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TÍTULO: El principio del desarrollo sostenible como factor de crecimiento económico en la región.

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RESUMEN. Los autores presentan un análisis de los principios de la formación del desarrollo sostenible y los factores del crecimiento económico en la región, considerándose las opiniones de científicos y representantes de la ciencia económica. Se determina que el principal problema del desarrollo sostenible de las regiones de Rusia es la falta de acciones prácticas y la ausencia de un escenario multivariante del desarrollo del territorio. Se concluye que la etapa actual de modernización de la economía rusa, dirigida a crear un sentido económico, político, social y de otro tipo internacionalmente competitivo del país, no es posible sin garantizar el crecimiento del bienestar de su población, siendo necesario restaurar el crecimiento económico para el acceso al desarrollo sostenible con una planificación estratégica.

PALABRAS CLAVES: Desarrollo sostenible de la región, sistema de desarrollo sostenible, economía regional, crecimiento económico, eficiencia del desarrollo.

TITLE: The principle of sustainable development as a factor of economic growth in the region.

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ABSTRACT: The authors present an analysis of the principles of the formation of sustainable development and the factors of economic growth in the region, considering the opinions of scientists and representatives of economic science. It is determined that the main problem of the sustainable development of the Russian regions is the lack of practical actions and the absence of a multivariate scenario of the development of the territory. It is concluded that the current stage of modernization of the Russian economy, aimed at creating an economic, political, social and other internationally competitive sense of the country, is not possible without guaranteeing the growth of the welfare of its population, being necessary to restore growth economic for access to sustainable development with strategic planning.

KEY WORDS: Sustainable development of the region, sustainable development system, regional economy, economic growth, development efficiency.

INTRODUCTION.

An important task for our country and regions is to increase competitiveness, which requires modernization of the economy, a transition to an innovative development path. Its solution is interconnected with the task of ensuring the sustainable development of the socio-economic system, including at the regional level. The development of industrial production often increases man-made tensions and aggravates environmental problems. Currently, in our economic literature, the term

“sustainable development” is not clearly defined, it is understood differently, which requires further development of this problem.

The report “Our Common Future” of the ICPO (International Commission on Environment and Development), presented to the UN General Assembly in 1987, noted that “the strategy of sustainable development is aimed at achieving harmony between people and between society and nature” [1]. This broader interpretation of the concept of sustainable development can be used as a basis for the purposes of developing a state strategy for the sustainable development of Russia, since it cannot be limited to its “economic” and “environmental” explications. The concept of "sustainable development" is defined through two generic characteristics: anthropocentric and biospherocentric.

The anthropocentric attribute in a broad sense is understood as the survival of mankind (on a planetary scale) and the ability (possibility) of its further uninterrupted (sustainable), continuously long development without crises and catastrophes, so that our descendants would have no less opportunities than the present generation to satisfy their requirements for natural resources and environmental conditions of the Earth and the Cosmos.

The biospherecentric feature of the concept is related to the preservation of the biosphere as the natural basis of all life on Earth, its stability and natural evolution so that the further development of humanity would not occur in an ecophobic form [2]. Thus, sustainable development in the regions should imply an increase in the decoupling effect.

DEVELOPMENT.

Methods.

From our point of view, the study of the sustainable development of the region should be based on a number of principles, among which the principle of determinism, that is, taking into account the overall interconnection and interdependence of all phenomena of the world in general and the country

in particular, should be highlighted. From the above principle, it is necessary to consider the strategy of sustainable development of a particular region in interrelations and socio-economic and production-economic relations with other regions, since it is these connections and relationships that will allow revealing the nature of things and determining the vector of further development.

Based on the principle of universality of change and development, originating from the time of Heraclitus ("everything flows, everything changes"), the axiomatics of development says that development as such is a process of irreversible qualitative changes of the system based on its internal contradictions with the emergence of a new quality. Therefore, it will be methodologically correct to investigate the sustainable development of the region using a systematic approach.

Until now, modern philosophical science has not developed a unified definition of the term "system". The most common is the definition given by one of the founders of the general system theory L. Bertalanffy [3], according to which the system is a complex of interacting elements. According to the philosophical encyclopedia [4], the system is a set of elements with relationships and relationships between them, forming a certain integrity. In turn, the element is called some further indecomposable component of the system, which is directly involved in its creation.

The study of less complex systems that are part of the system is called "sub-systems". Subsystems are "intermediate" complexes, more complex than the elements, but less complex than the system itself.

The state in general is a complex system that is a subsystem of human society and consists of its constituent elements, including social, political, economic, cultural, etc. Along with the well-known and investigated formal features of the state, which are the presence of a separate territory, public authority and sovereignty, it also has certain system features, such as integrity, structure, management, connections (interconnections), self-organization, goals (goal setting).

Without pleading the importance of each of the signs of the state as a system separately, the leading role nevertheless belongs to such a feature as integrity. Its prevailing position is due primarily to the fact that integrity is an indispensable condition for the existence of any system, the expression of all other signs. Integrity not only indicates the object as a system, but also contributes to its independent existence. The integrity of the state arises as a result of integration between individual elements of society, its subsystems: the socio-political, political-economic, cultural-ethnic and other, their interaction within a single, common or whole.

In this regard, the strategic planning of the sustainable development of each individual region should be carried out at the level of the constituent entities of the Russian Federation (regions, territories, republics) as subsystems within the framework of their interaction and interdependence. A key approach to ensuring sustainable development in this case is planning for the sustainable development of municipalities based on the wide involvement of the local population and their subsequent integration into regional programs (plans) for the sustainable development of territories. This approach provides a common direction of efforts of all elements of the subsystem to achieve a common (general) goal.

Identifying the effects of the relativistic type in the strategy of sustainable development, it should be noted that at present strategic planning has changed significantly as compared to the one that took place in the USSR [5].

Thus, in the whole regions of the Russian Federation, regional development strategies that currently have significant scientific and technical potential and the strategies themselves are constituent elements of the state strategy of sustainable development of the Russian Federation in the trend of main positioning in the external market can be considered effective.

It should be noted that goal-setting as one of the signs of the system permeates and defines all areas of the functioning of the system: information, organizational, regulatory, coordinating, control. This feature determines the content of all others, is their unifying core and is implemented in all areas of government. Goal setting underlies the systems approach. Indeed, each social, economic, political subsystem has its own main purpose, but each of them is subordinate to the main goal - the society as a whole [6].

Therefore, the main goal, for example, of a territorial or municipal entity within the framework of one state and the corresponding types of management, is determined by the main goal of society as a whole as a system of a higher order. If the latter is defined as the creation of conditions that ensure the achievement of a high quality of life for citizens, a decent life, free development for each person, then the subsystems of a "lower" level cannot have other main goals; society as a whole [7].

Results.

The main problem of the sustainable development of the regions of Russia is the lack of practical actions and the absence of a multivariate scenario of the development of the territory. In foreign countries, the development of programs for the sustainable development of regions is carried out in conjunction with the latest information equipment, technologies and mathematical models. In our country, a single mechanism for managing the sustainable development of the territory has not yet been developed.

In the scientific literature, sustainability, as a rule, is understood as such economic growth, when its indicators remain relatively constant or have upward dynamics. In other words, sustainable is understood as supporting development. This approach applies to the regions. In our country, regional economies are quite significantly different in terms of the level of development, in terms of their possibilities to ensure the improvement of the quality of life of the population. This is due to both

objective and subjective factors. Therefore, to limit economic growth to low values is impractical. But the definition of sustainable development requires addition, as the quality of the environment is an essential characteristic of sustainable development.

The prominent representatives of the national school of regional economic research in the framework of the sustainable development of the territory are such domestic scientists as I.G. Alexandrov, N.N. Baransky, PI Burak, V.S. Nemchinov, A.E. Probst, R.I. Sniper and others.

The development of the scientific school of regional economics and the study of individual territories as complex socio-economic systems became possible thanks to such famous scientists as N.N. Nekrasov and A.G. Granberg.

Issues of creating a single economic space and economic zoning in Russia can be found in the works of H.H. Baransky, I.A. Vitvera, V.V. Kistanova, N.V. Kopylova, V.N. Lazhentseva, V.N. Leksina, A.N. Shvetsova, I.M. Maergoiza, T.G. Morozova, Yu.N. Sagidova, Yu.G. Saushkina, H.A. Safronova, M.V. Stepanova, D.S. Lvov, A.I. Tayursky, L.A. Chaldayeva, I.V. Shevchenko et al.

The problems of economic regionalization were deeply considered in the works of N.N. Kolosovsky, who noted that each district carries out a comprehensive development of the economy on its territory in order to best meet local industrial and consumer needs from its own sources of raw materials and energy. At the same time, the author emphasized that it is the use of combined technological processes, and in modern conditions - innovations leading to the creation of territorial-production complexes, based on the creation of closed energy-production cycles, leads to a more rapid achievement of sustainable economic growth [8].

The modern tendency of the development of theories of location of activity is the shift of emphasis to new intangible areas of activity and factors of placement, such as investment climate, environmental safety, quantity and quality of innovative products, etc. As part of this scientific

direction T. Hegerstand developed the theory of diffusion of innovations, according to which and the spread of innovations goes in three main directions [9].

At the same time, the achievement of sustainable development of the territory is inextricably linked with the effective and rational allocation of productive forces. To this end, in 1913, VI. Vernadsky created the Council for the Study of Productive Forces (SOPS), the main purpose of which, at present, is to develop strategies for the development of Russian regions for the long term. The development of strategic development of territories at the regional level and strategic planning are devoted to the work of the following scientists: B.S. Zhikharevich, V.I. Menshchikova, V.N. Knyaginin and MS Lipetsk, MA Nikolaev and M.Yu. Makhotaeva, O.V. Kolomiychenko and V.E. Rokhchin.

The relationship between sustainability and the innovation and investment component of regional development is reflected in the writings of young economists. According to E.S. The bridge, sustainable development of the region is a strategically innovative direction of the development of the socio-economic system, contributing to the fullest satisfaction of the vital needs of people while preserving the existing ecosystems and restoring damaged ones [10].

The starting point for ensuring sustainability has been and remains the recognition that the region can function reliably if it ensures the maximum possible export and sales in other areas of its competitive or unique products, as well as the purchase of everything necessary for the organization of its life support.

To ensure sustainability and self-regulation in a changing external environment, according to O.B. Ugurchieva, the regional economic complex should have a certain development potential for the most significant parameters, to the formation of which a systematic approach should be applied [11].

A broad interpretation of the meaning of the term “potential” consists in its consideration as “a source of opportunities, means, a stock that can be put into action, used to solve a task or achieve a specific goal; opportunities of an individual, society, state in a certain area” [12].

The idea of the essence of the potential determines the approach to its assessment, measurement and management. Indeed, when a potential is considered as a set of resources, its assessment consists in establishing the qualitative and quantitative characteristics of the values of individual types of resources, and their mutual influence is not taken into account and is not measured. When it comes to the resource system, the characteristics of its individual components should be complemented by indicators describing the system as a whole.

The role of innovation and investment potential in the sustainable development of the territory is noted by many modern scientists, such as: A.A. Akayev, E.G. Animitsa, I.E. Anufriev, V.A. Sadovnichy, S.Yu. Eyes and others.

So, E.G. Animitsa notes that innovations, innovations, innovations, scientific and technical and design developments, etc. become the main factor of sustainable economic growth of almost any model, stresses that in modern economic conditions it is the innovative style of thinking and action, the transition from inertial to innovative development are the main direction of the future development of the country [13].

A.A. Akayev, I.E. Anufriev note the interrelation of the aggregate productivity of the factors of economic growth and the innovative development of the territory. At the same time, the authors proved that sustainable balanced development of the country and regions in particular is possible due to improved R & D [14].

In the works of S.Yu. Glazyev notes the fact that even in the conditions of the global economic crisis, accompanied by a downturn in economic growth, it is possible to achieve the advanced development of individual sectors of the Russian economy through the introduction of new technologies, the development of science and technology and the creation of “growth points” in the regions [15] .

This issue is also devoted to the work of foreign representatives Gruchy A. [16], Keizer N.F. [17], Maleski E.J. [18].

Based on the above, we conclude that recently it is the innovation and investment potential of the region that is the driving factor of not only the economic, but also the balanced sustainable development of the territory of both the country as a whole and individual regions.

The investment potential of a region can be considered from the point of view of possible investments in projects implemented in organizations of various forms of ownership and the quality of the investment climate, to which the following criteria are primarily applicable:

- Risk level (low, medium, high).
- The level of development of the regulatory framework.
- Analysis and evaluation of investment regulation.
- Analysis of external investments (characterization of sources and dynamics in recent years (5-8 years).
- The basic mechanisms of investment and their forms.
- Development of financial and monetary policy in the region.
- The level of support, stimulation and development of investment processes in the region.
- Public-private partnership in the field of investment activity.

Also, when assessing the investment climate of a region, it is necessary to proceed from the main characteristics of potential objects for investment, i.e. Potential investment projects, which include: laws and other legal acts regulating investment activities in the region; the dynamics of retrospective and long-term indicators of investment activity; characteristics of potential investment objects; financial resources of the region, including budget indicators and the level of state support.

The level of development of the entire socio-economic life of the region depends on the competent development of investment activities in the region, the availability of potential sources of financing, an effective regulatory framework and support for investment processes.

The development of innovation potential and technology transfer in the economic policy of the region is primarily associated with an increase in the intensity and effectiveness of R & D, the introduction of the results of scientific research and development in the economic sphere, the concentration of personnel and material and technical resources on the most promising directions.

The main indicators characterizing the level of development of the innovation potential of a region are: internal costs of research and development, innovation activity of organizations, costs of technological innovations, the volume of innovative goods, works, services, characteristics enterprises and organizations that are active in the field of innovation and research and development, the number of enterprises and research institutes leading the development of scientific research in the region [19].

Based on the foregoing, the innovation and investment potential of the region represents a set of priority directions of development in the field of creation and use of innovative products, works, services produced in the region for a certain period of time, as well as identified sectors of the economy with the greatest potential ¬ia investments and innovations that create a favorable investment climate of the territory.

So, the author's method of determining the innovation and investment potential of a region consists of four main stages:

1. Determination of the investment climate of the region.

2. Evaluation of traditionally priority areas of investment.

3. Identify sectors with the greatest potential for attracting investment and creating innovation.

4. Characteristics of potential investment targets.

The described method allows to determine the most effective potential investment objects for obtaining the maximum income with the minimum risk.

As a result of the evaluation of the innovation and investment potential of the region, it is possible to determine the potential investment objects. This greatly facilitates the work of the investor in finding the sources of investment, and also reduces the risk of non-return on their investment.

To identify potential investment and innovation “growth points” at the national level, it is necessary to conduct an assessment of each region by federal districts. For this, the author proposes a method for constructing the rating of regions in the following groups: sustainable innovation potential, medium-sustainable innovation potential, innovation potential with low stability.

The author's method of building a rating of regions for innovation and investment potential is based on the selection of key indicators of innovation and investment activity in the region, which are of fundamental importance when selecting potential investment objects.

At the same time, the main criterion that gives an objective assessment for making competent management decisions in the field of investment at the regional level, in our opinion, is the growth rate of the indicator over the past eight years. This statement is based on the fact that attracting investments and creating innovations is possible only if there has been a steady growth in innovation and investment activity in the region for eight years. Otherwise, it can be argued that the investment climate in the region is unsustainable and there is a risk of non-return of funds invested by the investor.

The author also proposes to rank the regions according to the degree of sustainability of the innovation and investment development of the territory and the values of the indicators, thanks to which it is possible to assign a particular region to “sustainable”, “medium sustainable” or “unstable”.

From the above, it can be concluded that sustainable regional development can be interpreted as a dynamic, complex state of the system based on a balanced set of socio-economic, environmental, political and other interrelated processes carried out on the basis of rational use of all resources of the territory, not exceeding the maximum permissible loads on environment, and allowing to consistently

increase the potential of the region to improve the quality of life and meet the needs her living on its territory of citizens. At the same time, a number of conditions and factors affecting the sustainable development of the region allowed us to determine the main criteria for the sustainable development of the region, which should be divided into: production, economic, financial, infrastructure, investment, innovation, institutional, marketing, social and environmental [20].

Recently, the innovation and investment potential of the region is becoming increasingly important in the sustainable development of the region. The definition of innovation and investment potential and technology transfer allows for the growth of new technologies, innovative products, works, services, to increase the investment attractiveness of the region not only in the foreseeable future, but also in a strategic perspective.

Discussion.

In our opinion, the sustainability of economic development is the provision of such economic growth, which does not impair the quality of the environment, implies a balance of economic and ecological development. Therefore, in modern conditions, more and more attention is paid to the analysis of the decoupling effect. Its essence is that it involves the separation of trends in economic growth and environmental pollution and is the basis for greening the economy.

In the system of ecological-economic relations, decoupling means economic growth at lower rates of resource consumption and reduction of environmental degradation [21].

Indicators of environmental intensity and intensity of pollution (emissions of pollutants into the air, discharges of polluting wastewater, production and consumption waste) show that there is a slight decrease in pollution with an increase in gross regional product (GRP).

Ensuring the growth of GRP requires the implementation of effective regional economic policies, including regional investment, innovation, industrial. Economic growth is driven by investment in the region. Therefore, the regional administration needs to constantly increase the investment attractiveness of its territory.

Investment attractiveness is considered as a set of features (conditions, restrictions) affecting the inflow of capital into the region and provided by investment activity. Investment activity is determined, in turn, by the investment potential of the territory and investment risks.

The structural characteristic of the investment potential for a resource basis consists of the production, financial, labor, natural resource, innovation potentials [22].

Studies by a number of scientists [23, 24] show that the volume of attracted investments largely depends on the investment potential of the region, and not on investment risks. But do not underestimate the factor of investment risks.

Industry plays an important role in ensuring the sustainability of the regional economy. This is determined by the fact that industrial enterprises form a significant part of the tax base of a region, often playing the role of a city-forming entity, which affects social stability and is more capable of creating and using innovations.

Practice shows that enterprises engaged in export activities and involved through the world market in a fairly tough competition, find the opportunity and in the current conditions to carry out technical re-equipment and modernization of production. In particular, the effectiveness of re-equipment in the interests of sustainable development of the territory is mentioned in the works of foreign researchers [24, 25].

But the growth of innovative activity of industrial enterprises requires large investments. In turn, the investment activity of industrial enterprises is constrained by a number of factors, in particular, the insufficient amount of their own financial and investment resources, high lending rates for long-term

investment projects, and an insufficiently developed system of institutional support for investment activity under conditions of imperfect legislative base and increasing geopolitical risks.

CONCLUSIONS.

Currently, it is necessary to further improve the regional investment, industrial, innovation policy. Attracting investment in the region is largely extensive. In the future, environmental problems may become even more acute, as well as problems with the provision of highly skilled labor, objects of social and industrial infrastructure. Therefore, when selecting investment projects to a greater extent, one should rely on resource-saving, labor-saving technologies, especially in industrial production.

It is advisable to further develop information, financial, marketing, tourism, etc. more actively. services, that is, to increase the share of services in the GRP, which will contribute to increasing the sustainability of the development of the regional economy, enhancing the decoupling effect. The mechanism of state support should take into account the presence or absence of this effect in the activities of enterprises. First of all, state support should be provided by an enterprise that is actively working to reduce emissions of pollutants into the atmospheric air, discharges of polluting wastewater, industrial waste, modernizing production. Innovative technologies are designed to strengthen the process of greening the regional economy.

The new stage of modernization of the Russian economy, aimed at forming a competitive international market in the economic, political, social and other senses of the country, is not possible without ensuring the growth of the well-being of its population. The basic condition for solving the problems of social development in our country is the restoration of economic growth and access to the trajectory of sustainable development through the use of "new development factors": high quality vocational education, increasing labor productivity, saving public health, a favorable investment climate and modern technologies. The main indicator characterizing the welfare achieved in society

is the quality of life of people. In this regard, the choice of the strategy of socio-economic development of the state in general and regions in particular, focused on achieving advantages in global competition, should be based on creating conditions for its citizens to achieve high levels of quality and quality of life based on technological change in the framework of the transition to a post-industrial society .

According to the systems approach, the strategic planning of the region's sustainable development is a subsystem of the concept of the sustainable development of the country as a whole. We can distinguish the main features of strategic planning:

- Perspective vision.
- Aspiration to the future.
- Adaptability.
- SWOT analysis.
- Creativity.
- Orientation to the solution of key problems of the region, on the solution of which the sustainability of its development depends.
- Linking the projects under development with the capabilities of the noosphere of the region and the structure of available resources;
- Coordination of decisions made with a goal, that is, sustainable development of the region within the framework of the general development strategy of the Russian Federation.

Unfortunately, many municipalities spend efforts on carrying out a number of individual activities that have low socio-economic efficiency. This situation arises, in our opinion, due to the lack of coordination of the strategic program for sustainable socio-economic development of the region with the overall strategic concept of the sustainable development of the state as a whole.

Strategic planning, therefore, requires a comprehensive analysis of the situation, prioritizing the solution of problem points. This requirement is fully implemented using the project approach. After obtaining an effective result, these projects can be transferred to process activities. An analysis of existing development projects in many regions shows that most of them are not as such due to the lack of methodological developments in applying the project approach at the regional level. In most cases there is a set of activities that are loosely related to each other without being tied to a single goal. Strategic planning is a new tool for achieving the goals of municipal development for many regions of Russia.

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