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РОССИИ И СТРАН АТР**

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Том 4 представляет широкий спектр исследований молодых ученых и студентов вузов Дальнего Востока и других регионов России, ближнего и дальнего зарубежья, подготовленных в рамках работы секций конференции по следующим темам:

- Asia-pacific region as a platform for development of cross-cultural and economic relations in the XXI century (Азиатско-Тихоокеанский регион как площадка для развития межкультурных и экономических связей в ххi веке)
- Русский язык и русская культура в контексте современности
- Информационные технологии: теория и практика
- Электронные технологии и системы связи
- Развитие корпоративных информационных систем
- Организация транспортных процессов
- Актуальные вопросы безопасности и сервиса автомобильного транспорта
- Психология в россии: традиции и перспективы
- Философия и современность
- Физическая культура и спорт как жизненная потребность

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Рубрика: Региональная политика

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К ВОПРОСУ ФОРМИРОВАНИЯ ТРАНСПОРТНО-ЛОГИСТИЧЕСКОГО КЛАСТЕРА В ПРИМОРСКОМ КРАЕ

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Статья посвящена исследованию вопроса формирования транспортно-логистического кластера в Приморском крае. Проведён анализ подходов к определению понятия «кластер». Выявлены критерии, согласно которым можно говорить о транспортно-логистической системе территории как о кластере. Рассмотрены ожидаемые эффекты от формирования кластера. Сделаны выводы о степени сформированности транспортно-логистического кластера в крае, даны рекомендации по улучшению положения.

Ключевые слова: кластер, транспортно-логистическая система, Приморский край, Северо-Восточная Азия, международные грузоперевозки.

ISSUES OF TRANSPORT LOGISTIC CLUSTER FORMATION IN PRIMORSKY KRAI

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The paper seeks to understand the issues of a transport logistic cluster formation in Primorsky Krai. We have offered theoretical insights to define what «a cluster» means. The criteria of the transport logistic territory system as a cluster have been revealed. Highlighted in the research is an expected effect of the cluster formation. As a final point, there has been offered a conclusion involving the degree of the transport logistic cluster in Primorsky Krai. The paper implies a number of practical recommendations concerning the improvement of the state of affairs.

Keywords: a cluster, a transport logistic system, Primorsky Krai, Northeast Asia, international freight and cargo transportation.

In recent years economic and political rationale of Asia-Pacific region (in particular, North-east Asia) development have gained general acceptance and become especially important all over the world. The change in the geopolitical situation turns the vector of Russian international communications according to the general direction. The active inclusion of Russia into integration processes running in Asia-Pacific region on the basis of open regionalism and mutually beneficial cooperation (with respect to the national priorities of Russia in the

realm of foreign policy) is possible no more than the development of its cooperation with Northeast Asian countries.

The level of the communication infrastructure development in cross-border regions (especially the transport connecting of border areas) has a crucial importance pertaining to the process of countries integration. Provided that the transport infrastructure serves to re-duce countries separation standards, however, it responds to cargo flows redistribution to gain a significant position in the world arena by its transit enhancement through the infra-structure hubs development on its territory. So, transit potential is one of the geo-economic resources of Russia, and issues related to international freight and cargo transportation appear to be a breakthrough in the strategic development policy at the federal and regional levels.

Against the backdrop of the processes running, it seems logical for Primorsky Krai to strengthen its position as a key link in the sustainable countries interconnection in a perspective, from the viewpoint of its development, region of the world. The intensification of different transport and infrastructure projects start and realization in Primorsky Krai, as well as the establishment of special economic regimes (Free Port of Vladivostok, the Territories of Advanced Development) confirm the need to look for possibilities how to strengthen the region positions not only as the Russian gates to Asia, but also as a freight and cargo transportation regional center. Given that the most perspective techniques of the effective economic systems creation are considered to be territorial and/or sectorial types clustering.

In so far as is evidenced by the findings obtained, the purpose of the research is to determine possibility of 1) classifying the Primorsky Krai transport logistic system as a «cluster» and 2) developing a number of practical recommendations how to achieve the effects expected from the region clustering.

To achieve the stated purpose of the study the following moves have been set:

- to reveal key aspects of the «cluster» concept;
- to identify the effects expected from clustering;
- to elicit criteria of referring the transport logistic system to «cluster» as an economic category;
- to develop a number of practical recommendations on making and setting up the functioning of the transport logistic cluster in Primorsky Krai.

The scientific significance of the research results consists in development of theoretical and practical recommendations aimed at forming and setting the transport logistic cluster functioning in Primorsky Krai.

The methodological basis of the research is represented by the combination of general scientific methods and methods for specific methods, namely: method of ascent from the abstract to the concrete, idealization method, model building, classification method, comparison and analogy, data abstraction, historical and geographical methods.

It is M. Porter who is considered to be the founder of the «cluster» concept as an economic category. However, this fact is refuted by the references of the economist himself to the papers of A. Marshal and other researchers. Moreover, as is evidenced by numerous clusters studies, there also exists its «Soviet counterpart» – territorial industrial complexes (TIC). With an overt research, one could infer the similarity of the concepts mentioned. Many scientists, however, doubt similarity of the terms. Emphasized here are crucial differences both in theoretical insights and forms of production organization within the cluster and the TIC [2, p. 202].

As has been mentioned, clustering is considered to be a most perspective method for efficient economic systems construction, involving the transport sector, that could be explained, first and foremost, by positive social and economic effects (as a composite system, since a separate effect could appear to be apt to spread its influence over several objects at a time), such as:

- increasing competitiveness of the cluster participants, region and the country as a whole;
- more efficient functioning of economics at the expense of the produced added value in-creasing and export potential improvement from the perspective of goods or services ex- port with a high share of additional cost;
- strengthening interregional and/or international relations (with regard to the cluster location, as is the case with Primorsky Krai. It is strengthening both the region and country positions in Northeast Asia, the latter being strategically important); this country prestige improvement all over the world;
- capital and labor involving to the region (mostly highly skilled regarding specificities of the clusters activity);
- cost reduction (mainly, transactional ones) and profit increasing of effective (apt to meet the inner competition) units of the cluster due to the synergistic effect achievement;
- development of innovative, high-tech industries, as well as research and educational higher institutions.

With regard to the transport logistic cluster in Primorsky Krai, worth of mentioning are the following effects:

- increasing the role of Primorsky Krai as a transit region (Europe-Asia), hence increasing the transit potential of Russia;
- leveling the effect of the distant region lagging due to the transport infrastructure development;
- the possibility of positioning the region as a regional center for international freight and cargo transportation; formation of a certain image and memorable brand;
- implementation of transport logistic projects, offered in all sorts of development programs and road maps of the region development (mostly, by investments involving);

– overcoming the tendency of population reduction.

To reveal the nature of the concept «cluster» as an economic category, it is necessary to determine its value as such. Many recent studies have focused on a series of definitions elicited to reflect the broad range of approaches giving deep insights into theoretical issues of the concept, both in its broad (regarding the regional component) and narrow meaning. The findings obtained by the authors are represented in Table 1.

Table 1

«Cluster» concept definitions as an economic category

Author	Definition of the term «cluster»
M. Porter	Clusters are geographic concentrations of interconnected companies, specialized suppliers, service providers, firms in related industries, and associated institutions (e.g., universities, standards agencies, trade associations) in a particular field that compete but also cooperate
C. Ketels, G. Lindqvist, O. Solvell	A group companies and other institutions in related industries that are co-located in a specific geographic region
I.V. Philipenko	A group of geographically concentrated companies from one or more related sectors and supporting institutions located in the region. They produce similar or complementary products characterized by information and/or goods exchange between the members of the cluster and their employees. At the expense of the exchange increases the competitiveness of the cluster in the world economy.
S.A. Pomitov	Associations of manufacturing companies, research and educational institutions, equipment and services suppliers are geographically located next to each other. The joint working allows for obtaining competitive advantages, creating of science-based and high-tech products
O.D. Pokrovskaya, M.A. Zacheshigriva	It is a territorially controlled, separate group of enterprises combining formal independence and internal competition with cooperation, centralized, with a system of services

Source: [1; 2, p. 194; 3 p. 85; 4; 5]

The findings obtained provided the evidence of the numerous views similarity regarding territorial component of the concept alongside relations of cooperation and competition that economic units share in common. Drawing on the example of the considered definitions one can infer: the absence of the overt (exposed) borders makes it possible to call a «cluster» not only the one as such, however, some other territorial and economic systems, and complexes alongside with a simple concentration of economic entities in a localized territory. To avoid such non-scientificity requires identifying of a number of criteria that the system in question (in particular, a transport logistic one) meets to be recognized as a cluster.

Criteria that allow to identify a system as a cluster are as follows:

- the territorial localization of entering the cluster economic agents (it's not only restriction by a small territory, but concentration of participants in the territory and the degree of their cooperation tightness as well);
- natural competition within a group and intensive strategic cooperation on the basis of shared purpose;
- occurrence of a synergetic effect reflecting the added value of the activity range expansion, the additional effect of reducing risk due to activities integration and costs saving with the deduction of additional investment for conversion, increment of tax payments and investments at the initial time of joining;
- the number of participants sufficient to exert a significant impact on the processes occurring inside and/or outside the cluster;
- involving in the process of clustering serving sectors' economic agents, related industries, research / educational institutions, and authorities at different levels;
- the infrastructure corresponding to a certain level of technical and technological opportunities;
- high-level indicators characterizing profile of the cluster that implies the efficiency of its performance.

Specific for transport logistic cluster determining criteria involve:

- occurrence of significant transport hubs (connection splicing for sea (air, railway) freight and cargo transportation);
- occurrence of regional and/or international transport corridors;
- occurrence of factors and prerequisites that allow us to talk about the making of the transport logistic system as an independent cluster-forming rather than a serving unit.

However, it is quite permissible that clusters should not fully meet the above criteria in real conditions.

To identify a possibility of making the transport logistic cluster in Primorsky Krai, it is necessary one should conduct a primary analysis, the most suitable tool for which is SWOT analysis. The latter allows for identifying strengths and weaknesses, as well as potential threats and opportunities. The results of the analysis are presented in Table 2.

According to the analysis, there is an impressive set of prerequisites and opportunities, as well as shortcomings in the transport logistic cluster formation. At the same time, some weaknesses allow us to conclude that the transport logistic system of Primorsky Krai, despite its potential, can't be fully called a transport logistic cluster for reasons of compliance with a number of key criteria. So, it would be more correct to mention the existing system as a potential cluster or the complex that is at an intermediate stage in the process of a regional cluster formation. For the transport logistic system of Primorsky Krai to function as a full-fledged cluster, it is necessary one should overcome weaknesses given, in terms of criteria for effectively functioning clusters. The following is a number of practical recommendations for resolving identified weaknesses, as well as possible ways of development. Speaking about the territorial location of entering the cluster economic agents, one of the opportunities to develop and strengthen positions implies cooperation with Northeast Asian countries. We are talking about possibility to create a transport logistic cluster located on the territory of three countries (China, Japan and Korea in the part of regional centers of international freight and cargo transportation existing on their territory), a macroregional transport logistic cluster that takes advantage of the four transport logistic systems to create great synergetic effect in terms of Eurasian flow processing. To maintain healthy competition within the group, both well-functioning market-driven mechanisms and government intervention (in the part of unfair competition suppression) are needed. And strategic cooperation expansion, formation of a goal and understanding of all the possible benefits for participants highlight crucial significance. Whereas the government acts as a «framework» that sets the current situation and supports the initiatives of economic agents. With such a policy, it is possible to create a transport logistic cluster «from below», which indicates the interest of the economic agents themselves.

Table 2

SWOT analysis of Primorsky Krai that allows to construct the transport logistic cluster

Strengths (S)	Weaknesses (W)
<ul style="list-style-type: none"> - advantageous geographical and geopolitical position of the region; - occurrence of transport hubs and infrastructure; - occurrence of preferences for investors and special economic territories (the Free Port of Vladivostok, the Territories of Advanced Development); - occurrence of developed or implemented high-tech transport projects (including the construction of international transport corridors «Primorye-1» and «Primorye-2»); - occurrence of long-term strategic documents of Primorsky Krai development; - transit potential; - tools of investments state backing; - occurrence of a system for training highly qualified employees 	<ul style="list-style-type: none"> - subsidized budget of Primorsky Krai; - high-level prices and tariffs; - population decline (including the outflow of highly skilled personnel); - relatively expensive labor; - weak infrastructure development, its obsolescence and decrease in efficiency; - bureaucracy, occurrence of administrative barriers; - lack of actions sequence in the region positioning and territorial marketing
Opportunities (O)	Threats (T)
<ul style="list-style-type: none"> - stimulation of innovative development and modernization of the economy at the federal level, the emergence of new development mechanisms; - geographic proximity to the dynamically developing economies of NEA; - interest of investors of NEA countries towards the implementation of projects in the territory of the region (including infrastructure); - intensive interrelation with the People's Republic of China and the Republic of Korea; - integration into the international transport logistic system; - implementation of investment projects for the development of the region (including not related to the transport sector) 	<ul style="list-style-type: none"> - geographic proximity to the dynamically developing economies of NEA; - occurrence of problems with the implementation of major investment projects; - losing of market share due to non-competitiveness of transport networks; - promising niches occupying by competitive regions in Northeast Asia; - competitive transport routes development bypassing the territory of Primorsky Krai

Source: author analysis

The solution of the problem how to involve in the process of clustering economic agents of service sectors, related industries, research and educational institutions lies in working out the rest of the problems concerning transport logistic clustering in Primorsky Krai. That is, when overcoming other barriers, we can talk about effect of involvement, when the development of the transport logistic sector and infrastructure will help develop other economic agents. On the other hand, the demand for highly qualified employees will entail the activation of education institutions. Intervention and involvement of the government, at all levels, should be carried out in the mentioned vein.

The solution of the problem concerning weak infrastructure development, its aging and efficiency decrease implies both carrying out large-scale modernization and reconstruction of transport networks alongside with the developing and implementing new high-tech projects. These projects should aim, mostly, at increasing capacities for handling the large volume of transported cargo and cargo traffic movement speed throughout all the Eurasian route. Certainly, various long-term strategic documents running about Primorsky Krai development have already contained a list of projects, necessary work and activities. In this sense the proposal for their implementation is not new. The question arises concerning the sources of investment. In view of the limited resources, it is not possible to implement all infrastructure projects simultaneously, although such attempts occur every-where. The latter result in a large number of «frozen», unviable projects, for which there was not enough private and public investment. It is necessary one should determine the perspective infrastructure development projects (corresponding to the niche, where Primorsky Krai positions itself), ranging the latter according to their importance, amount of resources and complexity required for their implementation (for example, one shouldn't implement the project requiring the launch of an-other one, which is out of the priority list). Implemented projects will not only increase the efficiency of the transport system, but also improve the reputation of the state in general and the region in particular, which will appear to affect investors' points of interest.

Thus, the paper offers a number of practical recommendations based on the natural prerequisites of the region. The benefits regarding solving the problems of the transport logistic cluster formation in Primorsky Krai have been revealed and developed. With the right approach, these recommendations will allow to get the previously listed benefits from the transport logistic cluster formation.

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СОТРУДНИЧЕСТВО В СФЕРЕ АКАДЕМИЧЕСКОЙ МОБИЛЬНОСТИ И СВОБОДА ПЕРЕДВИЖЕНИЯ В АТР

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Для современной России актуальной является проблема образовательной миграции. В статье рассмотрены преимущества и недостатки академической мобильности. Более того рассмотрены перспективы взаимодействия стран в отношении образовательного процесса в регионе АТР.

Ключевые слова и словосочетания: академическая мобильность, образовательная миграция, АТР, глобализация, интеграция, образование.