

Federal Public Educational Institution of Higher Professional Education
RUSSIAN ACADEMY OF NATIONAL ECONOMY
AND THE PUBLIC ADMINISTRATION
UNDER THE PRESIDENT OF THE RUSSIAN FEDERATION

KONDRATENKO Oleg Igorevich

TOOLS FOR DEVELOPING THE INVESTMENT CLIMATE
IN THE REGIONS OF RUSSIA

08.00.05 "Economy and management of the national economy (regional economy;
management) "

Abstract

from the manuscript for PhD in economic sciences

Research adviser:

Doctor of Economy, Professor

Vladimir Klimanov

Moscow 2021

The relevance of the study theme is determined by the following circumstances.

First, the complex, multifactorial and multilevel nature of the Territory's investment climate requires relevant research tools for its diagnosis and evaluation.

Secondly, the Russian regional economy, which has overcome the crises of 2008 and 2014, developing under the conditions of the fierce economic sanctions of the United States and Western European countries, pandemics, today more than ever needs innovative management tools not only to stimulate investment, but also their development, taking into account the strategic goals of the development of regional economies at the present stage.

Thirdly, it is necessary to assess the effectiveness and efficiency of the set of tools to stimulate the activities of regional authorities to manage the development of the investment climate, which has been introduced in Russia since 2012.

The object of the study is organizational and managerial tools for the development of the investment climate in the modern state.

The subject of work is the possibility of assessing and improving the organized management tools for the development of the investment climate in the regions of Russia.

The purpose of the work is to develop proposals for improving organizational and managerial tools for improving the regional investment climate in the Russian Federation, taking into account theoretical and methodological foundations and foreign experience in implementing regional investment policy.

Tasks of work:

1) investigate the process of transformation of the "investment climate" category in economic science, as well as foreign experience of regional investment policy in the aspect of expanding the list of factors that affect investor preferences and decisions;

2) 2) carry out a comprehensive assessment of organizational and management tools to stimulate the development of the regional investment climate

in Russia and identify the shortcomings and risks of the current methodology for such assessment.

3) 3) characterize and systematize factors affecting the development of the investment climate in the constituent entities of the Russian Federation;

4) 4) determine the degree of involvement of municipalities in the development of the regional investment climate;

5) 5) to form proposals for the introduction of a risk management system leading to the deterioration of the investment climate, as well as proposals for assessing the implementation of investments in the constituent entities of the Russian Federation.

The scientific novelty of the dissertation study is as follows:

1) The trend of shifting the research focus of theories of the regional economy, including in studies related to the Russian Federation, from spatial, economic, financial conditions of the development of the investment climate in favor of institutional, regulatory and managerial factors, has been confirmed.

2) Taking into account the experience of implementing investment policy in foreign countries with various features of the state structure, a sequence of promising directions for the development of the investment climate for modern Russia has been determined: from the formation of a strategy to the adaptation of national investment policy in conditions of "new normality" and digitalization.

3) Risk factors for reducing the validity of assessing the effectiveness of tools to stimulate the development of the regional investment climate in Russia have been identified and studied. These factors include: ambiguity and complexity of the influence of environmental conditions on the state of the investment climate of the studied territory;

Lack of relevant statistics for evaluation in the required amount; the ambiguity and divergence of the goals of the investor and the leadership of the region; significant regional differences, resulting in different outcomes for the application of the same instruments for the development of the investment climate; differences

in international and national methodologies, concepts, criteria and evaluation methods;

4) The factors that have the greatest impact on the state and dynamics of the investment climate of the constituent entities of the Russian Federation at the present stage of post-industrial development have been identified, classified and investigated. Among these factors are international, in-country and organizational-managerial. The international factors include: the trend of changes in prices for oil and gas resources; US and European Union economic sanctions against Russia; Development of the digital economy. Within-country factors include: economic and geographical position, natural and climatic conditions, the sectoral structure of production of the constituent entities of the Russian Federation, the presence of urban agglomerations, the state of intellectual capital in the region, the level of development of regional transport, mobile and digital infrastructure. Organizational and managerial factors include the activities of all management bodies of the region, which affect the investment climate of the subject of the Russian Federation.

5) According to the results of surveys conducted by representatives of regional management teams in 2019, and representatives of municipalities in 2020, objective and subjective difficulties were identified that impede the growth of investment flows to the regions of Russia. Objective (independent of regional management and municipalities) difficulties include (in descending order of importance): greater financial dependence on higher budgets; low degree of fiscal autonomy of municipalities; underfunding of national projects; Lack of real support measures for small businesses; Insufficient development of transport, digital and social infrastructure in municipalities (especially in rural areas); the high cost of introducing a number of tools to stimulate the development of the regional investment climate; insufficient digitalization of interagency interaction processes; The inadequacy of the existing mechanism for training secondary vocational and higher education. Among the subjective (depending on regions and municipalities) reasons: high functional congestion of employees of regional project offices; Lack of interest in the interaction of all actors involved in regional investment climate

management; formality of the work of a number of elements of the regional infrastructure to stimulate the process of attracting investment (investment climate improvement councils, industrial parks and business incubators, regulations for supporting investment projects on the principle of "one window"); insufficient attention and monitoring of regional leaders to the implementation of indicators of target models for improving the regional investment climate; low level of working culture in management team mode;

6) Proposed and justified recommendations to supplement and improve the existing set of organizational and managerial tools to stimulate the development of the regional investment climate in aspects: growth of revenues to the budgets of municipalities due to the redistribution of income from higher budgets from taxes on small and medium-sized enterprises; "bonuses" of municipalities, depending on the results achieved in collecting such taxes, the volume of investments attracted to the territory and the creation of additional jobs; Implementation of a non-performance risk management/improper execution of targeted business facilitation models; implementation of the Investment Development sub-rating within the framework of the National Investment Rating.

Provisions for protection.

1. In economic science, the development of the "investment climate" category took place mainly due to the inclusion in the research focus of an increasing number of factors that affect the volume and dynamics of attracting investments. In the post-industrial era, the priority areas of investment climate research are not the economic, geographical and resource potential of the region, but regional policies, infrastructure and technologies to attract investment.

The latter reflect the organizational and managerial efforts of the entities managing the development of the investment climate of the territory and therefore can be described as a "managerial factor" in stimulating investment in the region.

2. Most countries in the world have overcome a number of stages in the process of improving national investment policies, namely, attracting foreign investment to certain regions that are most attractive to foreign capital; development of attracted

investments by supporting the national economy and entrepreneurship; the globalization of the national economy and the consolidation of the position of the State in it; equalizing regional development imbalances; adapting the national economy to the requirements of post-industrialization. However, the global crises of recent decades have reinforced protectionist trends in national investment policies in many countries. The continuation of such a trend in the long term is very likely, it does not contribute to an increase in the volume and dynamics of foreign investment flows, but contributes to the development of tools to stimulate the flow of domestic investors and businesses.

3. With all the diversity of concepts for assessing the regional investment climate in the modern economy, the quantitative and qualitative tools of such diagnostics seem to be the most valid. First, they compensate for the shortcomings of official statistics. Secondly, surveys and expert assessments used in the framework of combined methods provide an opportunity to better study the performance of established institutions for attracting investment, as well as to identify the opinion of users of services on the quality and speed of their provision. In this regard, modern investment ratings seem to be the most adequate tools for assessing the state and dynamics of managing the development of the investment climate.

4. The investment climate of the regions of Russia is collectively influenced by various factors, which can be divided into external (international and national) and internal in relation to the entities managing regional investment processes. Currently, international factors reflect the policies of sanctions of the United States and Europe, foreign policy uncertainty, and the challenges of the digital economy. Objective internal factors of investment processes in the Russian regions are: the sectoral structure of the regional economy, economic and geographical conditions, spatial location. Internal factors that have limited manageability in terms of improving the investment attractiveness of the region are: urban agglomerations within the subject of the Russian Federation; intellectual capital of the territory; transport, mobile and digital infrastructure of the region. Finally, a subjective

(organizational and managerial) factor is the activities of federal, regional and municipal bodies in the field of regulation of the development of the investment climate.

As the analysis of the dynamics of the regional investment climate in the constituent entities of the Russian Federation 2000, 2009, 2012 and 2019 showed, objective factors had a decisive influence on the influx of investments in far from all regions. On the contrary, in the transition from the phase of "sustained economic growth" to the phase of multiple crises, attracting investment (using an analysis of the dynamics of attracting FDI) was actively taking place in regions that differ in natural resource potential and economic and geographical location. This circumstance indirectly indicates the importance of the management factor in the investment sector in the post-crisis period of the development of the Russian economy.

5. Since 2012, a single set of tools has been introduced in Russia to stimulate the management of the regional investment climate, namely: "roadmaps" of the National Entrepreneurial Initiative, the Regional Investment Standard, the National Investment Rating, and the scaling of successful municipal practices. The organizational elements of the implementation of these tools are regional project offices in the constituent entities of the Russian Federation.

The study of the first results of the application of this toolkit, including through the analysis of the results of the implementation of target models for facilitating business procedures for 2016-2018 and the questionnaire conducted by the author of 47 regional management teams in November 2019, revealed the following: On the one hand, the constituent entities of the Russian Federation began to more actively realize the managerial potential in the field of attracting investments, which positively affected the development of regional investment infrastructure, contributed to the increase in the quality of service to investors and entrepreneurs. On the other hand, since 2017, when management tools were introduced in all constituent entities of the Russian Federation, the positive dynamics of the state of the investment climate in the regions has slowed down. This happened for two

reasons. First, some regions have discovered a formal approach to managing investment processes when established structures and institutions do not work. Secondly, the problems associated with imbalances and "weak links" of economic support for the regions worsened, namely: the low interest of municipalities in supporting investors, the insufficient measures of real support for small businesses. The results of a survey conducted by the author of 2120 representatives of municipalities from 807 municipalities in June - August 2020 made it possible to describe the problems of insufficient involvement of local authorities in the process of stimulating investment. These problems are related to the lack of budgetary security and the low degree of fiscal autonomy of the municipality, as well as the insufficient level of development of road, social and digital infrastructure in municipalities.

6. The solution of the stated problems at the organizational and managerial level involves: an increase in municipal budget revenues due to tax revenues from business in connection with measures to stimulate municipalities based on the results of supporting entrepreneurship and working with investors; Implementation of risk management techniques in the implementation of roadmaps of targeted models to facilitate business processes in the regions; To supplement the existing system for assessing the management efforts of regions within the framework of the National Investment Rating with a set of indicators characterizing the development of attracted investments, taking into account the priorities of national and regional policies for the development of the digital economy and human capital.

The structure of the dissertation is built in accordance with the logic and sequence of achieving the goal and tasks and includes: introduction, 3 chapters, 9 paragraphs, conclusion, bibliographic list.