

Summary

The topic of the final qualification work:

STRATEGIC MANAGEMENT OF THE DEVELOPMENT OF THE TRADE SPHERE AT THE REGIONAL LEVEL (based on the materials of the Stavropol Territory)

Author: Natalia Goncharova

Head: Doctor of Economics, Professor A. P. Gorbunov

Customer organization: Administration of Pyatigorsk

The relevance of the research topic is due to the fact that the strategic management of trade development at the present stage is difficult to overestimate. The trade sector is one of the most important in the structure of the entire national economy of the state. According to the Ministry of Industry and Trade of the Russian Federation, it is the trade sector that shows the most stable results in the overall picture of Russia's economic development. Before the outbreak of the pandemic, the contribution of trade to the GDP of the Russian Federation was about 35%. At the moment, when most of the world's states are facing a crisis that has engulfed all sectors of the economy, trade is still the most flexible and stable sphere, which has managed to adapt quickly enough to changing socio-political and economic conditions. In the light of the above, the organization of the functioning of the trade industry and its management at the regional level deserves special attention. Despite the most important socio-economic function that trade performs, the level of its development in various regions of the Russian Federation is not uniform. It is the above factors that determine the relevance of the topic of this master's thesis.

The purpose of the final qualification work is a comprehensive analysis of the matrix of strategic trade management at the regional level, identification of emerging theoretical and practical problems, as well as identification of key benchmarks for improving the designated area.

To achieve this goal, the following tasks were set within the framework of the final qualification study:

- consider the concept of strategic management at the regional level;
- to study the specifics of trade as an object of strategic management;
- to study the regulatory framework for managing the trade sphere at the regional level;
- to analyze the organization of trade management in the region;
- to determine the regulated parameters of the economic activity of trade organizations of the subject of the Russian Federation;
- to assess the effectiveness of the control and supervisory functions of regulation in the trade sphere as the most important elements of strategic management;
- to analyze the specifics of the implementation of the state policy in the field of strategic management of the development of the trade sphere at the regional level;
- to study the current problems of strategic management of the development of the trade sphere at the regional level;
- determine the prospects for improving the strategic management of the development of the trade sector at the regional level.

Theoretical and practical significance of the study. The theoretical significance of the study lies in the fact that the conclusions and proposals formulated in it concerning the improvement of strategic trade management at the regional level can be used in the further scientific development of the identified problem. The theoretical and methodological provisions justified in the dissertation can be used in the educational process in the preparation of educational and methodological materials on relevant topics in the course "Legal foundations of State and Municipal Administration".

The practical significance of the study lies in the possibility of further using the results of the study in the daily activities of executive authorities at all levels, which can contribute to improving the effectiveness of strategic trade management in the regions.

Main results of the study:

1. The principles of the mechanism of strategic trade management at the regional level should be correlated with the development priorities of the entire state. The most important socio-economic priorities that are crucial for the strategic management of trade in the regions can be identified as:

- the formation of the consumer market at the level of the subject of the Russian Federation;
- ensuring the sustainability of the functioning of enterprises and trade organizations as the most important factor of regional economic security;
- creation of an effective mechanism for the development of the infrastructure of the commodity markets of the subjects of the Russian Federation.

2. Strategic management of trade in the region is necessary, since the mechanism of self-regulation of the market is not ideal and does not allow for full consideration of the public interest.

In order to achieve the desired socially useful result, the subjects of the Russian Federation have a trade management system, which includes executive authorities.

3. In the course of the study, the main management tasks of the regional authorities in the field of trade organization and development were systematized. They consist of:

- in the development of strategic documents for the management of trade in the subject of the Russian Federation –
- in the establishment of regulated parameters of the economic activities of the subjects of trade activity in the region, including the minimum standards for the provision of the subject of the Russian Federation with retail space –
- the implementation of control and supervision in the field of trade in the region.

The need for strategic trade management in the region is also:

- to create a market infrastructure in the region to provide for all social strata of the population,
- in the protection of the national market, which is expressed in the creation of favorable conditions for the development of economic activities of trade entities, as well as support for domestic producers.

In addition, the strategic management of trade in the region contributes to:

- replenishment of the revenue part of the regional budget and the growth of the PRT,
- ensuring competition and limiting monopolistic activity in commodity markets,
- effective protection of consumer interests.

4. The territory and diversity of the natural, economic, social and other conditions of the region have an impact on the regional development of trade. The following factors influence the placement of trade enterprises: urban planning, material and technical, transport, social and economic

5. Based on the objectives of the strategy, an analysis of the problems, opportunities and threats facing the internal trade of the region, it is possible to formulate key areas for improving the strategy:

- Improving the efficiency of trade sector regulation
- Developing trade infrastructure
- Promotion of trade development in small and remote settlements
- Reduction of personnel shortage in trade, improvement of professional training
- Provision of conditions for the development of competition
- Support for the development of small and medium-sized businesses
- Promoting the development of distance trading
- Improving traditional trade formats
- Developing the institutional framework

The most promising vector of trade development in the region is the focus on electronic technologies.