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**STRATEGY AS INSTRUMENT OF ENSURING BREAKTHROUGH
IN THE REGIONAL SOCIAL-ECONOMIC DEVELOPMENT**

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Abstract

The strategy of social and economic development of the Samara region municipalities is a new innovative model of region economy management. The document includes definition of a municipality mission, the purposes, tasks, priorities, social and economic development directions, key projects, programs and actions, and also their results, the main resource sources necessary for achievement of realization of strategic objectives of the social and economic municipality development and the region to a certain time period (till 2030). The strategy is intended to consolidate efforts of the Samara region government bodies, local governments, civil society institutions, each inhabitant of the province to create internal and external conditions for realization of strategic goals and objectives of the Samara region's social and economic policy and the Russian Federation in general. The strategy is the basis for the possibility and organization the municipalities participation in state programs and national projects at the regional and federal levels, territorial planning schemes and an action plan for implementing the developed strategy. The basis of the region's (municipality's) competitiveness is the high-quality strategic planning considering all features of the territory development. The leadership strategy of social and economic development till 2030 developed in the Samara region in general and in each of its municipalities, will allow the region to return the leading positions in the regional economy digitalization direction, development of innovative systems, labor efficiency, the state of the investment climate, industrial innovation.

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1. Introduction

At the present stage of Russia's development there has come the moment when the breakthrough in social and economic development became possible, it is really essential to increase citizens life quality, to increase their level of well-being. The Samara region has all the conditions to find itself on the advanced, breakthrough positions in the economy, social sphere, in achieving the high quality of the inhabitants' long and full life of the 63 regions.

In May, 2018 V. Putin has signed the decree "About the national purposes and strategic problems of the Russian Federation development" in which the strategic directions of development of the Russian Federation till 2024 and key strategic initiatives are defined. To implement the May decree, the Government launches 13 national projects with a financing volume of 25.01 trillion. rub. It is the enormous sum. Regions are actively involved in the implementation of the President's ambitious goals and objectives with his own strategic initiatives. In this context, the Samara region can be a leader, having powerful industrial potential, innovative resources, hard-working and talented people.

2. Problem Statement

In recent years, the Samara region economy has developed on an adverse trajectory, missing many opportunities for growth, not realizing huge production and human potential. To overcome this negative trend, clear goals and a development strategy are needed.

The strategy is a very concrete document - a clear description of what the Samara region will achieve in the future by 2030. It should be noted that strategy is a document of public accord, i.e. the document adopted and understood by the entire local community: residents, business, authorities (Magdanov, 2014). It is necessary to develop the Samara Region Leadership Strategy. This is the primary task of the region.

3. Research Questions

The main directions of actions to achieve the image of the Samara province future (strategy realization) and flagman projects are detailed in the Action Plan, indicating specific performers with their personal responsibility and clearly defined results. On the Action Plan basis, the state and municipal programs thanks to which increase in the means coming to the Samara region from the federal center is possible are corrected (Mikhaylova, Klimanov, & Safina, 2018). At the same time, the strategy implementation is controlled constantly.

The procedure of the strategy updating, adjustment, updating carried out regularly (Mau, 2018): once a year – updating, every three years – adjustment, every six years – updating of strategic priorities.

The need to develop the development strategy is dictated by excessively high competition (Ukrainisky, 2018). Thus, there are 85 regions in Russia. The countrys' territory stretches from Kaliningrad to Vladivostok, from the Baltic Sea to the Pacific Ocean. Each region has its own uniqueness, its competitive advantages, its inhabitants with their requirements and needs. That region which can realize hopes and expectations of the inhabitants which accurately represents the opportunities is

successful and as much as possible realizes its benefits (Titov & Shirov, 2017). Samara Region faces the maximum task - to return to the number of regions-leaders of the Russian Federation.

The strategy assumes the Samara province active participation in the priority national projects realized by the Government of the Russian Federation and reflected in the President decrees. At the same time the strategy has a clear, transparent implementation mechanism – a way to achieve the Samara region's future image. It should be noted that this image is formed by the inhabitants of the region, by all groups of civil society. Particularly valuable is the fact that residents of all 37 municipalities of the province took an active part in the creative process of forming a strategy.

Designing the future of the Samara region, municipalities is conducted through a constructive, open dialogue of government, business community, province residents. Discussion of the 63rd region development strategy took place in the framework of strategic sessions that took place in all municipalities of the Samara region.

The strategic session is a discussion with participation of representatives of bodies executive and legislature, local governments, representatives of civil society, all the active and interested in the future inhabitants (Kunisch, Bartunek, Mueller, & Huy Quy, 2018). At the same time, the collective discussion is organized according to the "rapid-foresight" technique, which is professionally owned by the scientists of the Samara State Economic University - professionals in the field of strategic planning of regional and municipal development.

Collective work on the image of the desired future allows us to get breakthrough ideas of development, to identify the most acute issues concerning residents of the Samara region, to strengthen trust between residents and the government. In fact, as a result of brainstorming the scheme begins to work at all territories of the province: "Inhabitants say that to do - the power formulates how to achieve it!".

In the coming years, the active development of the interaction between society and government, the implementation of the main directions of state policy will promote maintaining social and political stability, the consistent transition to a more flexible and mobile structure of civil society, the further strengthening and development of citizens and their involvement self-organization institutions in social and economic transformation processes province. It will allow to create the effect of the regional economy controlled modernization, mutually beneficial cooperation with the federal center, managing "on the result" (Boykova, Salazkin, & Ilina, 2016).

Based on the strategic sessions results which have been held in the territory of all municipalities in the Samara region, including the primary level of local government - urban and rural settlements, the development strategies of 27 municipal districts and 10 urban districts of the Samara region will be adopted.

Citizens have formed a pool of the most acute problems in the discussions process at strategic sessions. This is an acute shortage of qualified personnel, employment problems and a shortage of high-tech jobs in small towns and rural areas. The population worries about the state of the environment, namely the low quality of drinking water, unauthorized landfills and landfills, the problem of handling solid domestic waste. The state and spatial availability of health and education institutions are on the agenda; high wear of basic life support systems; state of highways of local importance.

The development strategy is a document of public consent, it consists of the perfect specific sections, namely: the mission; clearly defined and measurable development goals; tasks which should be decided that stated purposes have been realized; specific projects and programs which the power and society will realize in common in the territory of the Samara region.

4. Purpose of the Study

The region must have a strategy to be successful, to be able to realize the interests of citizens. Many regions of Russia have such documents. In this context, it is possible to focus on the best - the Krasnodar Territory, Tatarstan, St. Petersburg. It should be noted that the Strategy of social and economic development of all municipal units has been developed and is being implemented only in one territorial subject of the Russian Federation - the Republic of Tatarstan. In fact, the goal of the strategic sessions is to create a new model of economic management in the Samara region.

So, the Samara region in 2030 is:

- the leading industrial and innovation center, one of the top five regions of Russia's industrial leaders;
- the advanced center of space technologies;
- a transport hub between Asia and Europe;
- a basic scientific and educational center, an innovative and attractive region of new productions;
- the territory of comfortable citizens life;
- the tourist recreation center.

5. Research Methods

The development of the Strategy as a new innovative model of economic management in the Samara region used economic and mathematical methods of analysis and forecasting, sociological research methods, SWOT analysis, foresight technologies, scenario forecasting methods, expert assessments, modern information technologies, etc.

6. Findings

For the first time, during the municipal strategic sessions, each municipality of the Samara region has formed its image of the desired future. For example, Zhigulevsk - the business card of the Samara region tourism and hospitality; high-tech industrial "EcoCity". Oktyabrsk is a bridge between Europe and Asia, a city at the intersection of rail, water and road transport routes. Pokhvistnevo – the compact green city with clever and convenient infrastructure of comfort; educational, cultural, sports and medical center of the northeast region. Shigonskiy district – the Volga pearl, the most developed tourist area of the Samara and Tolyatti agglomeration with rich historical and cultural heritage; Volzhskiy district is the largest producer of agricultural products, the unique center of regional logistics; Pohvistnevskiy district is a cultural and business center of polyethnic harmony; Krasnoyarskiy district - agrological and tourist hub, a region of comfortable suburban life, developed farming and high ecological culture.

All these bright images of the future were formed by people - the main wealth of the Samara land. Health and citizens education, poverty reduction are the main conditions for the Samara region development and Russia as a whole. The creative people initiative who see and use new opportunities is the basis for future growth. Quality education and medicine are the basic rights of every resident of the region, which must necessarily be realized.

The Samara region inhabitants are creative and talented. For those who operate, the project "Assistance" is launched. Many bright ideas and projects have been proposed to improve living conditions, active citizens are ready to participate in the implementation of their ideas on their own, and the state will assist in the embodiment of desires.

The president has set the task to increase average life expectancy of Russians up to 80 years by 2030. For the Samara region it is realizable. Today average life expectancy of the province population is 71,73 years.

Another task set by the President is to ensure sustainable natural population growth, halving poverty levels. In 2016 the territorial authority of Federal State Statistics Service in the Samara region has registered the level of poverty of 13,6%. The target level of poverty declared by the provincial authorities is 5%. The Samara region pays 130 types of social benefits. These are about 18,5 billion rubles a year. This support has to go to those who really need it precisely. Here feedback with citizens is important. The conducted strategic sessions with the participation of the public made it possible to see bottlenecks in this area.

According to the index of human development the Samara region takes the 20th place over the country. Five years ago the province was at the 14th place. This situation has to be corrected. For this purpose the Samara region administration sets for itself a number of tasks in the direction of people's savings. The most important of them is an improvement of quality of health care.

The national Health project has allowed to reduce infantile mortality and to be made even on this indicator to such developed countries as Canada, Great Britain (4,3 fatal cases on 1000 been born). In 2017 zero maternal mortality is recorded. 4 ultramodern medical centers have been open (Mother and the Child, the Diagnostic center, PET center, Hospital of Rehabilitation). In general, the volume of hi-tech medical care has increased in the Samara region by 10 times! Work on prevention of social diseases (drug addiction, tuberculosis, alcoholism) is successfully carried out. But there are still bottlenecks.

Strategic sessions have shown that there are questions on the cardio center in Samara, residents of Syzran and Togliatti have designated problems in stalling of construction of children's hospitals. Residents of the districts voiced the problem of accessibility of primary health care centers. The problem of shortage of medical shots, availability and quality of the received free medical is particularly acute.

One of the tasks within the strategic direction "People's Saving" is to improve the education system. The growth of labor productivity is simply impossible without the growth of the quality of the labor force (Kergroach, 2017). Highly qualified personnel for technological production should form an advanced education system (Soltis, Brass, & Lepak, 2018). During the strategic sessions, almost all the municipalities of the province proposed the expansion of the targeted admission of graduates from schools in the districts of the region to the leading universities of the province.

At present, there is practically no problem of providing children aged 3 to 7 years in kindergartens (98%). However, there is a shortage of seats in nursery groups. The Samara region managed to attract 1 billion rubles for the construction of new kindergartens and the adaptation for their needs of existing premises from the federal budget.

It is extremely important career guidance work in schools, it is necessary to develop the technical abilities of the younger generation. This is a necessity. Innovative economy needs highly skilled technical specialists capable of providing technological breakthrough of the country (Zemtsov, Barinova, Pankratov, & Kutsenko, 2016).

Strategic sessions clearly marked the problem of summer holidays for children. The system of summer camps, their condition requires close attention.

The sphere of higher education needs to improve the work of social elevators. A successful example is the presidential platform "Russia is a country of opportunities". In the Samara region from 2018 the unified ecosystem of human resources "# kadrosferA" is realized, its key idea is to give talented and energetic people an opportunity - and not only young people! - to realize yourself. Universities should become points of generation of innovations, centers of digital transformation of the economy.

The Samara region must overcome the inertia of zero development rates, to create conditions for technological and infrastructural breakthrough to ensure the welfare of the inhabitants of the province (1,5 times in comparison with the level of 2015).

Saving the people necessarily requires strengthening the system of physical culture and sports. The declared goal in this direction is a twofold increase in the proportion of citizens systematically engaged in health promotion, i.e. to reach the figure of more than 50% of the province population. However, the achievement of this level is not possible without a quality sports infrastructure. Strategic sessions made it possible to identify problems in this direction, although some progress in this direction is already visible today. So, in the area in 2018 it is planned to build two sports and physical culture centers, two indoor skating rinks, a swimming pool; to modernize the shooting center "Vympel" and the football stadium "Roskat".

At strategic sessions, interesting proposals were received from residents of municipalities in the field of sports development of the province. For example, the implementation of the project "Yard trainer: the organization of sports leisure for young people during after-hours vacation time, attraction to trainers-instructors in the Volga region. If successful, this practice can be broadcast throughout the region. Many municipalities came out with their proposals for the construction and reconstruction of physical education and sports facilities, including within the framework of municipal-private partnership.

The cultural sphere ready to innovations, the creative industry needs support: business - to education in the cultural sphere, to cooperation with foreign collectives, theaters, development of the sphere of consulting services (Rizzi, Annunziata, & Frey, 2017).

Achieving positive results in the direction of saving people is impossible without a driver, without an economic breakthrough. By 2030 the Samara region should become a comfortable and attractive region for every person who is ready and willing to work. By revealing new opportunities for residents, supporting their initiatives in all areas, including business and social activities, it will be possible to move on to a new quality of the economy. The economy will become modern and

technological, able to compete on an equal footing with the most developed countries of the world. This is the next priority of the strategy - "Economics of Innovation". Thus, in the Samara Region, GRP is projected to grow by a factor of 1.8 due to a twofold increase in labor productivity. Production should be highly technological and necessarily effective. In this case, the region's economy will become much more attractive for investors - investments in fixed assets will double (Yushkov, Oding, & Savulkin, 2017).

The investor comes to where he is comfortable, where there is stability and perspective (Garlappi & Song, 2017). The Samara region in the National rating of the investment climate rose from 65 to 48 place. The aim of the economic development of the province is to become a member of the top 10 leading regions. The realistic nature of this goal is due to the quality of the business infrastructure (the 5th place in the Russian Federation). To activate investors, it is necessary to organize effective consulting work in the field of state support for all types of business (Hawk & Pacheco-de-Almeida, 2018), reduce administrative barriers, and simplify access to life support networks.

In the May decree of 2018 the President of the Russian Federation set the task not only to catch up with the world's leading economies, but also to surpass them, to increase the growth rates of the national economy above the world average. It is possible with the following ratio: investment should be 25% of GRP, economic growth should be ensured at 5%. To this end, the Samara Region has set itself challenging but achievable tasks.

First, this is the further development of the automotive cluster. Points of growth are localization of auto-component manufactures, innovations, research and development (Savrukov, Savrukov, & Kozlovskaya, 2018).

The province should achieve growth in space branch. The positions taken by the Samara region in this sphere impressing is an implementation of 80% of the piloted starts on the Samara launch vehicles. However, it is necessary to use a possibility of increase in production of production of dual purpose, civil goods, potential of breakthrough products of engine-building (a super heavy missile of Progress rocket and space center). Points of growth are aircraft of metrology, remote sensing of the earth, navigation.

It is urgent to continue modernization of the petrochemical sector of the regional economy in the direction of introducing innovations, including increasing the depth of processing of raw materials. It is vital to continue development of an agrofood cluster, one of engines of import substitution, a basis of national security of the Russian Federation. It is necessary to introduce the new technologies, more high-yielding grades of agricultures which are most adapted under a zone of risky agriculture (Strambaugh, Yu, & Yuan, 2012). It is simply necessary to develop bioengineering: breeding new elite varieties of potato seeds and vegetable crops. Great attention should be paid to the construction of elevators, agro-logistics complexes, the development of consumer cooperation (Schulz & Wiersema, 2018). Now the large-scale project "The agro-industrial Samara park" which is an example of innovative approach to development of cooperation in province agriculture is implemented. During the strategic sessions, Klyavinskiy district initiated the creation of an inter-district agro industrial park for processing, packaging, storing agricultural products with built-in logistics chains from the producer to the sales network. Bolshegluschtskiy district plans to build a modern elevator for 50 thousand tons of grain and create a modern agro-logistics center for the south of the Samara region ... In the Volzhskiy district was

proposed to implement the project "Protein of Russia. High-tech production of fodder protein concentrate from oilseeds" on the principles of "green economy". A lot of breakthrough projects, it's gratifying!

It is important to reduce the risks of crop losses from weather conditions through the introduction of irrigation systems synchronized with weather stations - smart point agriculture (Behzadi, O'Sullivan, Olsen, & Zhang, 2018). In the Samara region the area of pointed agriculture is 21 thousand hectares (2017). In Bogatovskiy district there is a question on reconstruction of Kutulukskiy and Vetlyanskiy irrigating systems, Spasskiy irrigating system – in Privolzhskiy district.

It is just necessary to make break in the field of livestock production. Security with milk in the Samara region fluctuates at the level of 60%, there is practically no poultry farming. Shentalinskiy, Klyavlinskiy and Neftegorskiy districts became initiators of dairy complexes construction, including points of processing of milk. It is perspective to develop steppe livestock production (sheep breeding, goat breeding, horse breeding), in Pestravskiy district they initiated the construction of a farm for reindeer breeding within the framework of municipal-private partnership.

The Samara brands promotion through the project "Samara quality" is the actual village support direction. The local community actively offers and regional trade brands: "Dairy rivers, honey coast", "Klyavlinskiy ekoproduct", etc.

In the region ambitious investment projects in agro-industrial complex are implemented: Revival of the Obsharovskaya poultry farm, Reconstruction of the Podbelskaya poultry farm with development of the egg direction; Construction of the sugar plant in Elkhovskiy district, construction of the shop on refining and deodorization of vegetable oil in Sergiyevskiy district, construction of the plant on mushrooms production is already Kinelskiy district, the investment project on construction of cannery on processing of vegetables, fruit, berries and release of semi-finished products and vegetable canned food in the territory of the railway station Bichevnaya of Shigonskiy district and many others.

During the strategic sessions in the summer of 2018 experts actively offered to introduction projects of Shop of the right decisions of the Agency of Strategic Initiatives (ASI). The pool of successful "Samara" ready-made replication solutions throughout the Russian Federation was formed:

1. The project "Accessible Environment" - 27 km (Oktyabrsk);
2. Creation of favorable conditions for the development of youth farms (Municipal District of Volzhskiy) and mobile market of local products (Pestravskiy, Bolshechernigovskiy, Bolsheglushitskiy municipal districts);
3. Multifunctional center for distance education and the organization of the "Social Workshop" (Shigonskiy Municipal District);
4. Digital plat form "Active municipality: the participating design", etc.

It is necessary to develop road and transport infrastructure effectively. The Samara region in 2017 has joined in implementation of the largest interstate investment project of the Great silk way - a transport corridor China-Europe with the budget of 1,3 trillion rub. The bridge through Volga can become one of compound infrastructure elements of the project. The federal center coordinates construction of the high-speed railroad "Samara-Kurumoch-Togliatti" with a possibility of continuation of construction in the direction of Kazan. In case of success – it will be an example of successful interregional agglomeration.

Transport infrastructure requires development and in the center of the Samara city. It is necessary to realize the project of the Central highway with the budget of 3 billion rubles. In 2019 the decision was approved to allocate 700 million ruble sat the federal level to continue the construction of the Frunzenskiy Bridge.

Priorities in the field of development of road and transport infrastructure were determined together with residents of municipal districts and urban districts of the Samara region during the strategic sessions. In 2018 to implement in the region a priority federal project "Safe and high-quality roads" will be allocated 3.6 billion rubles.

Development of new sectors of economy of the Samara region - a medico-pharmaceutical cluster, the sector of low-tonnage chemistry, tourist branch is represented perspective. At municipal strategic sessions inhabitants have offered ambitious tourist projects. Creation of the tourist and recreational complex "Zhigulevskaya Gemchuugina" in the territory of NP Samarskaya Luka; "Construction of the ropeway Samara-Rozhdestveno" with creation of a tourist and recreational multipurpose complex to the village of Rozhdestveno, the PORTO VERDE project - a multipurpose resort tourist and recreational area in the territory of Shigonskiy district; The Volga region improving center of gerontology in Oktyabrsk, Construction of a network of multifunctional zones of road service "TRAVELPARK" in municipalities of the Samara region. Creation of a single tourist product of rural tourism all-the-year-round operation "Klyavlinskaya mosaic" and "Shigonskiy stagecoach". Bolsheglushitskiy district is the initiator of the international ethno-gastronomic festival, the city of Oktyabrsk is the International Forum-Festival "Bridge on the Great Silk Road". Zhigulevsk initiated the promotion of brand-name tourist products of federal significance: "Zhigulevskiye weekend", "The Great Volga way", "Zhigulevskaya cherry"; Organize and annually organize a gastronomic two-day festival in Shigonskiy district with accommodation of guests in comfortable hostels, branding and online service for selling farm eco-products. Historical tourism can receive an incentive to develop in the Volga region - a beautiful historical complex "Samarin's Manor" can be reconstructed and involved in the tourist flows of the region.

The most important strategic priority of the development of the province based on the results of large-scale sociological polls of the population and strategic sessions was the creation and development of a comfortable environment for citizens. It is necessary to make the life of the population comfortable and well-organized in all municipalities of the Samara region.

To do this, it is necessary to radically improve the ecological situation, create an effective system for handling solid municipal waste and housing and communal services in general. For example, in Volzhskiy, Stavropolskiy, Bolsheglushitskiy, Elkhovskiy, Neftegorskiy municipal districts, this is generally a matter of social tension. It is necessary to introduce a new waste management system, select a regional operator, establish a single tariff. All waste collection machines should be provided with the GLONAS system to monitor their operation.

In the Decree of the President of the Russian Federation of May 7, 2018. No. 204 set the task of increasing the construction of new housing. Well-designed strategy will increase the availability of housing to a value of 34 sq.m. per person by 2030. The authorities of the province in 2018 planned to put into operation 1.9 million square meters of new housing (106.5% compared to 2017). The growth of

housing construction should be carried out in accordance with a single town-planning concept, which determines the order of construction. It is especially true for the Samara-Togliatti agglomeration.

For municipalities the question of security with housing of the population is also particularly acute enough. Many of municipal districts, their heads together with inhabitants, have put forward initiative projects in the sphere of construction. For example, the cottage settlement of "Agroderevnya" in the territory of the Murankavillage of Shigonskiy district, the project "Quarter of complex low building of 35 hectares with social and engineering infrastructure, improvement elements in a northwest part Big Chernigovka has sat down; the project of construction of the cottage settlement of "Komarovo" in the east of the village of Isakly, the project on complex arrangement of the Solar Breeze platform under compact housing building in the territory of the rural settlement of Staropokhvistnevo, the project on complex building of the Southeast array in the village Lower Sanchelevo of the Stavropolskiy district, the project on development of quarter of building of a housing estate "Saushkin Park" in the village of Uvarovka of the Syzran district, etc.

The management of the region and representatives of local authorities in June-August 2018 strategic sessions on the territory of urban districts and municipal districts of the Samara region allowed to better structure the goals in terms of organizing a comfortable living environment. Residents of specific territories determine the list of objects for reconstruction or creation, they plan to create comfortable and reconstructed public spaces (parks, squares, courtyard territories) in each locality of the province. City residents are ready to actively participate in the All-Russian competition of the best projects for small towns and annually prepare at least one high-quality project. A successful practice is the city of Oktyabrsk. Oktyabrsk became the winner of the All-Russia competition of the best projects for small towns and received a federal grant in the amount of 80 million rubles. The project was developed in cooperation with the city public. This money will be equipped with a modern beach for residents and visitors of the city.

Within the framework of the identified strategic directions for the development of the Samara region, below is a list of some projects that will be implemented on the territory of the Samara region in the near future: reconstruction and creation of new medical facilities in the cities and districts of the region; the development of resource centers for the training of personnel for innovative economic clusters; construction of the sports palace of the CSK VVS; aerotropolis on the basis of Kurumoch airport; development of industrial and agro-parks; construction of a bridge across the Volga river (Klimovka village), the Central highway (Samara); completion of complex socially significant projects "New Samara", "Southern City", "Ecodolye"; development of the Samara-Togliatti agglomeration.

By results of the held strategic sessions, the design and program complex of Samara region strategy, city districts and municipalities is created.

Legal basis of epy strategy of social and economic territories development is the Federal law of June 28, 2014 No. 172-FZ "About strategic planning in the Russian Federation", the Resolution of the government of the Samara region of July 12, 2017 No.441 "About the social and economic development strategy of the Samara region till 2030".

Strategy is intended to consolidate efforts of public authorities of the Samara region, local governments, institutes of civil society to creation of internal and external conditions for realization of

strategic objectives and problems of social and economic policy of the Samara region and the Russian Federation in general.

The strategy is the basis for organizing the participation of the subject of the strategy (areas, city, municipality) in the state programs at the regional, regional and federal levels, the territorial planning plan and the action plan for implementing this strategy.

The strategy development of social and economic development is based on the following principles:

1) the principle of the human interests priority - the people's conservation of the territory in the direction of multiplying the population, creating comfortable living conditions, supporting public institutions to create opportunities for realizing the creative potential of the population;

2) the sustainable development principle - the choice of a model for the territory development aimed at meeting the needs of the current period without compromising the resources for the development of future generations;

3) the environmental development principle - the territory ecosystem conservation and restoration, environmental protection;

4) the principle of focus on results - the priority of innovative, high-tech activities and projects, including in the spatial development of the territory;

5) the integrated investment management principle - strict compliance with the investment strategy for the development of the territory;

6) the project management principle.

7. Conclusion

It should be noted that increase of globalization processes intensity, a significant increase in competition between countries and regions for resources, the success of the particular territory's social and economic development is defined by speed of adaptation to new challenges and constraints. The basis of the region's (municipality's) competitiveness is the high-quality strategic planning considering all features of the territory development. At present in the Russian Federation the transition from the analysis of centered development directions to studying of territorial clusters and concrete territories features has been carried out. The leadership strategy of social and economic development till 2030 developed in the Samara region will allow the region to return the leading positions in the regional economy digitalization direction, development of innovative systems, labor efficiency, the state of the investment climate, industrial innovation.

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