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NORTH-EAST ASIA ACADEMIC FORUM

2015/1 (10)



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Regional Foresight Is the Strategic Development Tool of Old Industrial Region

V. P. Shelomentseva, E. B. Nikitin, S. V. Bepalyi, E. A. Ifutina

(Innovative University of Eurasia, Kazakhstan)

Abstract: The article deals with the possibility of a regional foresight based on the materials of the Pavlodar region, as one of the major industrial centers of the Republic of Kazakhstan. The article proposes a scenario of the Pavlodar region development on the basis of foresight studies.

Key words: Region; Foresight; Strategy; Research and technological development; Innovation

Authors: V. P. Shelomentseva, Doctor of Social Sciences, Professor of Economics, Innovative University of Eurasia, Kazakhstan, e-mail: valshelom@mail.ru, E. B. Nikitin, Doctor of Veterinary Science, Professor, Innovative University of Eurasia, Kazakhstan, S. V. Bepalyi, Ph. D., Associate Professor, Innovative University of Eurasia, Kazakhstan, E. A. Ifutina, Master of Economics, Innovative University of Eurasia, Kazakhstan. This article was written as part of the grant research project of RK Ministry of Education and Science "Development of scientific and methodological foundations of economic modernization of old industrial regions of Kazakhstan based on innovation" (project 3931 / GF4)

Transition of Kazakhstan's economy to the innovative path of development when globalizing and increasingly deep integration of the country into the world economy, the growth of openness of the economy are the imperative for the preservation of stable economic growth in the medium and long term. In the era of globalization of the world economy the basis for successful positioning of the country, the region, the industry lays in constant innovation upgrading aimed at achieving maximum productivity, competitiveness, and development of human capital. It is estimated that in developed countries from 50% to 90% of GDP growth is determined by innovation and technological progress, innovation becomes a prerequisite and the main "engine" of the development of all sectors of industry and services.

The conceptual framework of long-term socio-economic development of Kazakhstan announced very ambitious goals – rapprochement of income of Kazakhstan citizens to the level of developed countries, fold increase in productivity, gaining the new positions in global markets, achieving the technological leadership in selected areas, etc. To implement these goals it is possible only due to a radical increase in the competitiveness of the national economy based on constant technological upgrades and a qualitative increase in the level of technological development of its key sectors.

Despite significant investments in education, science and innovation, made in recent years, Kazakhstan, unfortunately, in the present period continues to significantly lag behind the world leaders on

the basic parameters determining the level of scientific and technological development. The share of Kazakhstan's high-tech products in exports is virtually absent, in Russia it does not exceed 4–5%, while for China this figure is 22.4%, South Korea – 38.4%, Hungary – 25.2% [1].

On the agenda is there is a task to create science absorbing industries, the products thereof will be in demand in foreign markets. For this purpose, it is necessary to increase funding for research and development (R&D); in our country by 2030 the expenditures on science should reach 3 percent of GDP. This step will allow Kazakhstan to close the gap with the advanced countries and to strengthen the foundation of competitiveness [2].

To change the situation, to ensure the competitiveness of the national economy in the long run, it is necessary to organize the process of forming a coherent vision of the technological future of Kazakhstan by all stakeholders: government, business, academia, civil society and to cooperate the activities trying to realize the goals. A key role in this process belongs to the state, not only as its initiator, but also as a guarantor of the implementation of the agreements reached.

In the world community the technology of foresight studies is used as a tool for forecasting and planning. Currently, this technology became to be applied in a long-term forecasting and planning has been applied in active studies by countries' associations, international corporations involving leading experts from the countries, having a significant impact on the development of relevant industry [3].

In the foresight studies carried out around the world, the experts identify the following main tendencies of scientific and technological development:

- Strengthening the convergence of technologies;
- Strengthening the diffusion of modern high – tech into medium – technology sectors of production sphere;
- The growing importance of multidisciplinary scientific research;
- Increase the impact of new technologies to the management and organizational forms of business, stimulating the development of flexible network structures.

The development of these trends allows us to develop new materials that offer new technology solutions at the junction of adjacent fields of science and industry. As a result, we will have the improvement of existing production processes, the perfection of staff competencies, and the introduction of resource – saving approaches. [4]

Areas of scientific and technological developments can be expressed by the three dominant trends:

- Completion of the process of globalization, integration and specialization of global institutional space, its new formation – knowledge – based economy;
- Acquisition of competitive advantages by developing countries in the socio – economic sphere, due to the global technological parity;
- Adoption of innovation as a factor of competitiveness at all levels of the economy, focusing investment in the technology sector.

Formulated trends give the grounds for optimism about the possibility of realizing the potential of the national high – tech sector as a strategic driver of Kazakhstan's economy's reform, gaining its competitiveness in the global integrative development.

Kazakhstan makes its choice in favor of the transition from the raw materials to the high – tech development model, to the economy based on knowledge. This strategic maneuver requires the joint

participation of the government, science, business and society in the formation of national and regional innovation systems, timely identification of new areas of expertise. Analysis of long – term trends of scientific and technological development, timely adjustment on this basis of scientific priorities should be the important elements of the management process, the mechanism of formation of state policy in the field of science and technology, to become the benchmark of the business strategy of the entrepreneur sector [5, 6, 7].

In the Pavlodar region in the period from September 1 to November 30, 2014 “The first regional scientific and technological foresight to identify possible options for scientific and technological development potential of the region” was held. Within the framework of scientific and technological foresight in the region, the survey “Vision of scientific and technological development of the Pavlodar region up to 2030” was conducted, where participated 80 companies in the region. The purpose of the survey: to define the vision of Pavlodar region development till 2030.

Business executives and specialists have acted as experts. During the survey they were asked to evaluate the goals and objectives of scientific and technological policy of the Pavlodar region till 2030, as well as mega – trends affecting the development of science and technology in Kazakhstan and Pavlodar region in terms of their:

- Priority;
- Implementation period;
- Degree of influence on the economic and social indicators.

Respondents for the assessment were asked to choose one of the options of an answer closest to their opinion, or they had to offer their own answer.

Expert Group has identified the priority of various economy sectors for the development of the Pavlodar region (Table 1).

Table 1 – Distribution of experts by industries of the Pavlodar region

| Sector of Industry | Russian Abbreviation | Number of Experts |
|--|----------------------|-------------------|
| Oil and gas industry | HO 1 | 4 |
| Energy production | Э 2 | 17 |
| Agro – industrial complex | АПК 3 | 10 |
| Information and communication technologies | ИКТ 4 | 2 |
| Mining and metallurgical complex | ГМК 5 | 15 |
| Mechanical engineering | М 6 | 9 |
| Transport | Т 7 | 3 |
| Construction and building materials | СтСТ 8 | 2 |
| Chemicals and pharmaceuticals | ХиФ 9 | 13 |

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| Sector of Industry | Russian Abbreviation | Number of Experts |
|--------------------|----------------------|-------------------|
| Health care | З 10 | 2 |
| Tourism | Т 11 | 2 |
| Others | Др 12 | 1 |

According to experts in the Pavlodar region promising sectors of the economy are defined as follows (see Figure 1):

- Energy production - 17;
- Mining and metallurgical complex - 15;
- Chemicals and pharmaceuticals - 13;
- Agro - industrial complex - 10;
- Mechanical engineering - 9.

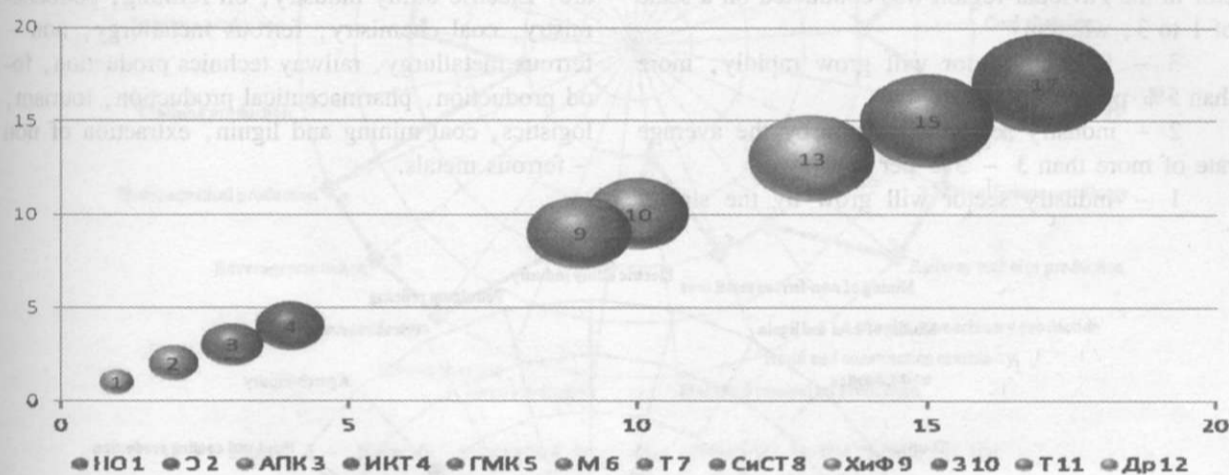


Figure 1 - Experts' evaluation of promising industries of the Pavlodar region

During the questioning of experts the conditions of development of various sectors of the economy and the quality of conditions in the region were analyzed (Table 2).

Table 2 - Experts' evaluation of the attractiveness and quality of the environment in the region

| Sector of Industry | Branch Attractiveness | Quality Condition in the Region |
|--|-----------------------|---------------------------------|
| Electric utility industry | 1 | 3 |
| Petroleum refining | 1 | 3 |
| Petrochemistry | 1 | 3 |
| Agrochemistry | 2 | 2 |
| Paint and coating production | 2 | 3 |
| Household chemicals | 2 | 3 |
| Coal chemistry | 1 | 2 |
| Ferrous metallurgy | 1 | 3 |
| Non - ferrous metallurgy | 1 | 3 |
| Railway technics production | 1 | 3 |
| Agricultural machinery production | 2 | 2 |
| Road and construction machinery production | 3 | 2 |
| Electrical equipment production | 3 | 1 |
| Crop production | 3 | 2 |
| Livestock sector | 3 | 2 |
| Food production | 1 | 3 |
| Beverageproduction | 2 | 3 |
| Pharmaceutical production | 1 | 3 |
| Clothing production | 3 | 1 |
| Furniture production | 2 | 2 |
| Cuilding materials production | 2 | 2 |

| Sector of Industry | Branch Attractiveness | Quality Condition in the Region |
|------------------------------------|-----------------------|---------------------------------|
| Tourism | 1 | 3 |
| Logistics | 1 | 3 |
| Mining of coal and lignin | 1 | 3 |
| Mining of non - ferrous metal ores | 1 | 3 |

The attractiveness of an industry sector may depend on the growth and the demand for its products. Evaluation of long - term growth of the industry sector in the Pavlodar region was conducted on a scale of 1 to 3, wherein:

3 - industry sector will grow rapidly, more than 5% per year;

2 - industry sector will grow by the average rate of more than 3 - 5% per year;

1 - industry sector will grow by the slower

rate of less than 3%.

According to experts (see Figure 2) the promising sectors of the economy in the Pavlodar region are: Electric utility industry, oil refining, petrochemistry, coal chemistry, ferrous metallurgy, non - ferrous metallurgy, railway technics production, food production, pharmaceutical production, tourism, logistics, coal mining and lignin, extraction of non - ferrous metals.

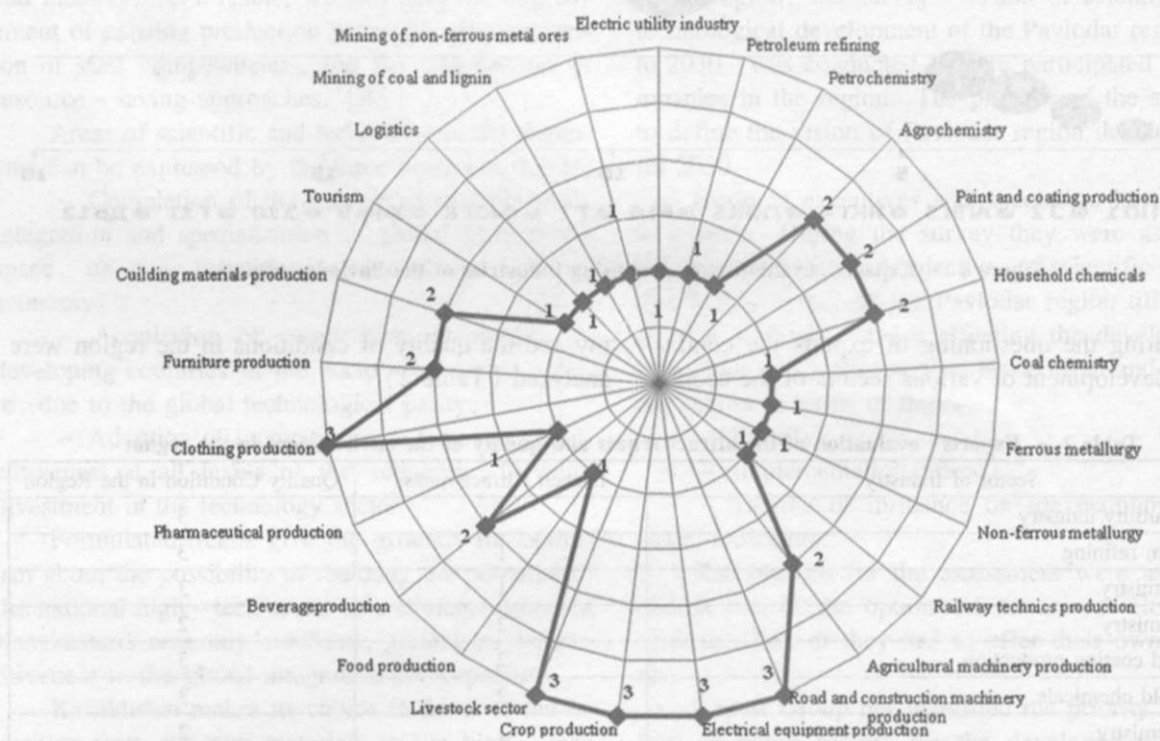


Figure 2 - Experts' evaluation of industry sectors' development in the Pavlodar region

Favorable conditions for the development of the industry sector can serve the natural resources, skilled personnel, infrastructure, vendors' system, market access and others. Attractiveness of the Pavlodar region was conducted on a scale of 1 to 3, wherein:

3 - there are all necessary conditions for the development of the industry sector;

2 - there are some conditions for the development of the industry sector;

1 - almost no conditions for the development of the industry sector.

According to experts, in the Pavlodar region there are favorable conditions for development of the following sectors: electric utility industry, oil refining, petrochemicals, paint and coating production, household chemicals, ferrous metallurgy, non - ferrous metallurgy, railway technics production, food and beverage production, pharmaceutical production, tourism, logistics, mining of coal and lignin, extraction of non - ferrous metals (Figure 3).

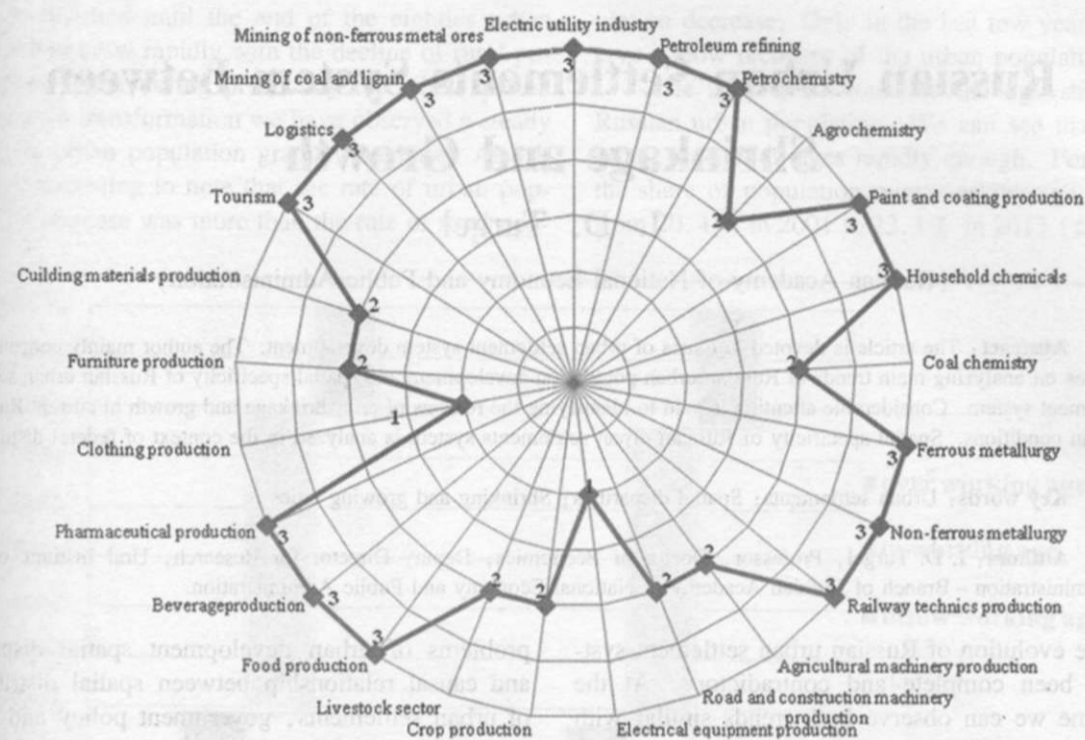


Figure 3 – Experts' evaluation of quality conditions in the region for the development of the industry sector in the Pavlodar region

Thus, the key for the scientific and technological development of the Pavlodar region are following the direction of the industry sector:

- Production of railway equipment;
- Household chemicals, petrochemicals and oil refining;
- Electric utility industry;
- Logistics (inclusion of the Pavlodar region in the food export hub to Siberia and the markets of the Customs Union);
- Tourism;
- Pharmaceutical production;
- Food production.

For the development of these areas in the region, a special economic zone of Pavlodar was created (46 registered participants, the total amount of funds needed to build the infrastructure of SEZ "Pavlodar" – 29 billion tenge).

It is planned to create the industrial zone for increasing the availability and quality of industrial infrastructure for the development of new sectors of the economy. The financing of existing production modernization and diversification is funded through the state programs. New businesses are launched in promising industries of the national economy.

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