Features of forecasting the development of enterprise structures of the regions in the conditions of global economic change

Elvira Taipova[1], and *Maksim* Lysenko[1,*]

[1]Higher School of Economics and Management, South Ural State University (NIU), Chelyabinsk, Russia

Abstract. The article substantiates the role of theory in predicting the development of the economies of all levels, in the development of enterprise structures of different scales. The basis for economic and social analysis is the system parameters, which may vary depending on the conditions of economic development, the goals and objectives of the planning period. Prediction of enterprise structures of regional trends should contribute to solving the problem of increasing the productivity and efficiency of the leading sectors of the economy of the region in a globalized economy. Monitoring and forecasting of structural change of business development in a particular region involves the development and formation of appropriate administrative, institutional and financial structures for the creation of investment attractiveness and optimize resource utilization. Keywords – business structures, region, methods of forecasting, economic globalization, management of economic social development and the cluster approach.

In a globalized economy, forecasting the development of enterprise structures in the regional markets of goods and services is a major milestone for the administrative structures of regions [1]. Improving business activity lies in the implementation of strategies for improving the competitiveness of business entities, taking into account the regional market needs. In this connection it is necessary to improve the methods of development strategies and management decisions, to expand and deepen the integration processes.

Based on the Russian model of development, to provide a favorable investment climate, achieve the goal of increasing the competitiveness of goods and services forecasting of development of enterprise structures in the regional markets should be focused on improving living standards and search options for economic and social development of the region.

Monitoring of scientific literature [2–5] allows to consider in detail the methodological aspects of management at the regional level development forecasts for the development of enterprise structures, taking into account the relationship of external and internal objects and prediction of subjects. Analysis of scientific papers covering issues of development forecasts, development business, helped summarize the existing methods, the use of which is possible in the construction of structural changes in the regional economy scenario (Fig. 1). In developing forecasts of the classical methods used by business organizations.

Prediction of development of enterprise structures in the conditions of globalization of economy believes the passage of the following stages:

- monitoring, the results of the preparation and processing of surveys of economic entities in the region;
- the development of scenarios of formation of state economic forms of development;
- systematic assessment and analysis of trends in the development of the regional market;
- processing of monitoring results and expert assessments;
- construction of conceptual approaches based on expert assessments and monitoring.
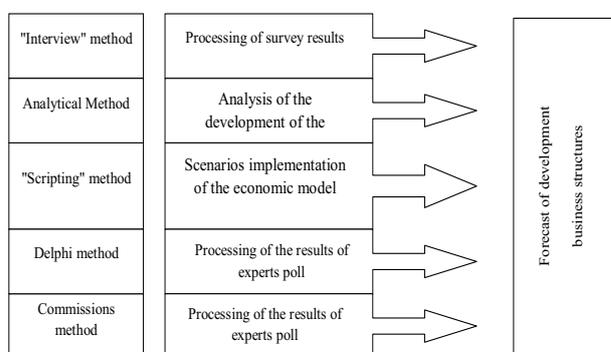
Fig. 1. Methods of forecasting the development of business structures at the regional level of government.

In scientific studies [6–8] all prediction methods for the development of entrepreneurial activity in the region in the scenarios formalizes the intuitive (expert estimates) and formal (Table 1).

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* Corresponding author: dec_eib@mail.ru

Table 1. Characteristics of the main methods of forecasting the development of business structures at the regional level.

Method (Group practices)	Summary of specific features
Intuitive methods	They are used when it is impossible to consider all the conditions that affect the forecasting object, there is the difficulty of forecasting object or a large number of exposure conditions
Interview method	Specialist expert asks questions concerning the prediction object. After that, all the results of the interview are processed, and based on the forecast for construction companies or organizations
Script method	The basis of the method - the logic of further development of the economic process
Analytical method	The forecast, based on expert analysis of further developments writes policy briefs for decision by top management of the enterprise solutions
Methods of individual assessments	The accuracy of the result depends on the degree of professional (including educational) training expert
Commissions method	A working group, which is a list of questions in the form of a list or table, select experts, interrogates them on pre-established questions, processes and analyzes the data. An analysis of the expert group produces results, the main ones are the generalized opinion and coherence expert evaluations
"Delphi" method	It consists of multi-stage consecutive individual interviews of experts. The basic principles of the method of "Delfi" are the anonymity of the participants: the survey participants fill out questionnaires and do not interact personally. The range of estimates is reduced and produces a generalized opinion about the prospects of development of forecasting object
System-structural method	Creating a mathematical model predicting the object with the original data. As a result of processing of input data model provides predictable performance
Extrapolation method	It is based on the inertia of economic processes. Forecasts based on the extrapolation method, constructed as follows: according to statistics predicting the object is determined by its dynamics and applied to the current indicators. extrapolation method can be widely used for short-term forecasting of business structures
Economic-mathematical methods	Feature EMM - formalized description of economic phenomena and processes in the form of systems of mathematical equations
Sampling method	It allows you to distinguish between the real and the occasional signs of the research object. You can explore the possible relationship and communication between random variables

In carrying out the prediction of structural changes in the activity of enterprise structures of the regional economy in the conditions of globalization of the world economy need to take a greater role of economic and mathematical methods. A special place in the forecasting tools occupy variational methods and factor analysis, because these methods help to minimize the risks in the development of scenarios for economic and social development of the region [9]. In the study of indicators of business development at the regional level of government must take into account particular state approach to promote growth of the national economy, which is applied taking into account trends in the regional economy [10].

When implementing the forecast at the regional level is necessary to set goals and objectives of business management at all levels, in cooperation with the expert assessments to develop and systematize factors external and internal environment affecting the business development trends (Fig. 2).

To assess the impact of microeconomic factors to the development of business organizations in the region should:

- to predict the expected production volumes and market demand for products or technologies;
- calculate forecasts of production costs and planned sales according to market research.

Based on the situation of the world market globalization of goods and services at the meso level necessary to perform the following management actions:

- develop industry forecasts the development in accordance with the territorial division of labor;
- to forecast price trends in the world market;
- foresee the development of production chains and innovative directions of technological development;
- to predict the development of certain market segments;
- to develop logistics systems in accordance with the volumes of the production chain and product delivery.

At the regional level is necessary to control:

- develop a forward-looking regional development program for the future;
- base scenario of economic and social development of the regions.

At the macro level of government need to implement in reality the following types of integrated assessment:

- forecasts for different productive activities in order to minimize the risks of entrepreneurial activity;
- forecast of financial stability and the possibility of acquisition of investments for business organizations;
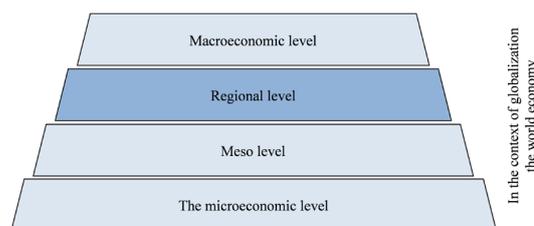
Fig. 2. The levels of implementation forecasts, formation and management of business structures.
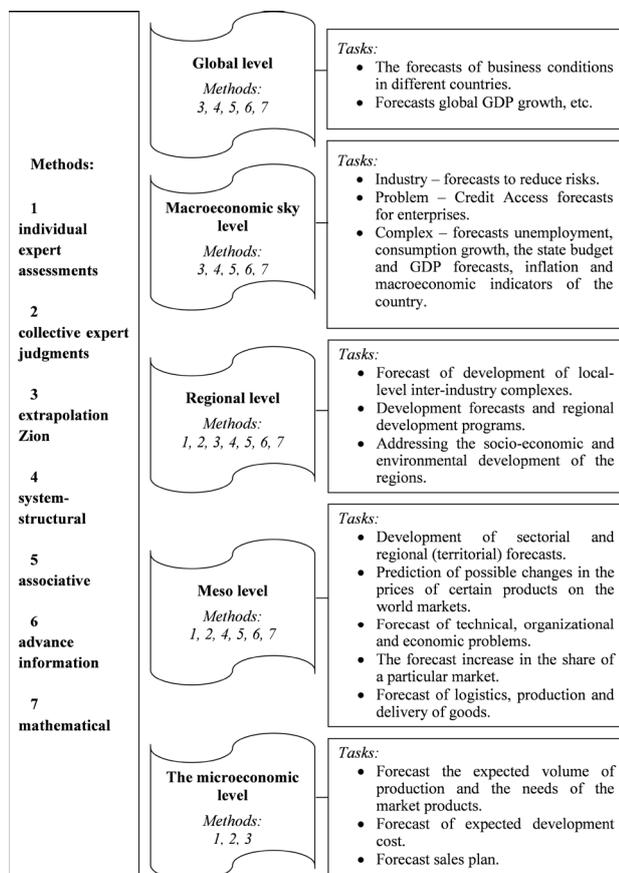
- comprehensive forecasts of the state budget on the basis of balance of performance and increase gross domestic product, the degrees of consumption and unemployment, inflation and macroeconomic indicators.

For the prediction in the context of globalization of the world economy is necessary to perform a number of these macroeconomic objectives:

- predict the parameters of business development in the regions and countries;
- an evaluation and prognosis of recurrence of development of the world economy;
- to assess the rate and situations for economic growth (Fig. 3).

As the assessment of researchers [11–14], when considering the small and medium sized business organizations to implement the prediction at the microeconomic level are used mainly intuitive methods of forecasting, since these methods require small investment volumes.

To adjust at the microeconomic level of economic entities in the region using an integrated approach, in particular cluster. Local level cross-industry complexes are considered as part of regional research clusters, which include unification of garment factories, agricultural enterprises, advertising agencies, retail and banking institutions engaged in common activities for profit. The data within business organizations developing small and medium business, the area of activities is limited to the regional level, the aim – the growth of competitiveness in the regional market of goods and services.

identifies ways to reduce the level of stratification of the population's income. On this basis, translated into reality in a globalized economy, the forecast sectorial parameters of economic and social development of regional areas.

Thus, the regional clusters of business structures that are business entities, provides progressive formation of administrative territorial units or economic zones to meet the challenges of economic and social development of the regions.

Forecast of development of productive activities of business structures, taking into account changes in the global economy in the future is based on a comprehensive assessment of trends in the final of the regional market of goods and services. It is important to pay attention to the forecasting of possible changes in demand and prices for products and raw materials.

At the state level of government forecasting problem mainly affects types of business activities that are in line with the new needs of the regional market of goods and services in the future form the cluster of innovative development of economy.

Fig. 3. Relationship management levels and methods of forecasting of development of enterprise structures.

By using the cluster approach identifies priority directions of development of economy of the region and

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