

Study of economic and technological factors influencing development of services market

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Abstract. The article considers influence of economic and technological factors on development of services' market. Sphere of services is presented by 2 interrelated markets - printing and food industry. Because in the process of reformation of Russian economy the share of services sector is growing constantly and the level of development of Russian regions and the tasks which are set before them are differentiated significantly, the key moment is definition of the role of regional component and factors influencing different branches of services industry.

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Introduction

Role of Russia in world space and global economy to a great extent will depend on the level of its scientific and technological development, on opportunities to create and efficiently reproduce its own and import high-tech technologies, on the degree of representation of the country in high and new technologies world sector.

Transformation of high-tech technologies today and their use in all industries of national economy is a key vector of scientific and technological and socio-economic progress. The country which has potential of economic growth and improves life quality of its population must use products of scientific and technological progress in solutions of its tasks [1].

Economy of our country must be integrated into world market of high technologies. By now we have very low level of effective demand for most part of high-tech products, apart from western countries, which can easily invest into new technologies using flexible mandates for investments [2]. All this results in out-of-datedness of existing technologies' base in Russia in such spheres as space industry, aviation industry and others.

Main criteria of transition of any country to post-industrial vector of its development, in scientists' opinion, is formation of service model of economy, when most share of GDP is produced by services sphere. That is why modern economy is defined as economy services.

Main part

Services sphere is a combination branches and activities of national economy intended for production and realization of services for population and enterprises.

Dynamics of development of services sphere in Russia is not good. This is related to the fact that because of plan economy in Soviet times services

sphere was considered as secondary in regard to production. And, accordingly, investments into services sphere were insignificant.

Recently almost all sub-industries of services sphere began to use new technologies actively. All this results in constant reproduction technologies. That is why we can observe significant growth of service enterprises. This increases the level of competitiveness of the mentioned industries both in the internal Russian and in world services market [3].

The indicators showing quality of services play key role in competitiveness of Russian economy today. Technologies will result in growth of productivity and profitability of most enterprises of services sphere. 60% of GDP of Russia is produced by services sphere: the contribution of this sphere into general economic activity is very high.

Trends in development of services market correspond to general trends in world economy. Tom Blackwell from M:Communications in his interview for Russia Today points out that share of oil-and-gas industries in Russia is gradually reducing due to growth of services market [4]. Accordingly, this trend influences achieving of balance between supply and demand functions, efficient distribution of economy resources, satisfaction of public demands in general. That is why services sphere can be defined as economy segment which contributes significantly into economic development of society.

Socio-economic development of a number of services industries is determined by strong interdependency between them. Infrastructural industries attract attention of scientists from different countries. Alexander Moore, Stéphane Straub и Jean-Jacques Dethier consider that regulation and the structure of infrastructure companies of Latin America is determined by their strong interrelation with each other [4].

In Russia the strong relationship exists between food and printing industries. The first (food industry) is greatest consumer of services of the second (printing industry). Climatic and geographic particularities of Russia show that these industries are interdependent on specific regional markets which results in fierce competition between regional markets of printing and food industries for consumers. Russian scientists point out to significant role of regional component in development of branches of services sphere [6].

Today enterprises of food and printing industries of Russia function in difficult economic conditions. Environment of this sphere contains more threats than opportunities for development of the industries. Absence of high-quality home equipment influences significantly both industries. And low rates of recovering of payment capacity of population results in restricted development of food and printing industries. Neutralization of negative trends is possible only after realization of coordinated with the state measures on macro- and micro-levels. The key moment is printing industry because these enterprises make products influencing buying decision of food industry's consumers. The key factor of successful functioning of national food industry is creation of attractive packing materials (labels) in order to make consumers buy national goods instead of import products.

Formation of market relations in regard to analyzed industries was rather difficult because the heritage of Soviet Union was very great - unnecessary equipment was purchased which did not correspond to the requirements of regional economy. And transition period of 90s-early 2000s is characterized by structural changes in the mechanism of economic relations, in relations with consumers, suppliers and the state, and appearance and development of negative trends in these industries.

Sales opportunities in the market are influenced by general economic factors. Such as general deterioration of financial situation in Russia, increase in prices for energy resources (for 2013 growth of electricity prices was 26%, with due regard to regulated and non-regulated tariffs), for transport services and, of course, reduction of effective demand of the population.

Our country must develop measures in the sphere of state financing and regulation of activity of printing production and food industry, increase sums and change forms both of state investment and private financing because we lag behind developed markets for 10-15 years.

Printing industry as a branch of national economy is combination of industrial enterprises providing services for production and copying texts

and images. Printing houses is material-technical foundation of printing and publishing business.

General trends of printing market depend on many factors. All these factors correspond to general trends of social development as a whole. Adaptation of printing industry market to modern conditions of social development it taking place gradually and depends on innovative development of society. Vector of development is set by separate social groups, enterprises or individuals which make innovations, create new needs for the consumers of printing products. Key factor of success in printing market is ability of a company to keep close relations with consumers and key players in the market.

Vector of development of printing industry corresponds to the vector of economic development. This conclusion can be made on the basis of the fact that trend in paper sales growth rates for more than 10 years coincide with the trend in GDP growth, not only in Russia but in the other countries as well. Figure 1 shows decline in GDP of Russia in 2008, paper sales volumes demonstrate negative trend. Decline of GDP is determined by the political climate in Russia during Parliament elections and the consecutive protests [7].

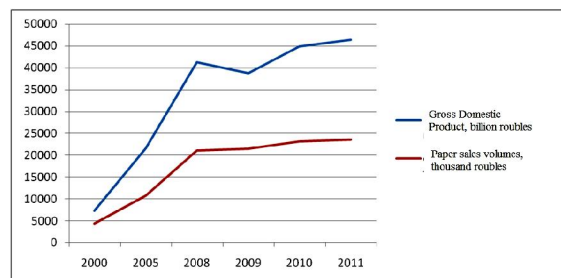


Figure 1. GDP and the paper sales volumes in current prices.

In 2013 printing market was, by preliminary estimates, more than 500 billion dollars. In accordance with experts' opinions which were announced at Drupa international exhibition in 2012 in Dusseldorf, annual growth of printing market is 2-2,2% and by 2015 will reach 525 billion euro [8].

Sales opportunities of Russian market of printing products were 2,7 billion in 2005. Producers of packages, magazines and booklets and accident products have the biggest market shares. Situational analysis of Russian printing market points out to its non-uniformity. Production of newspapers and books of low quality (printing on paper intended for news-printing and seamless connection) compete only within Russia. In these segments the producers make money not due profitability but because of production capacity. That is why the success in this segment is

determined by the fact whose equipment produces bigger volumes with low sales price [9].

The most attractive for foreign competitors are package segments (elite package for expensive alcohol and perfumery), large-circulation magazines and catalogues, high-quality books (printing on chalk paper, use of stamping). That is why a lot of these goods are exported into Russia.

Factors which influence significantly development of printing industry in Russia greatly:

- Orientation of Russian economy to export of raw materials. This conclusion can be made under observation of reduction of investments into non-oil and gas industries: 196% in 2000 and 109% in 2012. Investments into production of consumers' goods are 16% for last 3 years, investments into oil-and-gas industries - 67% [10].
- Stagnation of food and consumer goods industry in Russia. These industries are key customers for printing industry (package and labels), that is why reduction of investments into these spheres influences greatly development of printing industry.
- Strengthening of national currency and growth of internal tariffs which improve economies of the countries which import ready products into Russia, including printing products.
- Strengthening of euro. Purchasing of printing equipment in 80% and expendable materials in 90% of cases are made in euro. This factor results in higher production costs of printing products and, accordingly, sales price.
- Imperfection of tax law. Absence of privileges for investments into production enterprises hinders renewal of equipment. Availability of import duties for paper and absence of import duties for ready products made from the same paper results in reduction of profitability of printing enterprises or interest of customers in cooperation with foreign printing enterprises.
- Out-of-date regulatory framework. Wastage rates for paper were established in the USSR. Quality (shift from production of natural fibers to artificial ones) of the paper changed, and the wastage rates were not revised. There are no single standard norms of solution of disputes between the suppliers of expendable materials and printing enterprises, and between printing houses and customers.

- Imperfection of training system preparing personnel for printing. On regional level the specialists are trained by teachers who have never worked in printing house. (Specialty "Design", MSEI branch in Kirov, speciality "Technology of printing and packing production in VyatSU).

Inference

Influence of economic and technological factors on development of printing market development is up-to-date because it is determined by modern trends in printing sphere in the world, which are very important for Russian economy.

Vector of growth of Russian economy is directed, first of all, to development of scientific and technological base of printing, enhancing state support of printing productions, establishing tax and law regulatory systems in the printing sphere.

Studies of current state of world market of printing production operations, competition in it, technologies at the territory of Russia have not been done on regular basis. That is why home and foreign literature lacks high-quality complex scientific works devoted world and regional printing market.

In Russia there are no scientific schools to investigate problems in printing sphere. The issues of profitability and efficiency of production and sales of printing products are also left without notice. The conclusion about significance of comprehensive qualitative analysis of current state and the perspectives of development of world and Russian printing markets can be made.

Since there are no scientific researches of trends in development of printing industry, it is necessary to describe printing market (Russian and world), and to divide it into segments it in terms of geographic and production criteria. Segmentation criteria must be found on the base of efficiency of printing industry as a whole. There are no such researches on macro- and micro-level. Scientific and commercial literature offers only studies of specific enterprises.

Technological factors influencing progress in printing industry must be investigated in terms of technologies' market. That is why we would like to point out that commercialization of scientific and technological knowledge in services sphere leads to elimination of national barriers and modern technologies can be sold as ordinary goods. Only technology, whatever it is - printing or any other industry - can present combination of technical and scientific knowledge about problems and methods of production, its organization and management [11].

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