

# Research Journal of Pharmaceutical, Biological and Chemical Sciences

## Information And Analytical Support In Assessing The Region Sustainable Development.

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### ABSTRACT

Positive trends in sustainable development of regions. However, the consequences of the financial crisis, the imposed sanctions jeopardize the functioning of the social and production infrastructure, the food security of local systems, fuel, and energy resources. The elimination of negative consequences is possible on the basis of an adequate approach to the study of modern trends in the development of regional systems and the timely identification of negative factors. In this regard, the definition of the elements of information and analytical support for the sustainable development of the region and the definition of the main components of the territorial system management mechanism was chosen as the main goal. The paper presents a SWOT analysis of weak and strong sides, on the basis of which it became possible to develop practical recommendations to meet the needs of the present, without compromising the ability of the future generation to meet their own needs.

**Keywords:** indicators, sustainable development, regional system.

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### INTRODUCTION

Sustainable development is a complex concept reflecting the overall level of development of the economic, social and environmental sectors of the region [13-18]. Sustainability, investment attractiveness is the result of business activity and the effective use of all available resources, a combination of various factors of production and making the right and timely management decisions [10, 11].

The studies of the assessment of the sustainable development of the region are devoted to the works of domestic and foreign researchers. The theoretical and methodological foundations of the study of financial sustainability at the micro level are laid in the works of leading domestic and foreign scientists, such as I. A. Blank, L. T. Gilyarovskaya, A. A. Volodina, Ionova, A. A. Kanke, V. V. Kovalev, M. N. Kreinin, E. I. Krylov, A. D, Sheremet and many others [2, 3]. The work of P.M. Ivanova, who understands the viability of the system by this process [4, 12]. M.S. Shayakhmetov proposes to consider sustainable development from the position of macro-region, mezorgeheion, micro-region [1, 5, 8].

At the same time, research on the problems of an integrated assessment of the sustainable development of regions has not been sufficiently conducted. The need to develop methodological guidelines for the development of information and analytical support for assessing the sustainable development of regions, the relevance and lack of elaboration of such important issues determined the choice of the purpose of the study [6, 7, 9].

### MATERIALS AND METHODS

Sustainability is a complex concept that is characterized by a system of indicators that reflect the availability, allocation, and use of available resources. The main criterion here is the stability of trends and the unequivocal orientation of the dynamics of indicators. At the same time, indicators of sustainable development should cover all aspects of the financial and economic activities of regional entities, including external factors. Positive dynamics implies "... development of territories based on the growth of economic and social indicators in terms of acceptable risk ...", negative - loss of competitiveness, financial stability of social well-being of the region.

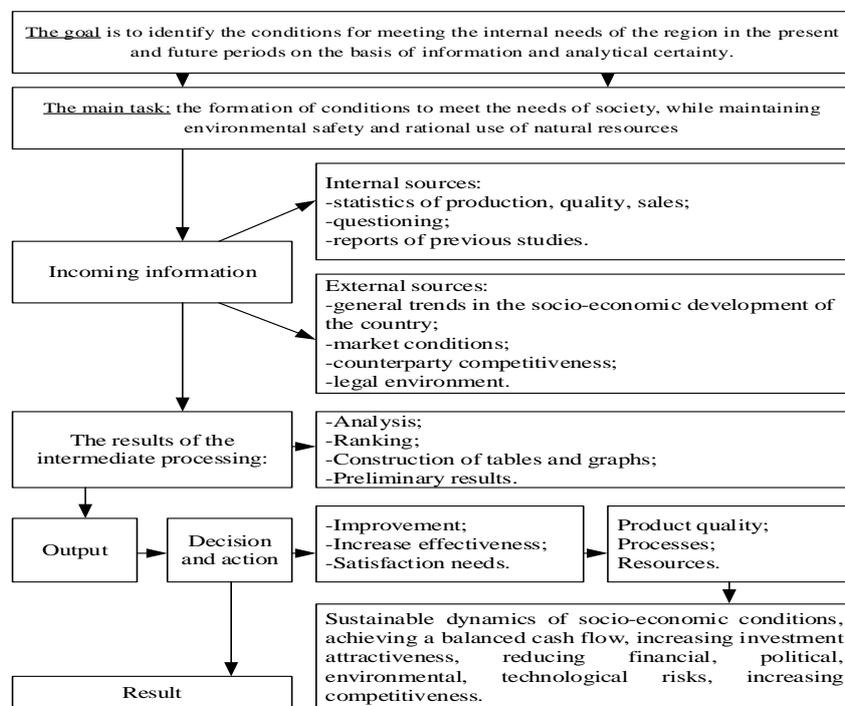


Figure 1: Information and analytical support for assessing the region sustainable development

**RESULTS AND DISCUSSION**

Krasnodar Region is one of the most unique, rich and beautiful regions of Russia. Significant impact on the economic system of the region has a favorable geographical location, resource potential. However, it should be noted that not all indicators correspond to high results, which in general can not characterize the region under study with a stable dynamics of economic growth. This will be explained, first of all, by the heterogeneity of the socio-economic development of the incoming territories.

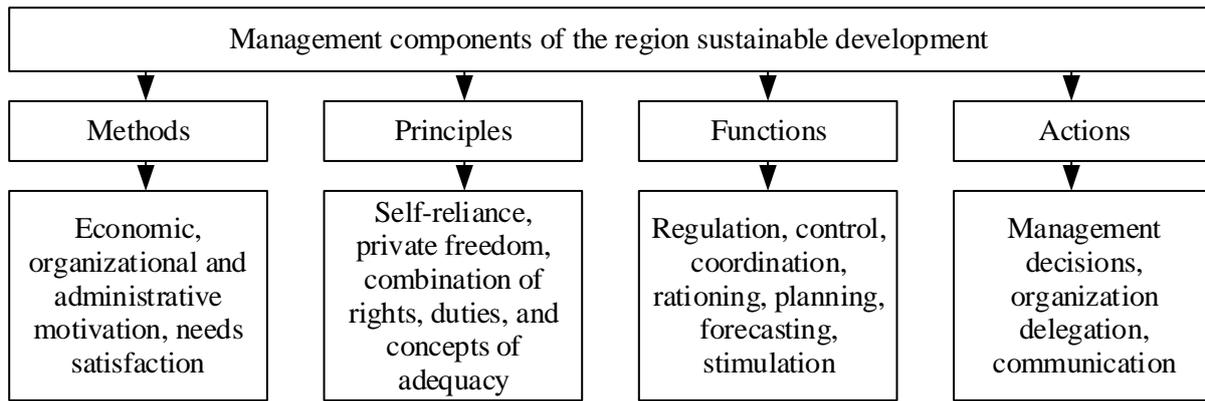
According to the Ministry of Finance of the Krasnodar Territory for 2017, the consolidated budget of the region was executed with a surplus of 33711 million rubles, for the corresponding period of 2016 the surplus was 10298.3 million rubles. The revenues of the region in January-November 2017 amounted to 269.1 billion rubles (in January-November 2016 - 234.2 billion rubles). The expenses of the consolidated budget of the region in January-November 2017 amounted to 235.4 billion rubles (in January-November 2016 - 223.9 billion rubles). The real volume of budget expenditures (adjusted for the consumer price index) was 0.9% higher than in January-November 2016.

In order to ensure sustainable growth of socio-economic indicators of the region’s development, it seems necessary to timely identify threats and challenges, as well as risks (Table 1).

**Table 1: Swot-analysis the socio-economic situation of Krasnodar Region**

The strengths of the Krasnodar Region	Weaknesses of the Krasnodar Region
1. The maximum advantageous geographical position of the region, has access to the international sea routes.	1. Insufficient level of small business development
2. The absence of a high degree of social tension, radical public associations.	2. Inefficient use of resource potential.
3. Developed transport infrastructure.	3. The lack of modern technology, know-how.
4. Region is one of the main resort regions of the Russian Federation.	4. High edge dependence on energy prices
5. Rich natural resource potential.	5. High levels of air pollution and water sources.
6. High level of economically active population.	6. Lack of innovation facilities infrastructure.
7. The region has enormous agricultural resources.	
8. High entrepreneurial activity of the population.	
9. A high proportion of industrial production in the structure of GRP	
10. Developed education system.	
Opportunities for the development of Krasnodar Region	Threats to the development of the Krasnodar Region
1. A significant opportunity for the development of the entire region at the expense of internal and external sources of investment.	1. The deterioration of the demographic situation in the region
2. Financial support for small business development	2. Outflow of qualified personnel
3. Various improvements in tourism and recreational activities.	3. Rising unemployment
4. Attracting new technologies to efficiently organize production	4. High probability of man-made accidents.
5. Krasnodar Region has prerequisites for the development of the financial and stock market based on the existing financial infrastructure in the region.	

Studies have shown that measures are needed to improve the sustainability of the development of economic systems of the region. In our opinion, this is possible on the basis of introducing innovations into the economic activity of the region and increasing the efficiency of managing the socio-economic system of the region. The following components can be suggested as the main components (Figure 2).



**Figure 2: Components classification the management of the region sustainable development**

Management can be seen as an impact on the processes of preparation and implementation, aimed at obtaining maximum results of the socio-economic development of the region and meeting the needs of the present and the future.

### CONCLUSION

On the basis on presented analysis of the social and economic development of Krasnodar Region, it can be concluded that there is a positive dynamic in the development of indicators, both in the social sphere and in the economy, and even in conditions of sanctions, the Krasnodar Territory is being developed; indicators will continue to grow. As the main goal, it is necessary to choose an increase in the standard of living of the population, by mitigating negative factors. For a comprehensive study of the problems of reducing the sustainable development of the Krasnodar Territory, the characteristic of socio-economic benchmarks based on an analysis of the dynamics of resource endowment, the effectiveness of their use and results of activities is of great importance. The conducted studies allowed to establish that the information and analytical support for assessing the sustainable development of the region requires further scientific research. The obtained applied developments create the basis for improving the quality of the sustainable development management system, reducing the socio-economic risks in the region, eliminating the negative consequences of their impact and, as a result, the transition from recession to the development and the planned growth rate of indicators.

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