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WORKING OUT DEVELOPMENT STRATEGY OF SOUTHERN MACROREGION IN MEGAPROJECT FORMAT

I.V. Mitrofanova, A.N. Zhukov

The perspective of working out a social and economic development strategy of federal districts of Russia is substantiated in the territorial megaproject format; features of their formation are revealed, advantages and possible risks of realization are analyzed.

Key words: *macroregion, federal district, strategy, development, megaproject, risks.*



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MEGAPROJECTS REALIZATION AS A FACTOR OF REGIONAL DEVELOPMENT SPEED-UP

A. Yu. Voloshina

The article stresses the fact that global competition sets new requirements to the ensuring competitive and stable development of regions in Russia which are outliving post-crisis conditions of their economic renewal. The author offers non-traditional ways of growth rate increasing of regional economies in the global context. One of which may be a megaproject, that is a large-scale investment project realization, implemented by coordinated activities of state structures and regional communities.

Key words: *megaproject, investment project, regional development, project management, government-private partnership.*



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CONCEPTUAL BASIS FOR THE SOCIAL-ECONOMIC DEVELOPMENT STRATEGY OF THE REGION

Sh. V. Kurchaev

The author defines the term of the conceptual strategy of social-and-economic regional and corporation development. The interrelation of conception, situational analysis projection, and social-and-economic scenario of regional development is revealed as including major phases and stages of the process development strategy, its realization mechanism, and conceptual basis for the strategy of the long-term regional development.

Key words: *region, conception, projection, scenario, development strategy, monitoring, realization mechanism.*



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SOCIO-ECONOMIC DEVELOPMENT OF SOUTHERN RUSSIA REGIONS AND RISKS AT A CRISIS-RIDDEN PERIOD

I.E. Kalmykova

The article dwells on main risks detection at a crisis-ridden period in southern regions of Russia. The author worked out a multiparameter method for the priority risk factors assessment of socio-economic regional development to prioritize welfare interests, security threats, and the actions that can neutralize them in formation of socio-economic policies in Volgograd region.

Key words: *socio-economic development of the region, crisis, interests, threats, risks.*

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SWOT-ANALYSIS IN STRATEGIC MANAGEMENT SYSTEM: APPLICATION AND ADAPTATION TO OBJECTS OF MESOLEVEL

I.N. Tsulaya

The article analyzes the main shortcoming typical of such an instrument of strategic management, as the SWOT-analysis. The author concludes that, alongside a SWOT-analysis in its traditional form, it is advisable to conduct so-called NON SWOT-analysis.

Key words: *strategy, competitiveness, strategic management, SWOT-analysis, NON SWOT-analysis.*



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THE MARKET OF PRINTING MASS MEDIA TRENDS IN VOLGOGRAD REGION

.V. *robov*

The article underlines that in order to stand against the revealed negative trends it is necessary to stimulate effective and self-developmental system of regional independent printing mass media, which should adhere to professional standards and improve in the conditions of reading interest decrease and the absence of support to publishing business programs operating regionally.

Key words: *mass media, region, development, competition, strategy.*



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ON FACTORIAL SUPPORT RESEARCH OF THE VENTURE CYCLE STAGES IN A REGION

D.V. Moseyko

The author deals with the process of production and advancement of a venture product. Development directions of the mechanism of venture business state regulation and stimulation are offered.

Key words: *innovations, venture, factor analysis, risk investments.*



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MEGACITY COMPETITIVENESS IN THE CONTEXT OF GLOBALIZATION

A.S. Novoseltseva

This article describes the main approaches to the analysis of megacity's competitiveness in conditions of spatial transformation of the world economic structure, including the key indicators used in classic and modern evaluation systems.

Key words: *megapolis, competitiveness, trends of globalization, global economy.*



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REGIONAL ECONOMIC SPACE DEVELOPMENT AS A SEGMENT OF GLOBAL SPACE ECONOMY

.S. Ivanov

The author analyses theoretical approaches to regional economic space studies. As a result of it the ways of regional economic systems' inclusion into the world economy are revealed; contradictions of regionalization and globalization of economic actors' interactions and the manifestations of regional differentiation in the course of economic development are considered, as well as various forms of economic integration processes on the formal and corporate basis are defined.

Key words: *region, international economic relations, economic space, corporate integration, corporate space.*



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FRONTIER COOPERATION AS A FORM OF NEW REGIONALISM IN THE GLOBAL ECONOMIC ENVIRONMENT

T.V. Voronina

The new regionalism is defined as the frontier cooperation and Euroregions' activities in global economics. The author considers the frontier cooperation of the Russian Federation to be a step to the full-size economic integration in the post-soviet environment.

Key words: *internationalization, globalization, new regionalism, point integration, Euroregions, frontier cooperation.*