

**MARKETING MANAGEMENT
OF MUNICIPAL TERRITORY DEVELOPMENT
TO IMPROVE PEOPLE'S QUALITY OF LIFE
(in the Town of Morshansk)**

T.A. Bondarskaya, O.V. Bondarskaya

Tambov State Technical University, Tambov

*Represented by Doctor of Technical Sciences,
Doctor of Economics, Professor B.I. Gerasimov*

Key words and phrases: development program of the town of Morshansk; marketing management; municipal territory; quality of life; socio-economic development; social orientation.

Abstract: The paper discusses the ways of implementing the directions of the program of socio-economic development of the town of Morshansk; the most important issue is its social orientation: assistance to population employment, implementation of labor legislation, development of the system of employment and vocational training, development of social partnership.

Generally speaking, the structure of economy of municipal entity can be defined as a set of localized components and connections of all kinds of activity caused by the system of division of labor. The structural reorganization of economy of a municipal entity is understood as a change of structure, the essence of its components, existing proportions and connections between them to create a balanced system of people's activities focused on the improvement of their quality of life, increase in the contribution of the territory into the development of national economy [1].

Improving investment attractiveness supposes promoting economic activities and long-term planning performed by the town administration represented by the Committee on economy together with other divisions of the town administration, enterprises and other town organizations. It is an urgent problem of implementing marketing program, including preparation of an investment profile of the town, that is supposed to contain all the data necessary for investors such as, control over investment offers of the town enterprises and possible sources of investment, assistance to town enterprises in bringing their

Бондарская Татьяна Анатольевна – кандидат педагогических наук, доцент кафедры «Сервис и маркетинг»; Бондарская Оксана Викторовна – аспирант кафедры «Экономический анализ и качество», e-mail: OVBtgu@mail.ru, ТамбГТУ, г. Тамбов.

investment offers to necessary standards, marketing actions (advertising, exhibitions, information, etc.). The second issue is collaborative work of town enterprises, regional organizations and scientific community in support and adaptation of the town economy to varying conditions of market, transformation of investment policy into the work on socio-economic development of the town, the estimation and updating of projects implemented in the town from the viewpoint of their social importance and correspondence to strategic goals of the town development. In the given context the solution to the problem of investment attraction is considered in two aspects. Enterprises need investment projects to meet the standards of the world practice, professional competence in planning manufacturing of goods, “transparency” of financial and economic status of enterprises. These conditions are included into programs of reforming of enterprises. On the other hand, it is necessary to maintain a favorable investment climate in the town, apply mechanisms of investment attraction and provide guarantees for investors. In order to modernize manufacturing processes and facilities and keep them at an essentially new technological basis it is supposed to increase volumes of leasing operations as financial basis of projects of enterprises modernization. It is necessary to solve the following problems in banking sector:

- development of mechanisms of syndicated crediting by banks of regional target programs and perspective investment projects of the industry for their implementation on a common basis with the state;

- involvement of banks in the Tambov region into investment projects of the industry financed at the expense of foreign credits.

The support of the small and medium-sized businesses demands the development of the infrastructure of service sector, including marketing, auditing, consulting firms, information networks. The town target program of development of small-scale businesses in the real sector of economy, and also the development of effective mechanisms of assistance is necessary for crediting of small and medium-sized business. Today innovative activity in the town is very low. It is caused by absence of mechanisms of stimulation of commodity producers to implement innovations as a way of competition, and underdevelopment of innovative infrastructure.

The main directions of innovative activity include:

- adoption of material-and-energy saving technologies;

- assistance in creation of leasing system of modern equipment and technology, modernization of existing products and technologies;

- development of new products and technologies for resources available for the customer. It appears to be sufficient reasons for expanding the infrastructure of innovative activity at the expense of the development and creation of new innovative-technological centers at enterprises, scientific-educational centers, business incubators. The development of an integrated database and marketing network will enhance sales of local manufacturers and contribute to sales promotion of Morshansk commodity manufacturers on regional and Russian markets.

These appear to be sufficient reasons to solve the problem of achieving dynamic balance of supply and demand of labor force on the labor market,

timely satisfaction of enterprises demand in skilled personnel and recent graduates.

The system of joint actions will help vocational training institutions to focus on the most demanded jobs and reduce the number of graduates with “demandless” jobs. Timely and reliable information about labor requirements is an important component of the strategy of development of the system of vocational training.

It is necessary to launch the mechanism of motivating trained experts and workers to work in the industry, and coordinate information systems of employment services of the regions with personnel services of industry organizations at the network level over the Internet; it is also necessary to develop the system of certification and control of the quality of education, and develop the system of job security.

The government support of industrial enterprises specializing in goods or services to cover regional and municipal needs should increase their competitiveness.

Improvement of quality and availability of administrative and financial consulting services, auditing, marketing and branding, development of public relations, legal services; support of cluster initiatives is aimed at the achievement of productive cooperation of organizations.

One of the major aspects of the implementation of the program of socio-economic development of the town of Morshansk is its social orientation aimed at creation of new jobs and assistance to population in employment, implementation of labor legislation, development of the system of employment and vocational training, development of social partnership, promotion of employment of population, realization of labour legislation, development of system of employment and vocational training, development of social partnership.

The program aims to achieve an increase in the efficiency of budget funds by means of transition to competitive financing of social programs (similar to other spheres of management) on the basis of introduction of the system of municipal order for social services, development and implementation of social projects.

The conditions for realization of these directions are as follows: work on specification of the list of all privileges, grants and latent grants for different categories of population; cost estimation of latent grants, privileges and grants on the scale of the town; solving of administrative problems (the exception of duplication of income certificates when searching different kinds of social help, accurate data exchange etc.), and also improvement of management of social sphere regarding working out and stating the standard-methodical documentation on target social programs and social order.

Regarding the development of housing and communal services the Program provides the solving of the most important problems on creation and quality improvement of organizational mechanisms of depreciation of housing-and-municipal service.

Nowadays Morshansk has acute shortage of financial funds to implement the programs of reconstruction and modernization of engineering infrastructure

of the town. To attract investments to the enterprises of housing and community facilities it is considered to apply the mechanism of transfer of the municipal enterprises into the delegated management system. However it is necessary to recognize, that the attraction of concessionaires to the vast majority of the municipal enterprises of the town in short-term prospect is hardly feasible, but it is necessary to begin work on searching investors and calculating the desirable effect in the long-term period.

Besides, the proposed measures include liquidation of current debts of municipal housing fund, increase in competition in housing services, improvement of contract relations between operating organizations and suppliers of utilities, assistance to associations of real estate owners and increase in the efficiency of their activity, development of investment appeal of housing and communal services and improvement of tariff regulation system.

The main goals of this Program in urban transport involve increasing the efficiency of operational activity of enterprises and quality improvement of transport services, providing full social guarantees for preferential categories of passengers; assistance in buying average and small capacity vehicles, developing conditions for competitive relations in this sphere of economy.

The budget of the town of Morshansk has acute shortage of financial resources. To improve planning of the budget and to allocate budget funds more wisely the Program proposes to construct the system and set criteria for the projects that can be financed under budget guarantees of the town of Morshansk.

To increase the efficiency of the municipal property the Program offers to improve the leasing of municipal estate property. It can be achieved though long-term leasing agreements (up to 5–15 years); this will help the industrial enterprises to implement their projects. Lease agreements should take into account all possible changes in the financial market (for example, real inflation rate). Lease agreements should include additional obligations on maintenance of adequate state of the municipal estate property as well as improvement of the appearance of the town expediently. For example, these can include repair of a facade of the building, adjoining territory, etc. In conditions of low liquidity of objects of the estate property application of such financial tools, as leasing agreement, purchase hire, investment obligations seems to be expedient.

The given Program of socio-economic development of the town of Morshansk does not solve all problems of the town. It covers those areas of life where it is supposed to concentrate the basic efforts to improve the quality of the town environment. Strategic targets are defined for a long term period (at least for 10 years); the program is the basis for the development of municipal policy with specific targets and ways of implementation that can be corrected as the situation in the town changes and so does the external environment.

References

1. Саати, Т.Л. Аналитическое планирование. Организация систем : пер. с англ. / Т.Л. Саати, К. Кернс. – М. : Радио и связь, 1991. – 224 с.

Маркетинговое управление развитием муниципальной территории с целью улучшения качества жизни населения (на примере г. Моршанска)

Т.А. Бондарская, О.В. Бондарская

ФГБОУ ВПО «Тамбовский государственный технический университет», г. Тамбов

Ключевые слова и фразы: качество жизни; маркетинговое управление; муниципальная территория; программа развития малого и среднего предпринимательства в г. Моршанске на 2012–2015 годы; социальная направленность; социально-экономическое развитие.

Аннотация: Показаны важнейшие аспекты разработки и реализации направлений программы социально-экономического развития г. Моршанска, где основной идеей выступает ее социальная направленность: содействие занятости населения, выполнение трудового законодательства, развитие системы трудоустройства и профессионального обучения, развитие социального партнерства.

© Т.А. Бондарская, О.В. Бондарская, 2013