or preserves wealth in its various constituents. Under this model the whole base of economic system capital on macro- and meso – levels comprise five variants: financial capital (stocks, obligations and currency deposits); productive capital (buildings and constructions, production equipment, infrastructure); natural capital (earth and natural resources, ecosystems); human capital (health, education, labor power incomes); social capital (social nets and institutes).

On the basis of these conditions, one considers sustainability accordingly set goals, characterizing internally peculiar for any system quality to achieve certain border goals of functioning to be the central category of economic system level estimation.

Generally in the row of researchers goals hierarchical pattern of economic systems sustainability is reasoned and strategy pyramid of region sustainability is offered [2, 3]. Sustainability

achievement – is a goal of higher hierarchic order. Capitalization purposes and formation of regional branches and interindustry clusters are appeared to be boundary towards it. Capitalization purpose achievement admits in a shorter strategic perspective to create and institutionalize for economics development mechanism of real investment attraction on the basis of technological modernization and social progress. Achievement of regional economics clusterization purposes is directed to creation of effectively functioning economical basis – branch and interindustry clusters – for the purpose of their further capitalization (second level strategy) and further purposes achievement of regional economics sustainability (strategy of higher level). Thus, clusters are appeared to be institutional basis to achieve sustainability of branches in the regions economic territory. Cluster in the world practice of economics progressive management is understood as industrial complex, formed on the basis of designated regional suppliers nets concentration, major producers and consumers, connected by one processing chain and act as alternative for sectoral approach. Innovative orientation is considered to be a very important distinctive feature of the cluster. That is why the governments of industrially advanced countries – the world leaders of innovative development – purposefully stimulate the development of innovative territorial clusters on the basis of state clustered policy [4, p. 72-80].

With the acceptance of clustered development conception in Russian Federation cluster approach is also applied for extensive problems solving, particularly, for competitive growth of branches and regions. About 25 innovative territorial clusters, which are given the wide spectrum of state support measures, were created in August 2012 in Russia. Innovative clusters are created in those regions, where "gap" in the sphere of technique and production engineering is realized or expected with further outlet to the new market niches [10, p. 769-773].

It is worth mentioning that Russian clusters under the conditions of financial crises 2008-2014 demonstrated a significantly high stability than special economic zones of RF, the residents of which for 10 years of their development (first six zones – two industrially- manufacturing and four technical and implementation were created in 2007) did not come out to indexes of rated capacity [5].

Modern paradigm of sustainability is inseparably connected with not only basis theses of systems general theory, but also with theses of innovations theory. The researches confirm the conclusion about the fact that methodological unification of specified theories permits to explain that mainly innovations from one side are appeared to be the reason of socioeconomic system transition from one qualitative condition to the other one, obstructing system degeneration and raising its stability, – but from the other side contributes to the growth of its competitive ability.

Considering innovations as means of economic development, B. Santo one of the first demonstrated that the stable innovative development of industrial production branch in the synergistic approach context is appeared to be such development variant, under which during long period in the result of innovations implementation, transition from one stable condition to the other one takes place, generating property of strategic competitive ability [9].

Fundamental researches of innovative development regularities of leading world economics confirm resistant synergetic effects in national innovative systems of advanced country. Dynkin A.A. and Ivanova N.I. show that innovation from synergistic point of view represents low entropy product, obtained in the process of organization or self-organizing, generated in the process of creatively-formative activity (as theoretical, so practical), which is included into progressive changes of social and socionatural evolution, proving high efficiency of NIS for sustainability of branch complexes of industrially advanced countries economics [6].

In the theory of innovative development one educed several evolutionally connected approaches, the last one – is system approach [3, p. 7-14]. It is consisted from researches, considering institutional factors in the quality of the main fact of economic growth. Technological structure conception is one of the leading directions of innovation study system approach, along with NIS theory, developed abroad, the authors of which appear to be famous Russian scholars S.Yu.Glaziev, Yu.V. Yakovets, D.S. Lvov, A.A. Dynkin and others [1,6,7,8].

Technological structures represent integral complexes of technologically connected productions and corresponding them technical-and-economic paradigms, the periodically occurring consistent substitution process of which determines "long wave" rhythm of modern economic growth. New possibilities of economic progress open in the course of every structural crisis and every depression, accompanying the replacement process of one technological structure by the other one. In the phase of depression, on the contrary, one can observe stagnation and recession in consequence of discrepancy between appearing new technical-and-economic paradigm and existing institutional structure, but its overcoming presupposes general changing of social behavior and institutions in accordance with conditions of occurred technological moves. That is why every transition to the regular technological structure is accompanied by technological crisis of more or less intensity, however, dominant technological structures changing leads to essential alterations in industrial engineering, and as a consequence in international division of labor. Thus, economic dynamics, according to the theory of innovative development, – is a process of consistent substitution of technological structures. Development stability in the context of technological paradigm is expressed in adaptive properties of separate economics segments (in the context of the given research – separate branches in virtue of nonequilibrium of technological development) to changeable conditions of external environment (firstly, conjuncture of the world market) and dynamic qualities of other segments of national economics.

Herewith to achieve condition of branches sustainability it is necessary to keep to, as minimum, as the following conditions: updating maintenance (permanent changings) to overcome irregularities of branch system elements development, and also balance and proportion; support of interconnection and interdependence of intra-branch sybsystems (elements), integration of which contributes to integral system stability growth, accumulation of synergetic effects, providing properties of competitive ability; presence of adaptive control system, capable to advance system for preservation development potential and self-regulation by it (as planned, so spontaneous).

Conclusions:

1. Branch development as complex socioeconomic system can be admitted to be stable, if it: is capable to self-preservation (has potential of self-development); adapts to influences of external and internal environment (provides development safety); appears to be ecologically oriented (preserves natural basis of its existence) and does not destroy the society.

2. In the light of innovation study, theory development of economics branch occurs only on the basis of constantly introduce grocery, technological, organizational- administrative and social innovations.

3. According to sustainability paradigm, it is crucially important for federal and regional state authorities companies and enterprises under the strategy formation of branches sustainability to have in mind rejection from industrial policy, in traditional meaning of key economic indicators growth, as economic growth can be sustainability feature, only if it is directed to quality increase of population life, preservation of ecological and biological balance, provided with the newest productive forces and development of new technological structures.

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