

Секция «Стратегическое планирование экономики в обеспечении выхода из глобального кризиса»

Actualization of the role of small and medium-sized enterprises in the development of anti-crisis strategy for managing of Russian monotowns

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Market reforms of the early 90-ies in Russia are practically destroyed the industrial cooperation, which was formed in the Soviet economy and which allowed to functioning reliably to industrial enterprises in monotowns.

Monotown - is a town, whose viability depends from the functioning of the city-forming complex. For today, according to the Ministry of Regional Development, there are 460 monotowns in Russia.

A key problem in the development of the economy of monotowns is dependence from the city-forming enterprise, and in this regard - a high degree of single-industry production. As a result, narrow specialization makes the development of the city unstable to adverse external influences. Changes in the external conjuncture, falling prices and demand for the products of city-forming enterprises caused a severe crisis condition in the economy of many monotowns. It was observed in the 90 years of the twentieth century, during the economic crisis of 2008-2009 and, potentially, during the difficult economic situation in 2015.

Monotowns are more affected by the crisis of the world economic system, than the other cities of Russia. We can say that the vulnerability of monoprofile economy to the crisis is one of its main features.

The urgency of the problem of monotowns is confirmed by the high attention of the President of the Russian Federation to it. In his address to the Federal Assembly in 2013, Vladimir Vladimirovich has emphasized the fact of which conditions and preferences are not enough for business to make an investor choose the monotowns as potential investment areas with a real benefit [3].

Nowadays specialists claim, that the monotowns represent reduced model of Russia. And most of the difficulties that they face are common to all, without exception, localities of our country.

Today the business is necessary to grow carefully, especially on a small territory. The business climate of the state is not formed in the capitals, the force is in the regions. This is the most direct and realistic way for the development of small businesses in our country.

Since the monotowns are not uniform in Russia (they are graded according to the prospects and potential of the urban economy), it is necessary to use a differentiated approach to various settlements. It is interesting to look at domestic researches and experience [2].

Thus, the industrial group "Basic Element" has conducted a study of 18 monotowns, where it has its businesses and made proposals for the policy of recovery of those monotowns and their labor markets, which are stacked in three basic models:

1) 20% of monotowns - "controlled compression" (where the resource of the current production is exhausted and there is no potential for the new one). Experts believe that a well-planned policy of "controlled compression" is in 5-6 times cheaper, than the complete elimination of monotowns, the total cost of which could reach, according to estimates, about 120 billion rubles. The policy of "controlled compression" allowed to return to the economic activity a

large number of released population, many of whom are skilled workers with good skills for retraining;

2) 35% - "stable monotown" (where there is no potential for diversification of production, but the current is not hopeless). It is necessary to implement the measures, which aimed at the point solution of infrastructure and social issues (for example: maintenance of social standards, upgrade of utilities). This will prevent the degradation of the cities and outflow of the working age population;

3) 45% - "industrial diversification" (where the different industries can be developed): the creation of industrial parks, tourism development, tax cuts (including the creation of special economic zones), support of the initiatives of local medium-sized businesses, the construction of housing and improvement of the quality of life.

The development of the small business acquires increasingly political, social and economic importance in recent years. The small business contributes to increase in tax revenues; the most dynamically masters the new products and economic niches; develops in fields of activity, which are unattractive for the large businesses.

For the dynamic and continuous development of the small and medium-sized businesses, as well as for the normalization of the socio-economic situation of monotown Gukovo and improvement of its financial stability, the authors proposed the following measures:

- Implement the measures to stimulate the inflow of new labor resources in field of small business (for example: economic support for beginners; active promotion of the small businesses and etc.)
- For the Government of Rostov Region: considering the issue of providing their benefits for the future projects of monotown Gukovo through the regional budget, namely, to reduce income tax and subsidize the interest rate for the attracted loans;
- Development of an interesting infrastructure solutions and business projects and, through the Business Incubator, which is acting on the territory of the monotown Gukovo, direct them to a private equity fund, created in conjunction with the "Promsvyazbank" and "Support of Russia";
- Improvement of the role of entrepreneurship in society, its contribution to the solution of social problems in the city [1];
- Creation of favorable conditions from the state to attract businesses into the territory of the city by transforming the released and unused areas of the city-forming enterprise in the production site for the development of new business;
- Introduction of the program of "tax holidays" for business, which are registered and operate in monotowns, which presupposes exemption business from tax for a certain period of time.

Источники и литература

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- 3) В.В. Путин поручил разработать предложения по комплексному развитию моногородов//РБК экономика [сайт]: URL: <http://www.rbc.ru/rbcfreenews/20131212131116.shtml> - (дата обращения: 27.02.2015).

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