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TERRITORY COMPETITIVENESS: CASE STUDY PERM REGION

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Abstract. The paper discusses the competitive aspects of the Perm region development. The author analyzes the various definitions of the “territory competitiveness” concept and various approaches to the definition of the main indicators reflecting competitiveness factors. The Perm Territory competitiveness analysis in terms of production, innovation, infrastructure and institutional criteria according to the Michael Porter’s theory was carried out. The analysis was conducted on the basis of statistical data, the results of monitoring and surveys in Perm region. The production criterion is analyzed by the author based on the dynamic’s indicator of the number of registered economic entities in the region, their structure, including small business and the individual entrepreneurs’ composition. Further, the territory investment attractiveness was evaluated in terms of the investments volume in the fixed organizational capital and their structure. The region’s infrastructure was assessed by the author according to the development of business support centers in the Perm Territory municipalities, the provision of scientific and educational organizations and their level. Evaluating the institutional criterion, the author analyzed the regional legislation development, the availability of financial and credit resources, the patents cost. The innovation criterion was analyzed by the region place in the ratings of innovative development level by the Russian Ministry of Economic Development and the Innovative Regions Russian Association.

Keywords: regional competitiveness; Perm region; innovation; industrial production; investment attractiveness.

JEL codes: R 11; R 58.

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