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Issue

Article



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ON THE IMPORTANCE OF THEORETICAL AND METHODOLOGICAL ANALYSIS OF COMPETITION AND REGIONAL COMPETITIVENESS FOR ENSURING THE PRIORITIES OF THE RESULTS OF THE ACTIVITIES OF ENTERPRISES

Abstract: In the article the authors consider the issues of ensuring the competitiveness of economic systems in the new economy. A conceptual model is presented and the characteristics of the structural elements of the knowledge economy are given. The methodological foundations of the formation of competitive advantages within the framework of the synergetic approach are determined. The problems of transformation and adaptation of Russian regions to modern trends in world economic dynamics are revealed. Improving the innovative mechanism for the development of regional economies, determining the directions for enhancing the innovative activities of the regions of Russia on the principles of "smart specialization".

Key words: competitiveness, new economy, paradigm of the regions of the Russian Federation, synergetic approach, current trends, smart specialization, conceptual model, transformation of economic systems, methodological analysis, development of the regional economy, innovation mechanism.

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Introduction

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It is the Internet-technologies that have created a fundamentally new technological environment that provides flexibility and transformation of intellectual property, the expansion of the sphere of creative labor, the priority of intangible assets, the possibility of continuous learning, the improvement of the status and role of science, the consolidation of the key positions of high-tech business and the knowledge-intensive sector. The transition to an innovative type of economic development is associated with an unprecedented complication of the structure and nature of the interaction of socio-economic, production and technological systems and processes with a significant increase in the role of science and its entire infrastructure, which allows turning ideas into specific achievements. The article attempts to study the essence of the ongoing change in the paradigm of development in connection with the formation of the knowledge economy as a complex phenomenon that arose in the second half of the last century. of modern socio-economic-dynamics, the problems of increasing the competitiveness of regional economies through the effective use of innovative potential, the creation of conditions for attracting investments, new technologies, innovative entrepreneurship in order to effectively implement their main production function - of increasing social and economic- development are considered. personal well-being. This actualizes the search for a new non-resource model of economic growth, which involves the development of effective methods for creating, developing and using competitive advantages based on the transformation of innovation into a constantly operating critical factor of success. In various concepts of innovative development presented in the scientific literature (including domestic literature), the issues of sources, driving forces, organizational form of solving the problems of competitive development of regional economies are highly debatable. The only fact that the choice of one or another development paradigm should be made taking into account the state of basic social institutions, historically formed socio-cultural-features of the organizational structure, technological potential, resource availability, availability of knowledge, demographic, geographical, and climatic-conditions of the country does not cause much dispute.

The current crisis in the theory and practice of managing the competitiveness of economic systems (including regional ones) is due, on the one hand, to the need to identify and study the mechanisms of their

development and evolution, which would guarantee the stability of functioning in the new economy. On the other hand, it is the inability of existing methods based on technocratic thinking, the classical theory of regulation, the theory of optimal management, to effectively solve the problems of achieving development goals related to the acquisition of new qualities necessary for the implementation of progressive changes, adaptation to modern challenges and conditions of the external environment.

Main part

Competitiveness has been one of the main topics of the world economic literature of recent years. Against the background of the modern international openness of national economies and the subsequent globalization of economic relations, there is practically not a single state that would not proclaim increasing competitiveness as one of the main tasks of its economic policy and would not look for ways to improve it. The growing interest in it is largely due to the intensification of competition as a result of the intensification of the problems of limited traditional factors of production, changes in political, socio-cultural, legal and other economic conditions. It should be noted that competition, being a key link in the functioning of the economy as a whole, is becoming comprehensive today. At the same time, the obvious close relationship between the concepts of "competition" and "competitiveness" necessitates consideration of the basic concepts of the theory of competition. Acting as a multifaceted phenomenon, it is difficult to interpret with one universal definition. The analysis of various interpretations of the concept of "competition" and the approaches identified at the same time indicates that they are based on a number of interrelated criteria related to various roles and functions of competition in the economy. Depending on the purpose of the study, the interpretations of the concept of competition presented in the scientific economic literature can be reduced to three groups (Figure 1).

For example, J. Mill, defining competition as a regulator of prices, wages, and rent, argued that it is in itself a law that establishes the rules of this regulation. producers for the most favorable conditions for the production of goods/services. At the same time, they considered competition as a mechanism of spontaneous regulation of the proportions of social production. According to F. Engels, in exchange, as the only form of social connection inherent in commodity production, laws manifest themselves and act on individual producers as "coercive laws of competition".

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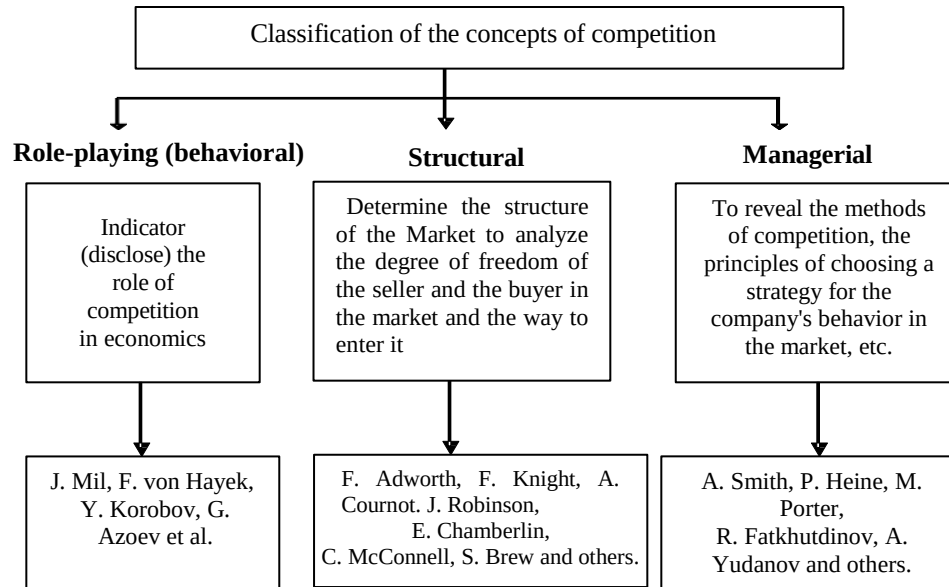


Figure 1. Classification of the concepts of competition

In our opinion, it is expedient to include the definition given in the Law of the Russian Federation on Competition, Article 4: "competition is the adversarial nature of economic entities, when their independent actions effectively limit the ability of each of them to unilaterally affect the general conditions of circulation of goods in the relevant product market". *The structural interpretation* characteristic of classical economic theory defines competition as an element of the market mechanism that allows balancing supply and demand. Competition is presented as a behavioral category, when individual sellers and buyers compete in the market for more profitable sales and purchases, respectively. Competition is understood as a certain property of the market associated with the development of various types of markets, each of which is characterized by certain behavior of economic agents. Competition here does not mean rivalry, but rather the degree of dependence of general market conditions on the behavior of individual market participants. From the point of view of the goals of this work, the most interesting is *the managerial* group of definitions. Thus, P. Heine (neoclassical version of the managerial interpretation of competition) connects it with the struggle for rare economic goods: "competition is the

desire to satisfy the criteria of access to rare goods as best as possible." victory or achievement of other goals in the struggle with competitors for the satisfaction of objective and (or) subjective needs within the framework of legislation or in natural conditions". One of the earliest definitions of competition as a basic concept of the economy, characteristic of all forms and methods of market relations, is associated with its understanding as a conflict rivalry between subjects for achieving relatively better conditions for existence, functioning and development. However, the approach based on reducing competition to struggle, rivalry, being convenient to use, nevertheless does not allow to reveal all aspects of systematization and allocation of various types of competition (for example, such types of competition as fair and unfair, various hierarchical levels of competition, etc.). In the economy, the environment of competition is a market in which market entities owning different property (sellers and buyers) purposefully interact with each other in order to acquire the missing resources and/or values. Moreover, conflict is only one of the forms of this interaction, the result of which is a new state of the competitive environment formed in the market (Figure 2).

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MARKET	Controversy	Development	Need (resource/service)
	Subjects (sellers/buyers)	Interaction	Acquisition (disadvantage)

Figure 2. Structural matrix of competition

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Interactions of market entities (competitive relations) can be of different nature:

- assistance - in the form of coalition, commonwealth, symbiosis;
- opposition – can take the form of a non-strict conflict, strict conflict and antagonism;
- neutrality is the least stable form of interaction, which often turns into assistance or opposition;
- unity is the most stable form of interaction.

At the same time, depending on the circumstances, transitions of forms of assistance into counteraction and vice versa are possible. Taking into account such associativity (combination) of antagonistic and cooperative forms of interaction of market entities that form the essence of competition, as a process of development in a market environment, we depict the structure of competition as a unity of four elements in Figure 3.

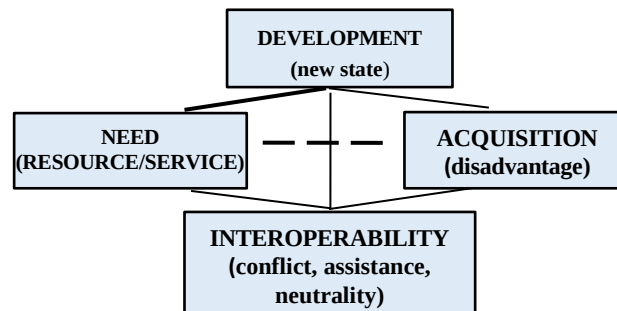


Figure 3. The Structure of Competition as a Unity

In our opinion, this approach provides a systematic view of competition, revealing its essential side for further research. Based on the results of the analysis of the interpretation of types and the corresponding types of competition by various authors, it is revealed that the typology is based on such classification criteria as the subject, object (subject) and mechanisms (driving forces) of competition. The article presents a generalized systematization of approaches to determining the types and corresponding types of competition based on various classification criteria. It should be noted that in the literature and other information sources studied by us, the approach to the typology of competition and the characteristics of its various types is quite widely presented on the basis of models, the main functional characteristics of markets and the levels of development of competitive relations. This approach, acting as one of the central directions of the development of classical and neoclassical economic theory, has become the subject of study by many economists.

General ideas about the essence of the four classical models of competition: perfect (pure), monopolistic, oligopolistic competition and pure monopoly, as well as significant works of the founders. The relationship between the managerial understanding of "competition" and the concept of "competitiveness" is obvious. In the category of competitiveness, economic, scientific, -technical, organizational-, managerial, production, marketing, financial and other capabilities of various actors in the fight against competitors are concentrated. These

opportunities are realized in a product (products, works, services) that confronts rival analogues on the market. Historically, individual elements of competitiveness began to form, starting with the views of ancient philosophers and authors of social utopias of the Renaissance. These are the treatises of Plato, Aristotle, Democritus and Epicurus on the state and social structure. For example, Aristotle's studies of such phenomena of social life as the social division of labor, commodity economy, exchange, money, types of property and value, which were the basis for the development of the classical economic school. In the works of such utopians as T. More, T. Campanella, C. Fourier, and R. Owen, the principles and images of a competitive state and social structure were formulated in an idealized form. Certain problems of the competitiveness of the territory and, first of all, issues related to the factors and elements of economic policy that strengthen the position of individual states in comparison with other countries, were considered by representatives of the school of mercantilism, which existed for more than 150 years. Its representatives (W. Stafford and others) were the first to emphasize the importance of foreign trade for the economic growth and competitiveness of the country, proposed instruments of domestic and foreign policy, which later received the name of protectionist policy. For the first time, the factors of a country's competitiveness were studied by A. Smith, who in his famous work "An Inquiry into the Nature and Causes of the Wealth of Nations" published in 1768, identified three initial factors that determine the absolute advantages of states in international trade and proved the advantages

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of the openness of national economies. His conclusions were continued by D. Ricardo, who introduced the concept of the comparative advantages of states, which have since formed the basis of the theory of international trade. Ricardo's theory of comparative advantage is based on hidden costs, i.e., the hidden value of one good in comparison with another, which is determined by labor productivity. As long as labor productivity differs between countries, trade can lead to profits from specialization and exchange, thus causing an increase in general welfare. In general, the theory states that countries should produce goods for which they have a greater comparative advantage. The line of argumentation was completed by the theory of the provision of factors, developed by the Swedish scientists E. Heckscher and B. Ohlin in the twentieth century. According to the Heckscher-Ohlin theory, countries should export those goods in the production of which factors are intensively available in abundance and import goods the production of which requires significant costs relative to scarce factors. Today, with significant methodological significance and scientific interest in the problem of competitiveness, many of its aspects remain unresolved. This is evidenced by the lack of unity of views on its content and nature with the growing consensus around the position that it is really *one of*, if not *the main*, fundamental problem of the modern economy. At present, numerous works of foreign and domestic authors on competitiveness are known, and a great contribution to the study of its determinants and the development of applied recommendations is made by international organizations (ECO, World Bank, World Economic Forum, etc.) and integration structures (NAFTA, EU, CIS, Mercosur). In Western economic literature, the problem of competitiveness is more developed, however, there is no unified theory explaining the essence of competitiveness. Focusing on modern foreign authors who have made a significant contribution to the study of competitive relations and competitiveness, it should be noted that most of them belong to two scientific schools: American and European. The latter, in turn, is usually divided into the British scientific school, which studies the spatially- functional aspects of competition, and the Scandinavian school, which studies institutional and innovative mechanisms for increasing the competitiveness of the territory. A significant contribution to the study of the factors of competitiveness of the territory, including the issues of ensuring the competitiveness of the region, was made by the following authors of classical theories of spatial organization of the economy and theories placements as: B. Asheim, et al.

At the present stage, much attention to competitiveness in the context of globalization is paid by the authors of the concepts of the value chain, cluster and other applied theories: M. Porter and

others. The works of V.L. Abramov and a number of other scientists and researchers should be noted.

Approaches to the interpretation of the concept of "competitiveness", presented in the works of these authors, have a fairly wide scope of coverage, differing in the specifics of the subject/object/subject to which this concept is applicable, the level of hierarchy and scale, the presence of direct and reverse links formed at different levels of the social system. The systematization of the definitions of the economic category "competitiveness" is presented in the article. It should be noted that along with the most typical definition of competitiveness as the ability of the economy of a country, region, industry, economic unit to be ahead of a rival in achieving its economic goals, there are also such definitions as:

"The ability to produce goods and services that meet the demand in international markets, while at the same time providing citizens with a high standard of living and the ability to maintain it in the long term."

"A field of economic knowledge that analyses the facts and policies that shape a country's ability to develop and sustain an environment that creates value for- businesses and improves the well-being of the population".

Competitiveness is the properties of an object that characterize the degree of satisfaction of a specific need in comparison with the best similar objects presented in a given market. A concentrated expression of economic, scientific-, technical, production, organizational-, managerial, marketing and other capabilities of a country (as well as of any specific producer), which are successfully (or unsuccessfully) implemented in goods and services that oppose the competing analogues, both in the domestic and foreign markets. The degree of attractiveness for the consumer making a real purchase. Competitiveness of economic systems is relations regarding commodity production and market comparison of the utilities, costs and profitability of their goods and services among analogues, substitutes (substitutes) and surrogates sold in a particular market in conditions of free competition and the absence of protectionism. The analysis of the above interpretations of competitiveness indicates the diversity - of the author's definitions of the concept under consideration. However, with all the variety of approaches (microeconomic, macroeconomic, resource, engineering, - socio-cultural, approach based on the development of capital, complex, functional, process, integration, etc.) to the definition of competitiveness, the following should be identified as key factors for it:

- competition (ability to compete);
- relativistic basis – its relativity;
- spatial dimension (it can only be used if the application to the subject or territory is clearly defined);
- the goal of welfare growth (the SPC is a tool for the growth of well-being, and the understanding of

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the latter varies significantly);

- discreteness (dynamics are due to changes in the competitive environment, the prevailing influence of external factors considered as uncontrollable parameters);

- the role of governments and economic policy (one of the most controversial factors);

- the role of knowledge (the newest, and, at the same time, the most important component of the concept of competitiveness). It is also one of the links between the concept of competitiveness and economic theory.

A review of the available literature shows that the authors distinguish such levels of competitiveness as: competitiveness of the product; competitiveness of the commodity producer (firm, company); competitiveness of the industry (sub-sector, financial-industrial-group – FIG, etc.); regional competitiveness; competitiveness of the country, or the economy as a whole.

It should be noted that these concepts are far from being identical, however, they are closely

interrelated through direct and reverse connections, and often it is impossible to separate the problems related to the competitiveness of the country as a whole from the problems expressing the competitiveness of a product or firm. For example, the high competitiveness of a country (macro-economic - level), which is itself determined by competitiveness at the level of a product, firm, industry (micro-economic level), creates favorable prerequisites for increasing regional, sectoral competitiveness, as well as competitiveness at the level of enterprises and goods.

Thus, when studying various levels of the competitiveness hierarchy, a number of authors propose to consider a structure that consistently includes the assessment of a product, enterprise, industry and economy from the point of view of their superiority over similar competing objects (Figure 4):

- competitiveness of the product;
- competitiveness of the company;
- the competitiveness of the industry;
- competitiveness of the national economy.

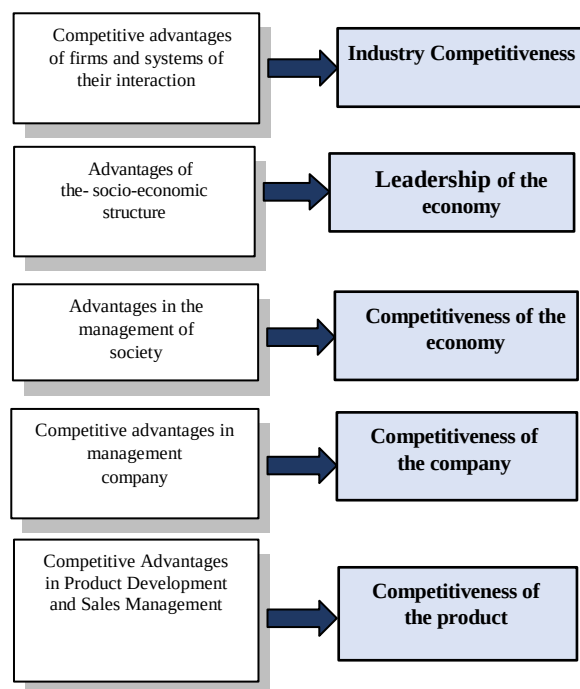


Figure 4. Pyramid of competitive advantages and competitiveness according to G. Azoev and A. Chelenkov

With a certain degree of conventionality, M.I. Gelvanovsky proposes to consider the three-level structure of competitiveness:

- micro-level (specific types of products, production, enterprises);

- meso-level (industries and their complexes);

- macro level (country and international organizations)

(Figure 5).

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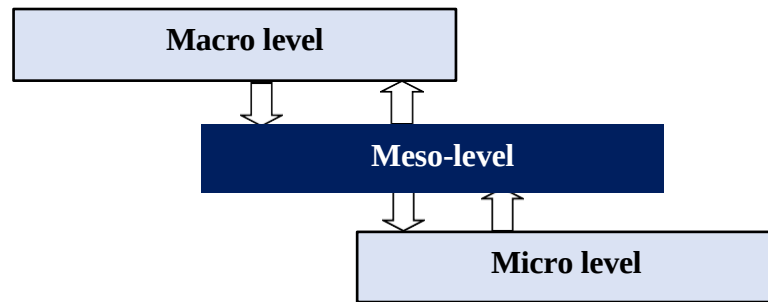


Figure 5. Hierarchical structure of competitiveness according to M.I. Gelvanovsky

The model of "systemic competitiveness" of the national economy according to L. Andreeva, along with the micro and macro levels, includes the meta-level as a form of political and economic organization aimed at economic development: socio-cultural factors, interaction of political and economic organizations.-At the economic level and at the level of economic entities, adequate macroeconomic and microeconomic mechanisms should be created, certain conditions under which investments, innovations, modernization and fair distribution of income would be possible. In view of the fact that at the present stage there is a significant shift in the emphasis in the concept of competition towards "invisible assets" (such attributes as reputation, consumer loyalty, technical knowledge, experience, creativity), it is necessary to point out a change in the nature and prerequisites of competitiveness. In addition, competitiveness is a property of almost any economic object. Regardless of the physical nature and functions performed, all products, as well as the production systems that manufacture and use them, can be considered in the context of the problem of competitiveness, and this aspect of analysis is dictated not by abstract considerations, but only by the practical interests of a particular economic activity. Moreover, the concept of competitiveness is applicable not only to the object (factors of production, strategies, systems, etc.), but also to the subject (person, enterprise, regions, clusters, institutional sectors, etc.), process, etc. which actualizes the problem of considering the IRT in a broad context, not limited by economic frameworks. We should agree with I.P. Danilov, who recommends analyzing competitiveness as a multifaceted phenomenon that includes the following categories, namely:

- philosophical as the driving force of the development of society;
- economic as the basis of existence;
- market as rivalry in the market;
- legal as confirming compliance with the law;
- social as meeting the requirements of social development of the organization, the country;
- psychological as confirming compliance

expectations.

Thus, based on the hierarchy and multifaceted nature of the concept of "competitiveness", which covers all spheres of life, it is advisable to conduct its study on the basis of a holistic approach (holistic perception). Since "there is a development not of individual elements, but of the whole in time and space with the continuous emergence, change and change of states, and in order to understand the current local state of the economy, it is necessary to see the whole in it, to understand the nature of the forces responsible for economic development." In the context of the above, Figure 6 presents a hierarchical model of the overall competitiveness of the state, which includes six levels of analysis, each of which is important in itself, and their mutual influence is no less significant.

Focusing on the subject of our study, it is necessary to point out the complex nature of the interrelations of regional competitive advantages determined by investment, scientific-, technical, innovation potential, human capital, -socio-demographic situation, the state of infrastructure, economic -and economic geographical location, availability of natural resources, ecological state, as well as prospects for their growth. Taking into account that in the context of the formation of a new economy, the key competitive advantage is the ability to generate knowledge, develop and implement innovations, which imposes increased requirements on the qualitative characteristics (knowledge, skills, abilities, cognitive abilities, etc.) of labor resources, the growth of labor efficiency and productivity, in the provided hierarchical structure, special attention should be paid to the nanolevel, which we have identified as fundamental for the Russia and its regions. This level determines the quality of human resources, characterizes the suitability of individuals in terms of professional, intellectual, psychological, medical, cultural and other parameters for competition. Figure 7 presents the concept-map of the formation of human capital as an integral part of the integral system of regional competitiveness.

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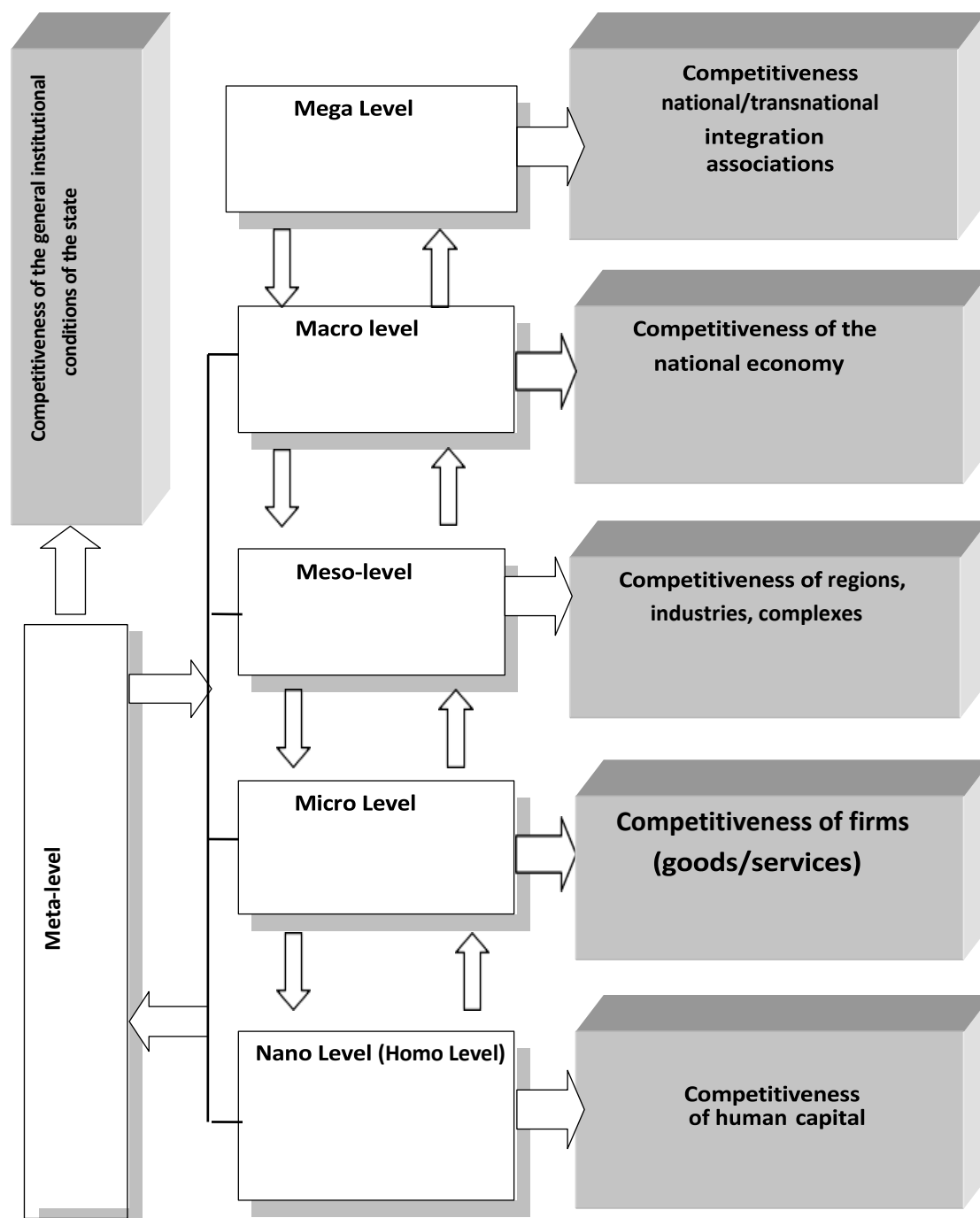


Figure 6. Explication of the hierarchical structure of competitiveness

The nano-level is determined not only by the criteria of high-quality professional training (the ability to perceive new knowledge, skills in applying modern production methods, implementing the results of research and development in labor activity), but also by the mental characteristics of society (established traditions, cultural attitudes, education of a positive system of views on phenomena, high morality, honesty, devotion to the Motherland, etc.), namely:

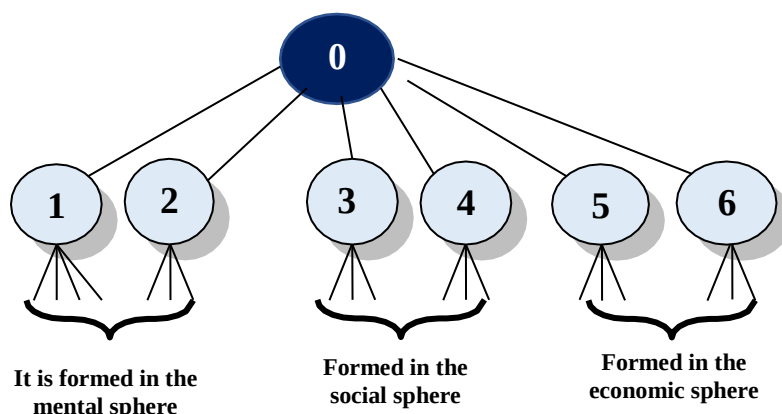
- internal ethical and moral regulators of the

personality, which are the basis of self-esteem and attitude to other people;

- pressure on the individual by the evaluations of other people arising from traditions, culture and norms of behavior accepted by society;
- restrictions on the part of the natural conditions of economic life and the special institutions of labor cooperation and solidarity distribution of benefits generated by them.

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0 – formation of the CSP of the personality

1 – physical, mental health, the formation of ethical and moral regulators of the personality

2 – goals, merits of the individual, a positive system of views on phenomena

3 – spiritual values: (high morality, honesty, loyalty, etc.) the quality of education

4 – the quality of education, social position, the formation of basic competencies

5 – the quality of training, education, the formation of promising competencies

6 – professional preparedness (knowledge, skills, abilities and application of modern methods), the formation of new competencies

Figure 7. Concept-map of the formation of competitiveness of human resources in the region

A high level of social competitive advantages of the regions is ensured by both the presence of a holistic concept of reproduction of a competitive innovative person and the corresponding specialists in the reproduction of human capital. Figure 8 presents a model of the relationship between the

criteria of regional competitiveness in the context of updating the requirements for the qualitative characteristics (knowledge, skills, competencies, cognitive abilities, etc.) of labor resources, the growth of labor efficiency and productivity, that is, the anthropocentric approach.

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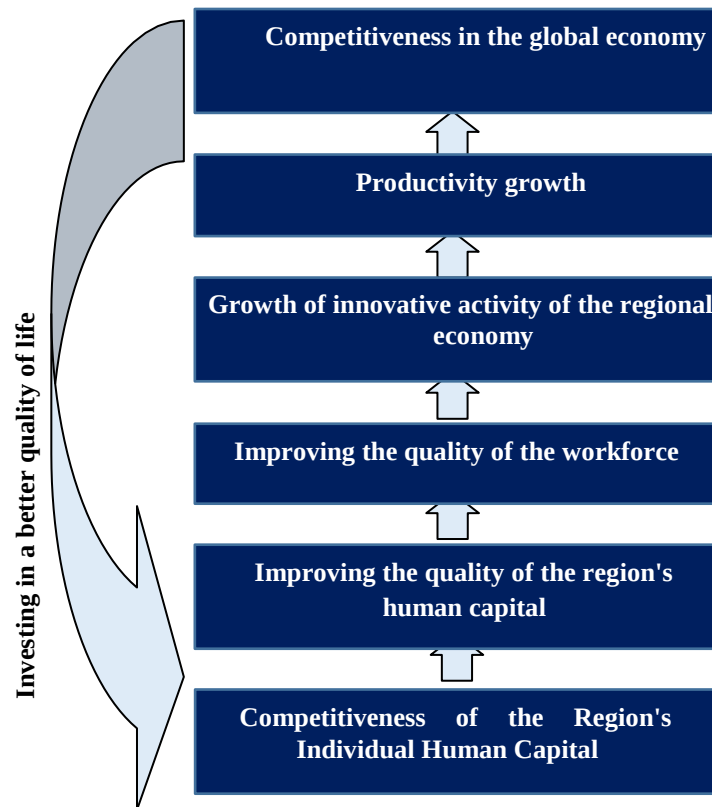


Figure 8. Scheme of interrelations between the criteria of regional competitiveness in the anthropocentric approach

The competitiveness of the region is a necessary condition for achieving development goals in the context of competitive interaction with other regions.

Taking into account that the goals express the desired state of the system, or the results of its activities (in fact, systems are created and developed for the implementation of the target function), it should be noted that the aggregate criterion of the concept of "regional competitiveness" should be linked to ensuring a high level and quality of life of the population, including:

- income growth, improved nutrition, improved health and improving the level of his education;
- the creation of an environment oriented towards the enhancement of people's self-esteem through the establishment of social, political, economic and institutional systems aimed at respect and respect for human dignity;
- increasing the level of freedom of residents, including their economic freedom.

The final CSR of the region is reflected in the ability to expand reproduction as a result of achieving a high level of productivity, financial- and investment self-sufficiency and, ultimately, improving the standard of living in the region. The means of achieving this goal is the competitive potential (necessary resources), which are formed in the social-economic system of the region. The ability of

the regional economy in the conditions of global competition to effectively use the existing and form a new resource potential at a faster rate than competitors constitutes the material basis of their competitiveness. Moreover, only the effective implementation of competitive potential with the help of market mechanisms creates sustainable competitive advantages of the region. Regional competitive advantages are a certain value inherent in a particular region, its distinctive property that allows it to successfully function in a competitive environment and take its competitive position. Thus, the CSP of a region should be considered as the ability (state) to create and effectively use competitive advantages, depending on a number of internal and external factors, moreover, related not only to the qualitative and quantitative parameters of production factors, but also to the institutional structure of the regional economy. In turn, the effectiveness of the use of these factors largely depends on the availability of managerial potential, which is understood as the coordination of the work of the administrative apparatus and the availability of qualified personnel capable of competently using the available resources in the current conditions to increase the competitiveness of the object of management. In particular, in his concept of system innovations, M. Shimaguchi defines this managerial factor as "organizational potential", the applied role

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of which is to create and maintain conditions for the competitiveness of the object of management. Summing up, we note that despite the fact that many aspects of competition (its role and functions in the process of distribution of limited resources, development of production, distribution and consumption of public and material goods) have a complete form and help to correctly orient applied developments to strengthen the competitive position of economic entities, it is too early to talk about the

formed theory of competition. The fundamental changes in the development of economic systems taking place today as a result of the formation of a new economy lead to a change in its nature and prerequisites. The competitiveness of a region is the ability (property) to ensure a high level and quality of life through the development and implementation of a new resource potential adequate to the modern economy at a speed ahead of competitors.

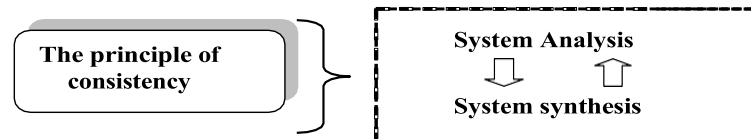


Figure 9. Methodological Tools of the System Approach

Accordingly, the goal of managing regional competitiveness is to maintain the stability of functioning and sustainable development in the long term with a permanent search for new competitive advantages. At present, the problem of increasing regional competitiveness, acquiring special relevance, requires adequate scientific, -theoretical and methodological substantiation of the decisions made. The study of the competitiveness of the region as a manifestation of a set of various factors that create a set of competitive advantages depending on the competitive environment, geographical, demographic, natural and other conditions that characterize the economic, geopolitical and The social situation of the region should be carried out on the basis of the methodology of an interdisciplinary approach.

The holistic (holistic) perception of the region's competitiveness contains provisions that are essential for building a methodology for its study as a complex socio-economic-phenomenon. The results of the study of publications devoted to the problem of increasing regional competitiveness allow us to state the continuous improvement of scientific approaches to its solution throughout the entire period from the moment of its emergence to the present. The most complete lists of scientific approaches and their characteristics to the provision of the CSP are presented by R.A. Fatkhutdinov, who identified the following six groups of approaches:

- systemic, complex, integrative, global;
- logical, normative, standardized, virtual;
- marketing, functional, exclusive;
- evolutionary, reproductive, innovative;
- behavioral, directive, business;
- structural, process, situational, optimization.

The strengthening of mutual influence and interconnectedness of various aspects of the activities of modern economic systems, such as production, personnel management, finance, marketing and others, as well as the complication of their internal and external relations, has led to the formation of a systematic approach to their study. In view of the fact that systematicity is considered as a general methodological worldview principle for the study of any phenomena and problems (and in particular, regional CSP), and the concept of "system" is basic in the ideas about material objects, let us define its basic provisions and technologies of use.

As is known, the basis of the systems approach is the dialectical relationship between analysis and synthesis (Figure 9).

The systems approach is an almost universal approach to the study, construction and management of any complex socio-economic-, technical, biological, ecological and other systems. Surmin Y.P. proposes to consider the structure of systematicity in three aspects: system theory, system approach and system method (Figure 10).

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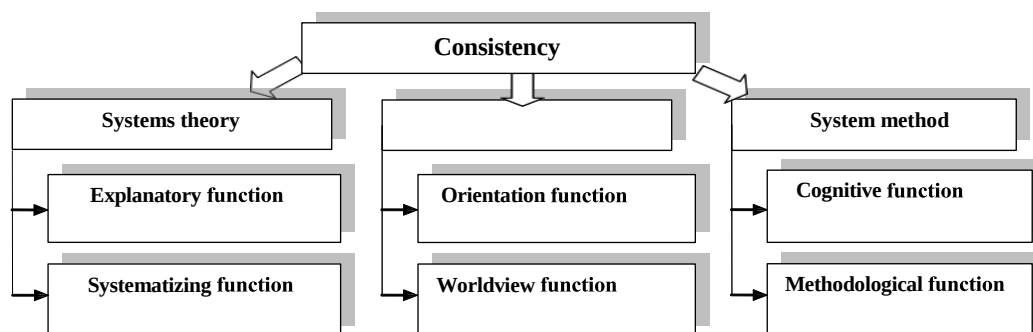


Figure 10. Structure and functions of systematicity according to Y.P. Surmin

The system theory, realizing the explanatory and systematizing functions, provides a strictly scientific explanation of the origin, development, structure and functioning of systems of different nature. The system method, positioned as a certain integral set of methods of cognition, methods of reorganization of reality, implements cognitive and methodological functions. The system approach is a methodology of scientific cognition and practical activity, an

explanatory principle based on the consideration of the object of study as a system (system worldview). Being a principle of cognition, it performs not only an orientational, but also a worldview function, thereby providing a systematic vision of the world around us. Thus, the system approach, as a principle of cognition, is designed to provide not only a holistic vision of the world, but also to orient oneself in the world. German.

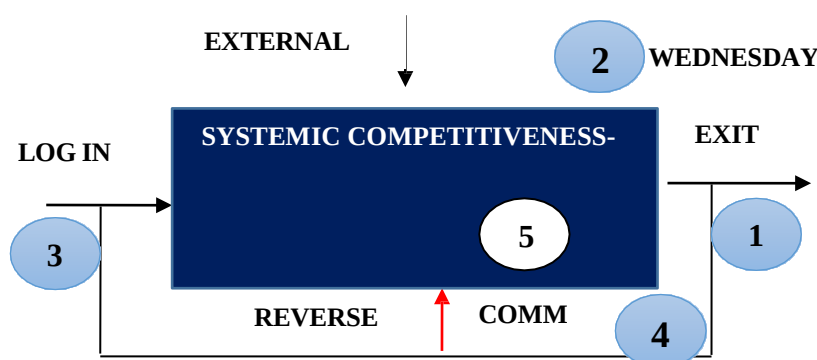


Figure 11. Components of the "black box" of systemic competitiveness and the sequence of analysis of the external environment and internal structure

The emergence of the systems approach is associated with the name of the Austrian biologist L. von Bertalanffy, and its development was facilitated by the theory of E. Trist and F. Emery, according to which an organization is an open socio-technical- system that includes technical (mechanical) and social subsystems functioning in the context of their environment – the external environment, characterized by a certain degree of entropy.

Survival (competitiveness) and development of a system are associated with the speed of renewal of its individual elements and subsystems. According to James Clawson's system model, there are six main subsystems of an open system, namely:

- management;
- adaptation;

- control;
- receipts;
- production;
- control of outflows;
- support.

This classification was developed in the works of S. Adams and B. Adams, who in 1999 proposed an alternative model of six subsystems:

- communications;
- leadership;
- norms;
- production;
- liability;
- labor productivity.

It should be noted that in this list there is a clear connection between the systemic approach and the institutional one.

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As noted above, the existing theoretical concepts do not provide a systematic view of *economic competitiveness*, which negatively affects the process of providing the SES of economic systems of various levels of hierarchy and complexity. It seems important to emphasize that economic competitiveness is not only a characteristic and subsystem of the SES (state, region, territory, firm), but also acts as a system of properties that allows to effectively compete in order to achieve the set objectives. As a socio-economic system, the IRT has all the features of a systemic object, which include:

- the multiplicity of elements that ensure the competitiveness of any economic object/subject (competitive advantages and their sources, factors and criteria for assessing competitiveness, etc.);
- the presence of a close relationship between the elements included in the competitiveness system;
- emergence;
- integrity and unity of elements, their hierarchy;
- clearly expressed competitiveness management;
- the presence and unity of the main goal;
- interaction with the external environment.

Thus, the study of competitiveness as a manifestation of a set of various factors that create a set of competitive advantages should be carried out on the basis of the methodology of the system approach, characterized by a logically substantiated, orderly study of the problem. Only a systematic reflection of the object under study (allows combining methodological approaches of various scientific disciplines).

It should be pointed out that in modern economic science and practice, the primary importance is not so much the study of an object in a static state (its characteristics, properties, structure), as the study of dynamic features, in particular, behavior, interaction with other similar objects, systems of lower and higher levels. The main attention today is also paid to the methods and approaches of influencing solar power plants (that is, control and regulation mechanisms), based on knowledge of the characteristics and properties of the systems under study in their static state.

The ongoing transformation of the objects of study and the change in the priorities of research in economic science create favorable conditions for interdisciplinary synthesis as a certain kind of unification of economic theory and management sciences (theory of systems, management, cybernetics, theory of decision-making, etc.).

In general, the consideration of the problems of ensuring competitiveness on the basis of a system representation, allowing to determine its structure, methods of solution, the sequence of analysis of the interrelations of the components of the system and

their improvement, is essential for building a methodology for studying competitiveness as a complex economic phenomenon.

Based on the definition of a system as a set of elements united by some form of regular interaction (or interdependence) to perform a given function, we will single out a number of key provisions that should be used in a systematic study of regional competitiveness:

1. Structural representation associated with the selection of the entire set of elements of the system and the links between them.

2. Functional representation of systems is the allocation of a set of functions (purposeful actions) of a system and its components aimed at achieving a certain goal.

3. Macroscopic representation is the understanding of a system as an inseparable whole interacting with the external environment.

4. Procedural representation presupposes the understanding of a system object as a dynamic object characterized by a sequence of its states in time.

5. A hierarchical representation based on the concept of a subsystem identified during the decomposition of a system with system properties. A system can be represented in the form of aggregates of subsystems of various levels, constituting a system hierarchy, which is closed from below only by elements.

The system approach is characterized by the presence of appropriate elements of the system, the combination of which in a certain sequence, dictated by the structure of the problem and cause-and-effect-relationships, leads it to a systemic solution while observing the following logical chain "goals – tasks – means of achieving the goal – necessary resources – result".

Taking into account that the functioning of complex systems consists in the processing of input parameters and environmental factors (known) into the values of output (unknown) parameters, taking into account feedback signals (information), Figure 11 depicts the "black box of system competitiveness" and the sequence of analysis of the external environment and internal structure.

"System competitiveness" ("process in the system" or transfer of output to input) is the correction of the old and the construction of a new system of competitiveness.

The "input" and "output" of system competitiveness perform the function of synchronizing the input and output of the preceding and subsequent systems. In particular, in the case of a regional IRT (meso-level), there is a synchronization of the "input" of the IRS system of the national economy (macro-level) with the "output" of the IRS of organizations/firms located in the region (micro-level).

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The components of the "external environment" are characterized by criteria/parameters that are determined by the level- of socio-economic development, infrastructure, institutional, scientific-, technical, political, integration, socio-demographic-, natural-,climatic and other factors that have developed over a discrete period of time in the world, country and region.

One of the key concepts in the systems approach is the links that implement the interaction between individual parts (elements/subsystems) of the system, as well as with its environment, due to which the integrity of the system is ensured. As it is known, it is customary to distinguish connections by their nature (direct and inverse relationships), by the type of manifestation (deterministic and probabilistic combinations) – from one element of -the socio-economic system to another in the direction of the main process. Feedback as various information serves to compare both the input data with the output results and further regulation in order to align the state of the "output" of the system with the given norm and to develop management actions based on the assessment of the content of this information.

Without the use of feedback signals (connections), it is impossible to control the processes of development, adaptation, self-regulation, and self-organization of systems. The complexity of management depends on the number of changes in the system and its environment, and the changes can be regular, or stochastic. The sequence of analysis of the system CSP, presented in Figure 12, is due to the need to comply with the defining principle of the system approach, i.e., goal-setting, which is the logical basis for the study of any system.

In recent decades, one of the promising directions in the development of system methods of substantiation and decision-making has been the synergetic methodological approach, often positioned as a methodology of system synthesis – as a result of the evolution of the system approach, its modern form of development.

At present, synergetic economics is considered as a new direction that explains complex economic phenomena. Synergetic economics focuses on the interaction of various variables of different levels of the system. It is a part of the theory of economic dynamics, the subject of which is the study of the regularities of complex economic processes and development of methods for their management. Synergetics as an independent direction of scientific research was recognized in the 70s of -the twentieth century. Having absorbed the latest achievements of nonlinear physics, mathematics, natural sciences that study the evolution of complex systems, synergetics made it possible to discover the existence of universal qualitative laws of the emergence, development and destruction of various structures in systems of different nature. As a rule, at the junction of two pre-

existing and characterized by the penetration of the method of one science into the subject of the other, it (synergetics) arises, relying not on the boundary, but on the internal points of various sciences, with which it has non-zero intersections: in the systems, modes and states studied by (it), the physicist, biologist, chemist and mathematician see their material, and each of them, applying the methods of their science, enriches the general stock of (her) ideas and methods."

The specificity of the methodology of synergetics, which lies in its interdisciplinarity, lies in the fact that, unlike (even the complete opposite) from the disciplinary approach, where the research is aimed at the *subject*, here the reference point is the *method*, according to which the corresponding subject areas of application are found. Disciplinary research is characterized by the solution of problems determined by ideas about the subject, where vertical links dominate from theory to experience and vice versa. In interdisciplinary research, on the contrary, it is assumed that the main thing is horizontal connections, knowledge of the method and the transfer of method from one science to another.

Synergetics, having arisen in response to the crisis of traditional (linear) thinking, which has exhausted itself, has developed its own branched categorical apparatus, which, among other things, is a methodological guideline for the study of the dynamics of economic systems.

1. Openness of the system is characterized by the ability of the system to exchange matter, energy or information with the environment, cooperation (corporatism) of the processes occurring in it. Socio-economic-systems meet these requirements. In them, as a complex set of interrelated elements, there is a permanent movement of resources (financial, material, human, information flows), they are characterized by dynamism - a sequence of certain states in time.

2. Nonequilibrium is a dynamic characteristic of a system capable of self-organization. As N. N. Moiseev noted, "stability, brought to its limit, stops any development. It contradicts the principle of variability. Overly stable forms are dead-end forms whose evolution stops. Overadaptation... is as dangerous to the perfection of the species as the inability to adapt."

3. Irreversibility is the passage of the system through the branching points of the evolutionary tree, which closes other alternative ways of its development, thereby determining the irreversibility of the evolutionary process.

4. Nonlinearity is a property of complex systems of any nature, the characteristics of which depend on the intensity of the processes occurring in them.

The complexity and nonlinearity of economic systems, as well as the presence of a significant

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number of feedback loops in them, lead to the emergence of synergetic effects that change the qualitative side of the functioning of the economy. The understanding of the nature and specifics of the manifestation of nonlinear effects has not been properly reflected in modern economic theory, while the study of ES without adequate consideration of these effects leads to a lack of understanding of their inherent objective laws and insufficient effectiveness of applied management recommendations.

5. Attractors and phase trajectories – the final area of the inevitable convergence of phase trajectories of a complex system – is an attractor, which can be a point (stable focus), or another more complex formation, for example, in the case of economic dynamics of any real ES – these are objective stable cycles of development. Within the framework of the synergetic mechanism of cyclicity, from time to time there are switches (phase transitions) between neighboring stable attractors, which act as supposed alternatives to the development of the power plant.

A system, falling into the area of a deterministic attractor (a stable trajectory of development), acquires a stabilizing position, enters the mode of dynamic equilibrium, passing through its equilibrium states as intermediate stages on the trajectories of non-equilibrium self-organization.

New opportunities and directions in the study of economic development and interaction of SES, introduced by the methodology of synergetics, are associated, first of all, with the possibilities of modeling internal and external communications, problems of self-organization of systems using the principle of feedback, both negative (self-regulating) and positive (self-reinforcing) within the framework of the theory of developing systems. Of course, the importance of such interactions is also recognized as systemic. However, recognizing the linearity and stability, it remains within the framework of the traditional economy and, consequently, it is difficult to interpret and comprehend the processes of economic evolution. Therefore, from the point of view of continuity, the synergetic approach is often considered as the development of the interdisciplinary use of the systems approach in its systemically- dynamic, nonlinear aspects.

Thus, having absorbed the latest achievements of nonlinear physics, mathematics, and natural sciences that study the evolution of complex systems, synergetics makes it possible to detect the existence of universal qualitative laws of the emergence, development, and destruction of various structures in systems of different nature. In economic synergetics,

the central place is occupied by the idea that all ES of varying complexity and hierarchical level are a complex of dynamically interacting subsystems that perform certain functions and exchange energy, matter, and information with the external environment to a greater or lesser extent. They are nonlinear and multi-connected, complex transitional processes take place in them, and processes of spontaneous self-organization arise. The synergetic methodological approach opens up new directions in the study of the processes of development and interaction of multi-level ES, since it allows solving the problems of their management at a qualitatively new level, based on the ideas of discreteness and stability of economic development trajectories.

The synergetic approach also takes into account the forms of interconnection of the elements of complex systems (exchange, cooperation and competition, everything that forms the productivity of the economy and makes it greater than the simple sum of the elements), leading to the emergence of synergetic effects that arise in the process of their coherent (joint) functioning.

An important difference between the synergetic approach and traditional approaches based on the principles of rational maximizer is that it is based on the idea of holistic (holonomic) perception and cognition of the essence of the economic process that has a nonlinear nature. It includes the analysis of ideological, natural,- geographical prerequisites, social and moral aspects of the formation and development of the SES as a way of reproducing people's lives. man as an atomic, sovereign subject in relation to society, building his plans and actions based on the principle of obtaining maximum benefit, which forms the initial axiomatics of neoclassicism, monetarism, the theory of supply-side economics – all areas of economic thought included in liberal and neoliberal scientific discourse, "synergetics is based on the idea of integral historical cognition of the essence of the economic process, which has synergetic effects and a nonlinear nature." Table 1 presents a comparison of the main provisions and principles of the synergetic and traditional approaches.

Following the thesis that the effectiveness of ES management of any level of complexity largely depends on the choice of a methodological position, we present recommendations for the applied use of synergetic and traditional (dialectical) approaches in general methodological terms from the point of view of choosing a methodological position in the study of competitiveness and methods of its management.

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Table 1. Comparison of the Main Provisions and Principles of Synergetic and Traditional Approaches to Management of Economic Systems Development

Characteristics of the management process	Synergistic Methodological approach	Traditional methodological approach
The essence of the management process and its functions	Management of goals and visions of the future (motivation of the entire development process, self-organization and self-control in achieving results)	Operations management (motivation to perform a specific operation, organization, planning and control of results)
Subjectivity of management	Plurality of management subjects	Availability of a specific subject of management
Control logic	The nonlinearity of development determines the use of the entropic approach (incomplete information) and rationalism in management	The linearity of development determines the sequence of implementation of the managerial Programs
The essence of planning	Lack of a clear plan, taking into account cyclicity and possible deviations (fluctuations, bifurcations, phase transitions, etc.)	Detailed plan (detailed management program), implemented in a clear sequence
Empirical base	Lack of experience and existing analogues -, uniqueness and originality of management decisions	Management is based on the use of one's own and other people's experience and existing analogues
Unambiguous results	One goal - : multivariate strategy -, multiple results	One goal - , one strategy, - one result
Influence of environmental factors	Impact of new and specific environmental factors	Exposure to known and general environmental factors
Management model	System development based on anticipation of general trends (leadership model)	Development of the system based on the adaptation of one's own and someone else's positive experience (standardization model)

The justification for the use of the-system-synergetic approach as the most effective methodological approach to ensuring the competitiveness of the SES (including the regional ES) is due, in our opinion, to the following:

- competitiveness as an economic category, which is one of the integral characteristics of the SES, has a relativistic nature (considered in relation to the subject of competition);
- competitiveness serves as an integral indicator of the effectiveness of the use of various limited resources in the current conditions. In the category of competitiveness, economic, scientific, -technical, organizational, -managerial, production, marketing, financial, mental and other capabilities of the SES are concentrated, which are

realized in goods (products, works, services) that oppose and compete with them analogues in the market;

- competitiveness as a property of a solar power plant is characterized by dynamism, instability, cyclicity;
- competitiveness is presented as an open, nonlinear, multi-determined, multivariate process accompanied by certain bifurcation phenomena;
- management of competitiveness as a - socio-economic system is aimed at streamlining the effects of the activities of individual elements, in order to obtain new properties (synergetic effects) that contribute to the transition of the SES to a qualitatively new state.

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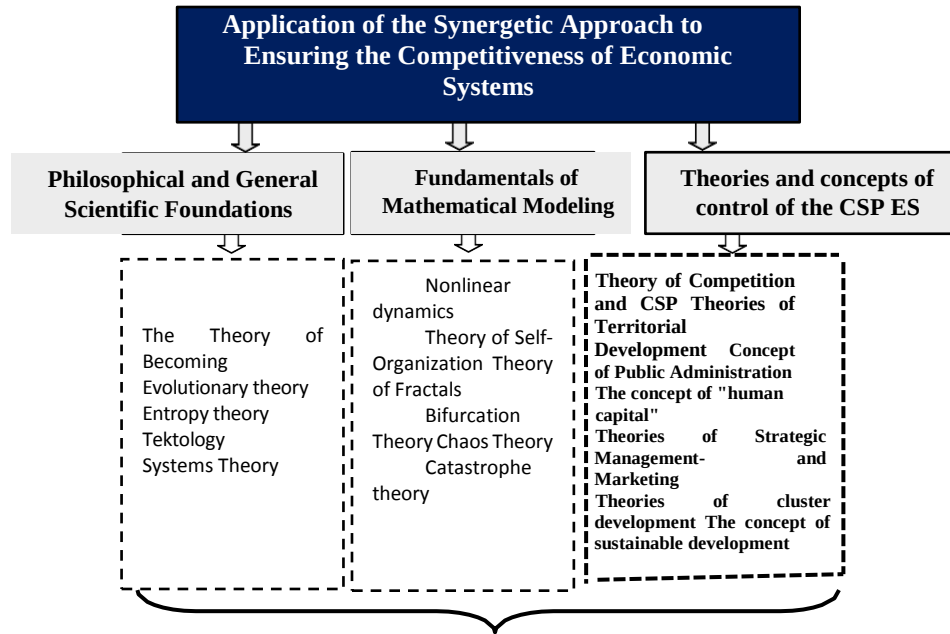


Figure 13. Methodological foundations of the synergetic approach to ensuring the competitiveness of economic systems of various levels of hierarchy and complexity

Thus, competitiveness should be considered as a complex phenomenon that has all the features of a systemic object (multiplicity of elements, the presence of interconnection between the elements included in the competitiveness system, emergence, integrity and unity of elements, their hierarchy, interaction with the external environment, etc.). These characteristics of the CSP determine the expediency of its study within the framework of a synergetic methodological approach (Figure 19).

The synergetic approach to the provision of the

CSP ES is based on an interdisciplinary synthesis of the methods of a number of general scientific and particular - scientific disciplines: philosophical, mathematical, economic theories and concepts of ensuring the CSP of multi-level economic systems.

At present, the study of regional competitiveness as a significant part of competitive relations, based on a comprehensive interdisciplinary approach, combines the methods and tools of a number of economic theories (Table 2).

Table 2. Theories and concepts of regional competitiveness

Theories and concepts	Key messages	Contribution to the management of competitiveness (region, industry)
Systems Theory	The object of management is considered from the standpoint of the general theory of systems	Consideration of competitiveness as a socio-economic- system
Theory of complex systems	The object of control is considered from the standpoint of the theory of complex systems	Consideration of competitiveness as a complex post-nonclassical system
Paradigm of Economic Synergetics	Economic systems are characterized by openness, nonlinearity, multidimensionality, uncertainty, and self-organization	Understanding the dynamics of self-organization of complex nonlinear systems
Theories and concepts competitiveness	Competitiveness is considered as the ability to compete with similar objects in the target space	It allows to identify the essence of management and ensuring the competitiveness of various systems, to identify factors affecting the Competitiveness

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The Concept of Public Administration of the Economy	The economic sphere - is an object of state regulation and management	Use of methods and tools of the system of public administration of the economy and its competitiveness
Theory of Regional Economic Management	The problems of the functioning of the national economy are considered as systems with a rational spatial distribution of resources; territorial and functional economic differentiation and integration	Using the Theory of Rational Territorial Allocation of Resources and Economic Interaction at the Regional Level to Ensure Their Competitiveness
The concept of the regional innovation system	Economic growth is carried out through the formation of a regional innovation system with a motivational mechanism for the commercial implementation of scientific- and technical achievements in the economy	Contributes to the creation of conditions for innovative development, mechanisms of self-regulation and the formation of effective institutions of the innovative environment
Concept "human capital"	The qualitative characteristics of "human capital" are one of the main sources of long-term competitive advantages	Determination of the intellectual abilities of the population and the possibilities of their commercialization as a necessary condition for increasing competitiveness
Theories of Strategic Management and Marketing	Management is based on the implementation of strategies that ensure the achievement of the stated targets, taking into account the factors of the internal and external environment	Ensures the strategic competitiveness of the region on the basis of strategic forecasting and planning of regional development, contributes to the formation of adequate strategies for the implementation of the set goals
Theories and concepts of cluster development	The territorial-production- principle of structuring economic systems is considered	Allows you to use the advantages of various types of clusters in competitiveness management
Value Chain Concept	Ensuring the stable reproduction of added value is the most important condition for increasing competitiveness	It is considered as a key tool for analyzing the competitiveness of socio-economic-systems
The Concept of Sustainable Noosphere Development	Management in the conditions of the target setting – preservation of natural potential in the interests of of future generations	Takes into account a set of environmental concerns and identifies environmental advantages as competitive

Within the framework of the synergetic approach, the process of providing regional ES is aimed at achieving positive effects as a result of the coherent action of diverse mechanisms that lead to qualitative modifications of the ES and orient them to:

- formation of organizational foundations for innovative development, characterized by systematic, complex and orientation towards a non-linear future;
- development of institutional forms and relations that stimulate and realize the ability to ensure sustainable development;

- ensuring the synergy of interaction between the elements of the SES for self-organization account.

Focusing on the modern methodological problems of the formation of regional competitiveness, it should be noted that:

Firstly-, there is an inconsistency of existing approaches based on the classical theory of regulation, technocratic thinking, the theory of optimal management to fully penetrate into the essence of complex, contradictory and highly dynamic social processes, to perceive and interpret the features of the current stage of economic growth

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and development, the dynamics of organizational-economic relations, transformation processes. Thus, practice shows the continuing accumulation of methodological and methodological difficulties associated with the inability of existing approaches to effectively solve the problems of ensuring the competitiveness of regional systems in the context of the formation of a new economy, where the main advantage is knowledge;

vo-second, regional ES, considered in their historical retrospective, represent a super-complex human being.-a technical system in conjunction with ecological and cultural components, which has mastered a new technology, in other words, a complex self-organization of self-organized elements (individual actors), in which there are strong top-down and bottom-up whole-part correlations. As open systems consisting of many elements characterized by a tendency to change in time, they are systems in which random events closely interact with certain patterns of development. At the same time, the modern complication of the structure and nature of the interaction of economic systems, the growth of their instability, instability, multivariance, uncertainty, form a non-equilibrium environment that is in constant dialectical development. As a result, the qualitative changes taking place today in economic practice cause an increase in the role of the post-nonclassical approach and its provisions on the vision of the nature of economic processes and phenomena. Within the framework of the post-nonclassical approach, the main objects of cognition are self-regulating human-sized systems, which, in contrast to non-classical systems, are characterized by super complexity, instability and stochasticity. In post-nonclassical systems, there is an increase in the value-goals of activity, explication of the means of cognition, since man (as a subject and object of cognition) is integrated into them. At the same time, a person considers himself as an integral part of the system, not claiming absolute leadership, while there is a combination of scientific knowledge with non-scientific and extra-scientific knowledge, interdisciplinarity, Multicentricity economic knowledge. The result of this is the need to include in the object sphere of economic knowledge the value, cultural, social and other characteristics of the cognizing subject, as well as the emergence of new scientific directions of fundamental economic theory

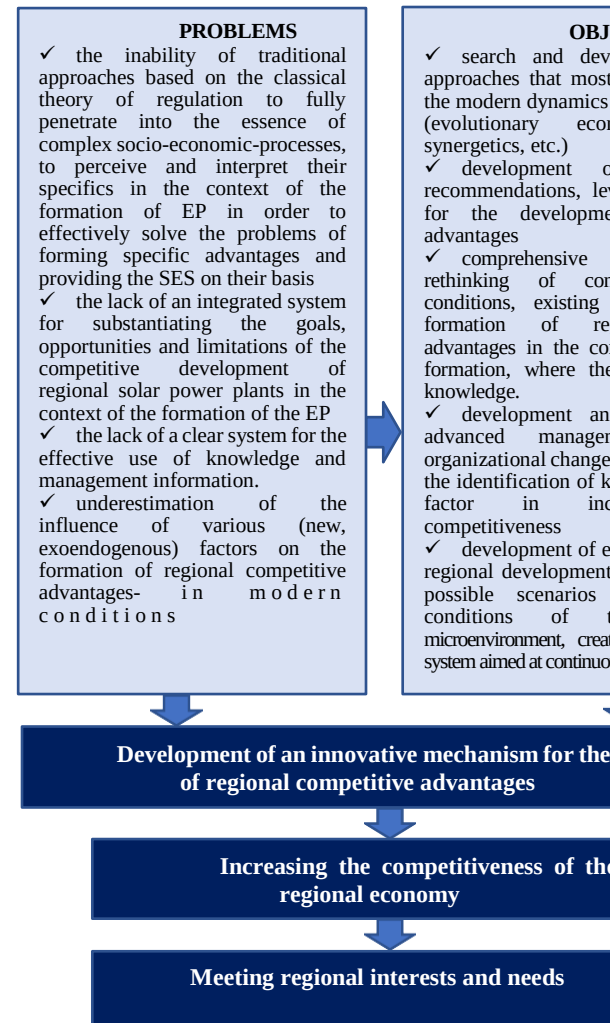


Figure 14. Key Problems and Tasks of Forming Regional Competitive Advantage in a New Economy

associated with the expansion of its subject space and changes in methodology (evolutionary economics, economic synergetics, etc.);

thirdly-, the intellectualization of activities and the factors used that have a direct impact on the reproduction process result in a reduction in economic time and economic space, which cause cardinal changes in communication (networks, virtual ecosystems), transactional interrelations, automation and computerization of management and all spheres

the life of modern society;

-fourth, the processes taking place in modern society are accelerated, and the increased role of the individual in socio-economic-processes increases tension, which is associated with the growth of responsibility not only of those who make managerial decisions, but also of those who implement these decisions.

Based on the results of the study, Figure 14 presents the key methodological problems and tasks

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of ensuring competitiveness in the context of the actualization of the innovative type of development.

The main objectives of the formation of regional competitive advantages in the new economy are aimed at:

- search and development of global approaches that most adequately describe the modern dynamics of solar power plants (evolutionary economics, economic synergetics, etc.)
- development of new scientific recommendations, levers of effectiveness for the development of competitive advantages
- comprehensive study and critical rethinking of conceptual provisions, conditions, existing forms, methods of formation of regional competitive advantages in the conditions of economic formation, where the main advantage is knowledge.
- development and effective use of advanced management technologies, organizational changes, etc., contributing to the identification of key competencies as a factor in increasing regional competitiveness
- development of effective strategies for regional development, taking into account possible scenarios for changing the conditions of the macro and microenvironment, creation of a management system aimed at continuous innovation.

Thus, there are many scientific approaches, theories that have their own context, descriptions and studies of the processes of ensuring competitiveness. In general, their multiplicity testifies not only to the complexity of the problem, its dynamic nature, but also to the insufficient degree of its elaboration.

The current crisis in the management of the CSPs of regional economic systems is due, on the one hand, to the need to identify and study the mechanisms of their development and evolution, which would guarantee the stability of functioning in the conditions of the formation of a new economy, on the other hand - , the inability of existing methods based on technocratic thinking, the classical theory of

regulation, the theory of optimal management to solve the problems of achieving the goals of the development of the economic system, including the ensuring their competitiveness.

In the realities of modern conditions, the potential of the synergetic approach in the study of the processes of development of regional economic systems, the choice of the most effective methods and directions for ensuring their competitiveness is great and in demand.

From the point of view of synergetic methodology, a more effective method of managing regional competitiveness is to create acceptable conditions necessary for the self-organization of the environment, and to monitor the effectiveness of these conditions (environment).

The synergetic approach is called upon to solve the problems of increasing competitiveness at a qualitatively new level, based on the notions of discreteness and nonlinearity of economic development. It opens up new directions in the study of complex economic systems, focusing on the study of the processes of self-organization and self-development, their own inherent laws of evolution. Partially complementing it, it improves it, allowing to study issues related to the cyclicity, nonlinearity of the processes of development and interaction of economic systems, their phase transitions from one state to another under the influence of mechanisms of adaptation to dynamic conditions of the external environment. The problem of managing regional competitiveness is one of the most important tasks of modern socio-economic-dynamics.

Management of the competitiveness of the region (as part of the general management system) is a complex process aimed at streamlining/coordinating the elements of the regional SES in the interests of achieving sustainable development goals and covers, in fact, the entire range of tasks, functions and types of management activities (Figure 15).



Figure 15. Types of Regional Competitiveness

In order to determine the fundamental foundations and key areas of management of the region's CSP as the most significant system-forming factor in achieving expanded reproduction, let us consider the methodological approaches to its implementation formulated in the economic

literature.

It seems to us expedient to consider the following *scientific approaches*, which are auxiliary in this case, within the framework of synergetic methodology:

- Scientific-practical Tools complex

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an approach to take into account the technical, environmental, economic, organizational, social, psychological aspects of management and their interrelations;

- *a systematic approach* to the study of the processes of formation and evolution of organizational models and tools for managing the competitiveness of socio-economic systems;

- *integration approach* to study the relationships between:

- ✓ individual subsystems and components of the control system;

- ✓ stages of the life cycle of the object of management (R&D, organizational- and technological preparation of production, etc.);

- ✓ vertical management levels (country, region, city, organization, its divisions);

- ✓ subjects of management horizontally;

- *market (marketing) approach*, to determine the possibilities of orientation of the control subsystem (when solving almost any problems) to the consumer and market requirements;

- *resource approach* (its early and modern versions)

for effective management of resources (competitive potential) of the regional SES;

- *Cognitive Approach* for the Formation of Problem-Based-

oriented knowledge base and effective use of information technologies in solving potential and real problems of the regional SES.

As is known, as economic and social relations become more complex in various organizations, tasks arise more and more often, the solution of which is impossible without the use of an integrated system approach.

When considering the system approach as a method of studying the regional CSP, it is necessary to take into account the fact that the object of research is always multifaceted and requires a comprehensive, integrated approach, therefore, specialists of various profiles should be involved in the study. Comprehensiveness in the complex approach expresses a particular requirement, and in the systemic approach it is one of the methodological principles.

Thus, the system approach according to I.G. Altshuller develops methodology and methods, and the complex approach develops strategy and tactics. An integrated approach is used for a comprehensive consideration of the object under study.

The institutional approach to the management of the regional IRT involves considering the management system as an open system, the internal environment of which is a set of production, technological, economic, social, cultural, managerial and other institutions that ensure both the functioning of the system as a whole and the management of this activity.

The institutional approach comes from the theory of institutionalism, which is based on the concept of institutions and institutional dynamics, which is based on the concepts of property, transaction costs, contractual relations, and group interests. D. North defines institutions as the "rules of the game" in society, or as man-made restrictive frameworks that organize relations between people. In the composition of institutions, he distinguishes three main components:

- informal restrictions (traditions, customs, social conventions);

- formal rules (constitutions, laws, judicial precedents, administrative acts);

- enforcement mechanisms that enforce rules (courts, police, etc.).

In the development of D. North's interpretation, we can cite the formulation of institutions presented by A. Shastitko: "... a number of rules that perform the function of limiting the behavior of economic agents and streamline the interaction between them, as well as appropriate mechanisms for monitoring compliance with these rules." It is interesting to give one more definition. The 2009 Nobel Prize in Economics laureate E. Ostrom defines institutions as "regulators of human actions in situations structured by rules, norms, and shared strategies." She notes that institutions are "invisible," fundamentally shared concepts, rules in force, "they exist in the minds of the participants, and more often in the form of implicit knowledge than in explicit and written form."

Today, it is no longer disputed that it is the weakness of institutions that has caused a number of negative consequences of the ongoing changes and reforms in the Russian economy. Strong institutions that ensure the normal functioning of market mechanisms are much more important for the success of the transformation than radicality and the pace of liberalization.

A significant theoretical and empirical role in the formation of institutionalism in our country was played by G. Kleiner, A. Tatarkin, E. Popov, I. Tkachenko, V. Lesnykh, V. Simonova, N. Khmelkova, M. Vlasov and others.

Among the intra-firm institutions, according to Academician G. Kleiner, the existing system of decision-making has the greatest impact on the activities of firms, since it is in whose interests and with the help of what mechanism decisions are made, that ultimately determines their financial and -economic condition. At the same time, institutions at the intra-firm level have a peculiarity, in particular, in the work of the authors this feature is characterized as follows: "The institutional environment determines the activities of agents, at the same time, the latter (at the intra-firm level) themselves form a system of institutions, within the framework of which (and through which), in turn,

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norms, rules, and conditions for relations between agents and other individuals (groups of individuals) are set." The absence of a number of institutions or their weak organization both at the macro-, meso-, micro levels, leads to low efficiency of management and activity as a whole, even with the introduction of the most modern methods, such as, for example, the system of balanced indicators, the budgeting system, lean manufacturing, etc. and in particular, such categories as "resources", "rents", "abilities" and "routines". At the same time, experts note that many concepts of this concept were introduced into scientific circulation at the dawn of economic theory. For example, the definition of "rent" as income from the possession of valuable rare resources was initiated by D. Ricardo. Nevertheless, many researchers still-distinguish between the concepts of resources and abilities in different ways: in some cases, resources and abilities are strictly separated, in others, abilities are considered as a variety of resources. Considering the resource approach to the management of regional CSP, it should be noted that it is defined as a potentially integrated, developing approach to understanding new sources of competitive advantages of the region as quasi-dependent. -corporations. In particular, such sources as: tangible/intangible assets, knowledge/competencies. Moreover, the complex combination of these resources is the result of the transformation of the classic resource triad "labor-, land, -capital". At the turn of the century, this approach became the dominant paradigm in the theory of strategic management, when, in accordance with the latest research, it was revealed that the growth of business and competitiveness depends less and less on the external environment and more and more on the efficiency of the use of internal resources, the main of which is intellectual capital. According to the authors, intangible resources are the driving force of any business, so if the business is not considered through the resource model, the efficiency of management decreases. The theorists of this resource concept are B. Wernerfelt, E. Pentrose, R. M. Grant and others. Its methodological novelty lies in the fact that the development strategy within its framework is studied on the basis of the synthesis

of economic, organizational and managerial sciences. Thus, the specificity of the resource approach to the provision of the SPS is associated with the concentration on the endogenous factors of the regional SES, and the main task of the management in its use is to attract, distribute and control over resources. For example, according to the traditional concept of "5M" presented by K. Bauman, it is customary to distinguish five types of resources:

- manpower (people);
- money (money);
- materials (raw materials and materials);
- mechanisms (equipment and other means of production- production);
- methods (information and technologies).

In recent years, a number of researchers, who believe that the speed of managerial decision-making becomes more important than their quality, single out another, special resource - of time. As an alternative to the resource approach, it is necessary to note the concepts according to which the market is chosen as the main unit of analysis. This approach is usually called market. Thus, in 80-This approach, developed within the framework of the theory of industry organization and quite popular today in marketing, emphasizes the importance of market positioning, which protects it from the impact of concussion- forces. Within the framework of the market approach, it is interesting to note the concept of strategic conflict, which is based on methods of deterring penetration into imperfect markets and strategic interaction. The concept uses the tools of game theory, it defines the results of competition as a function of the effectiveness of actions to create unfavorable conditions for competitors in the market. Thus, the market approach, in contrast to the resource approach, treats economic rents as a consequence of privileged positions in the markets. The problem of integrating market and resource approaches is widely discussed today. Thus, M. Porter noted: "The concept in which the resources that provide competitive advantages (and thereby the products produced) and the economic fields (markets) of the enterprise/firm are compared, is a resource-based-market portfolio." Table 3 offers a comparative analysis of the main approaches to managing regional competitiveness.

Table 3. Comparative Analysis of the Main Approaches to Regional Competitiveness Management

Methodological approaches to the management of regional PCB	Key features			
	The subject of research and the scope of the formation of competitive advantages	Features of the process of forming competitive advantages	Objective function and criterion of competitiveness-	Methods for assessing competitiveness-

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Systemic	Produce-systems,	Optimization relations, relations of subsystems	Production systemically (emergent- nogo, siner- hetic) effect	- Structural Analysis - Analysis of the influence of the external environment - Functionality- analysis
Resource (early version)	Material- resource s	The need to- have- the most important resources- catfish and its effective Usage	Growth in resource- efficiency: growth- in business profitability, market share, rent- Ability to investments; Return on investment etc.	- Financial analysis - Analysis- of resource potential- - SWOT-Analysis - Valuation of the service station- resources-, etc.
Resource (modern version)	Intangible- resources	Development of intangible- resources- a nd competencies of the company	Development of competencies- Valu e of- intangible Assets	- Expert assessments - Financial valuation methods- intangible- resources
Institutional-	Formal and informal institutions	Reduction of external risks through the - institutionalization - of the- interaction environment	Reduction or optimization- of transit- costs	- Environmental risk assessment - Analysis- of the- market stability- of the enterprise - Analysis of Transaction costs
Cognitive	Processes cognition, in including assimilation of the knowledge- In this case, the	Competitor- Advantages- For example, there are in process management knowledge and changes	The height of the nema- Physical Assets	-Cost estimation for training -Valuation- Mosti Nemate- In the case of the Lord, Assets -Valuation- Most Intel-lectual and human- The Capital of the Republic of Kazakhstan-la, etc.
Strategic	Strategy	Development Long-term- stratum- development Companies	Requires Is- Use Supplement- The Ministry of Medicine-Todology Management (resource, Cost etc.), which- paradise and definition-lit target Criterion	- Estimation of the country- Tags as of the asset (influence-strategy for Rent-and on the Cost companies) and etc.
Comprehensive	Additive Systems	Synthesis based on Various disciplines with subsequent summarized- Results	Production Economy-of the First Century-Fekta	- Causal (causally-investigative) Analysis times- personal aspec-Tov Activist-systems

The study of methodological approaches to the management of the regional IRT allows us to formulate the following conclusions:

To ensure the scientific validity of the process of managing regional competitiveness, within the framework of synergetic methodology, it is necessary to apply such general scientific approaches as systemic, resource, market, complex, integrative,

cognitive. The identified methodological approaches to the management of regional competitiveness allow not only to fully use the advantages of the methodology of synergetics, but also to consider regional social-economic systems from different positions, identify their features, present the characteristics of their management systems and offer practical tools to increase competitiveness.

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Depending on the specific conditions of functioning and reproduction specifics of the region, a different combination of methodological approaches can be used in the system of ensuring regional competitiveness. The combination of methodological approaches, which is as adequate as possible to the specifics of the internal and external environment of the regional economy, will serve as the basis for the use, within the framework of these approaches, of various methods, methods and technologies of competitiveness management.

Next, we will formulate the scientific- and methodological principles of managing the competitiveness of the region, dividing them in terms of essential characteristics, into two groups:

1. Organizational- and methodological principles that reveal the specifics of the structural organization of the system CSP and the features of its effective management in modern conditions (the principles of integrity, complexity, hierarchy, consistency, multi-model, historicism and development).

2. Methodological-principles related to the identification of methodological features of the process of managing regional competitiveness (principles of reproduction of the life support system,

specificity, legal regulation of management, social orientation, preservation and development of competitive advantages, the principle of innovation). It should also be pointed out that it is expedient to supplement the system-wide methodological principles of management with specific, including:

- the principle of integration, which determines the consideration of the competitiveness of the region as part of higher-level systems (competitiveness of the social system of the region);

- the principle of combined control with feedback, by perturbations of the environment with the formation of anticipatory action in order to combine various control methods. Implemented through the organization of links with the external environment for the simultaneous study of the properties of the controlled object and patterns for subsequent control actions, which increases the adaptability of control and provides the basis for anticipatory actions;

- the principle of dynamism, within the framework of which monitored changes in environmental conditions should lead to correction or change of both individual elements and the competitiveness management system as a whole;

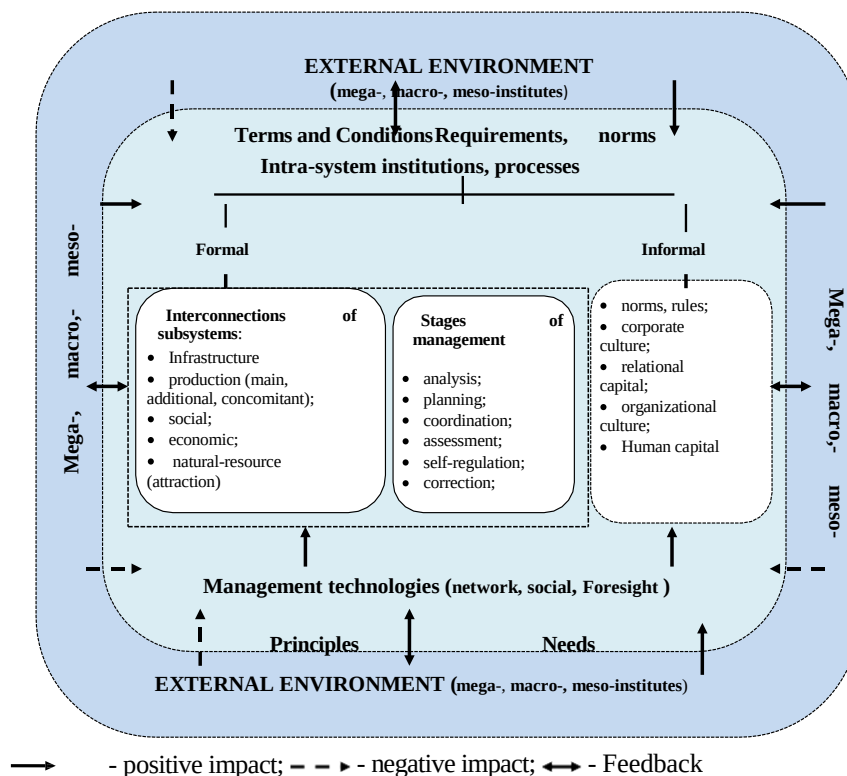


Figure 16. Synergetic Methodological Basis for Managing the Competitiveness of the Regional Economy

- the principle of dual innovation assumes that the competitiveness management system, on the one hand, should be aimed at innovative reproduction, on the other hand, - at managerial innovations

(innovative management methods and technologies);

- the principle of taking into account and ensuring a balance of interests, management entities and all stakeholders influencing the socio-economic

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development of the region.

Thus, based on the results of the study of methodological and conceptual approaches to the management of the regional TAC, taking into account the developed principles,

"managing the competitiveness of the region" will be understood as the process of forming internal and using external institutions to achieve better indicators in relation to competitors on the basis of creating favorable conditions for a sustainable innovative reproduction regime through the optimal combination and interaction of new factors of production and resources with the fullest possible consideration of the specifics of the region's reproductive potential.

Management of the competitiveness of the region in the context of a synergetic methodological base can be presented as an integrated management system, which includes a set of principles, methods and ways of competing- management, allows to ensure a high level of adaptation to the dynamics of the external environment, the identification of synergetic effects in the conditions of nonlinearity, cyclicity, and increasing uncertainty of modern economic development (Figure 16).

As a system object, the proposed management system of the regional IRS is characterized by:

- integrity and divisibility (consists of separate elements interacting with each other on the basis of certain management principles);
- the presence of stable connections (positive, negative, reverse) with the external environment;
- the presence of a certain organization, manifested in the

decrease in entropy (the degree of uncertainty of the system as a whole in comparison with the entropy of system-forming factors). Leveling entropy is one of the main goals of the formation of control systems in principle.

- emergence, due to the fact that each individual element cannot ensure the achievement of management goals, they can only be achieved by the system as a whole.

Synergetic management (appealing to such concepts as self-organization, key factor, leading link, positive feedback, developing areas, growth points/channels, a view from the future, etc.) according to G. Malinetsky contributes to the search for control parameters that optimize the functioning of complex socio-economic- systems, modeling external communications, identifying and comprehending the manifestations of nonlinear effects in them.

In accordance with the principles of the synergetic concept of regional competitiveness management, it is important to correctly identify the development trends (attractors) of the region's complex economic systems, understand the patterns

of their dynamics, and then direct them to the direction of development required for each specific system by verified resonance impacts.

Thus, the management of a regional management system is a cognitive (creative) process that does not lend itself to strict regulation due to the fact that almost every subject of management uses its own management technologies based on the choice of certain types of management and their combination. In the modern period, the basis for the management of regional CSR as a process of formation of internal and the use of external institutions aimed at converting (transforming) competitive potential into kinetics (movement) should be a focus on creating breakthrough innovations while observing environmental standards of co-evolutionary development (according to N.N. Moiseev) in the context of global competition.

Conclusion

The foundations of modern industrial policy should be based, on the one hand, on such an organizational restructuring of the production landscape that will allow the industrial sector, and through it the entire economy, to increase competitiveness through continuous innovation. On the other hand, on ensuring the availability of digital technologies, their active penetration into everyday life through the development of new tools for interaction between the state, business and society based on the principles of Inclusiveness, as well as expanding public participation in determining the scientific- and technological agenda. The population's perception of advanced technological solutions will contribute to the growth of requirements for people's competencies.

Thus, from the point of view of increasing regional competitiveness in the context of the formation of the knowledge economy, strategic priorities should be measures aimed at creating conditions for the development and implementation of an innovative development model, which provides for the possibility of synchronizing the processes of creating new productive forces and production relations, as well as achieving a consensus of the interests of society, the state, business and a particular individual.

Based on the results of the study, it is concluded that in the new economy, ensuring regional competitiveness is possible only as a result of achieving superiority in the generation and use of knowledge as a key business asset that-has a multiplier effect on the level of efficiency of the use of other factors of production, as the basis for creating goods and services that are in demand on the market. Today, this is becoming the technology that allows regions to occupy and maintain an advantageous competitive position.

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In general, the process of ensuring regional competitiveness is complex and multifaceted, it is due to the action of a significant number of factors that change the face of the modern economy. To achieve long-term competitive advantages, regional management should be clearly focused on continuous improvement of the efficiency of management of key personal, communicative competencies, business-competencies and dynamic abilities.

The holistic (holistic) perception of the competitiveness of a region contains provisions that are essential for building a methodology for its study as a complex socio-economic-phenomenon. In the realities of modern conditions, the potential of a synergetic approach in studying the processes of development of regional economic systems, choosing the most effective methods and directions for ensuring their competitiveness is great and in demand.

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