



РОЗВИТОК РЕГІОНАЛЬНОГО МЕХАНІЗМУ ПІДВИЩЕННЯ ЕФЕКТИВНОСТІ ВИКОРИСТАННЯ РИНКОВОГО ПОТЕНЦІАЛУ БУДІВЕЛЬНИХ ПІДПРИЄМСТВ

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Анотація. У статті розроблено концептуальні засади регіонального механізму підвищення ринкового потенціалу будівельних підприємств регіону, до якого системно включені органи регіональної влади, будівельні підприємства області, фінансові установи, населення. Для функціонування зазначеного регіонального механізму запропоновано відповідне організаційне забезпечення: Регіональний фонд розвитку житлового будівництва, Регіональна інвестиційно-будівельна корпорація, Регіональний девелопер, Регіональний фонд будівельних інновацій, регіональна система небанківських інститутів іпотечного кредитування. Узгоджена дія зазначених організацій при відповідній підтримці та участі в них регіональної влади дасть можливість знизити вартість будівництва і підвищити платоспроможний попит на продукцію будівельної галузі в регіоні. Це дозволить істотно підвищити ефективність використання ринкового потенціалу будівельними підприємствам Донецької області та інших областей.

Ключові слова: ринковий потенціал, будівельні підприємства, регіональний механізм підвищення ефективності використання ринкового потенціалу.

РАЗВИТИЕ РЕГИОНАЛЬНОГО МЕХАНИЗМА ПОВЫШЕНИЯ ЭФФЕКТИВНОСТИ ИСПОЛЬЗОВАНИЯ РЫНОЧНОГО ПОТЕНЦИАЛА СТРОИТЕЛЬНЫХ ПРЕДПРИЯТИЙ

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Аннотация. В статье разработаны концептуальные основы регионального механизма повышения рыночного потенциала строительных предприятий региона, в который системно включены органы региональной власти, строительные предприятия области, финансовые учреждения, население. Для функционирования указанного регионального механизма предложено соответствующее организационное обеспечение: Региональный фонд развития жилищного строительства, Региональная инвестиционно-строительная корпорация, Региональный девелопер, Региональный фонд строительных инноваций, региональная система небанковских институтов ипотечного кредитования. Согласованное действие отмеченных организаций при соответствующей поддержке и участии в них региональной власти даст возможность снизить стоимость строительства и повысить платежеспособный спрос на продукцию строительной отрасли в регионе. Это позволит существенно повысить эффективность использования рыночного потенциала строительными предприятиями Донецкой области и других областей.

Ключевые слова: рыночный потенциал, строительные предприятия, региональный механизм повышения эффективности использования рыночного потенциала.

DEVELOPMENT OF A REGIONAL MECHANISM OF HEIGHTENING MARKET POTENTIAL USAGE BY CONSTRUCTION COMPANIES

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Abstract. The article develops conceptual foundations of the regional mechanism of heightening the market potential of construction companies of the regions, which contains local authorities, construction companies, financial institutions, and population. The following organizational provisions are proposed for functioning of the indicated regional mechanism: a regional fund of home building, a regional investment-and-construction corporation, a regional developer, a regional fund of construction innovations, and a regional system of non-bank institutions for mortgage crediting. Coordinated action of indicated organizations, provided corresponding financial support and regional authorities' participation are arranged, gives possibility to decrease construction cost and heighten the effective demand for the construction products of the region. This will allow to significantly increase effectiveness of market potential usage by construction companies of Donetsk region and other regions.

Keywords: market potential, construction companies, regional mechanism of heightening market potential usage.

Introduction

Activity of construction companies is being regulated by a big number of regional/ local level subjects and due to this their market capabilities to great extent are being featured by conditions of a certain regional social-and-economical system. The regional cross-section itself has a special position of heightening effectiveness of construction companies' effectiveness. However, neither essence / structure of the regional mechanism of heightening market potential usage of construction companies of the region is studied yet, nor scientists pay enough attention to the components of the indicated mechanism.

Nowadays, economists confirm the special role of the house building segment for development of construction industry of the region in whole [1–4]. That is why the best possibilities for heightening the market potential of construction companies and effectiveness of its usage are concentrated in the very house building segment.

Main points

Under the regional mechanism of developing house construction we shall understand an integral system of casual relationships between actions of the subjects that control the region and the house con-

struction conditions of the region. Such connections have doubled nature: they can be conditioned either by objective economical laws or by regulatory environment. They are being implemented with the help of interaction of the regional level subjects between themselves and with commercial structures.

The main goal of the mechanism to develop house construction in the region is in bettering the conditions of the house area, where significant problems exists. The indicated goal might be achieved through heightening the market potential of region construction companies, however increasing house construction volumes and citizen quantity, who may obtain housing (by any legal method) influence directly the level of the market potential of the region construction complex.

Increasing construction volumes is possible, if positive results are achieved in several directions (fig. 1).

In its turn, number increase of construction companies of the region might be achieved at expense of positive dynamics of construction sector investments. However, in parallel it is necessary to eliminate the monopoly at the house construction regional market, to increase transparency of the process of obtaining construction permits, to quicken/simpli-

fy procedures of land allocation in Donetsk and other cities of the region.

It is necessary to note that the regional mechanism of developing house construction in the region should be differentiated. However, housing has several classes that are differently important for the social-and-economic system of the region. Thus, the most important are segments of social housing, economy class housing and standard housing that should be relatively inexpensive.

The action of the regional mechanism of developing house construction should be based on these

segments. Segments of business class / elite class housings should be developed at expense of market factors. Action differentiation the house construction mechanism of Donetsk region is shown in fig. 2.

Therefore, in order to change this situation it is necessary to have appropriate actions at the level of regional authorities that can really increase competition at the regional construction market and encourage its construction projects (since profit standard in this segment is low). If the demand for economy class house stock is stimulated in parallel and partially, the impact of these simultaneous actions

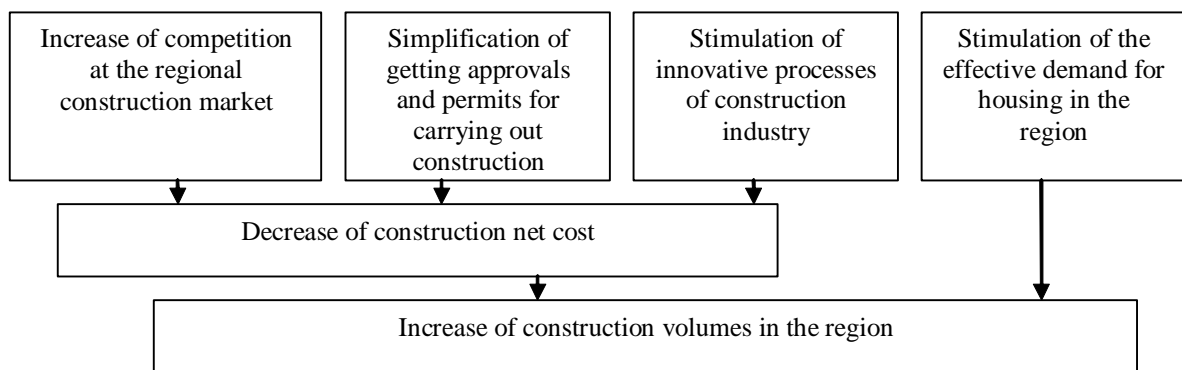


Figure 1. Main directions of the regional mechanism of house building development.

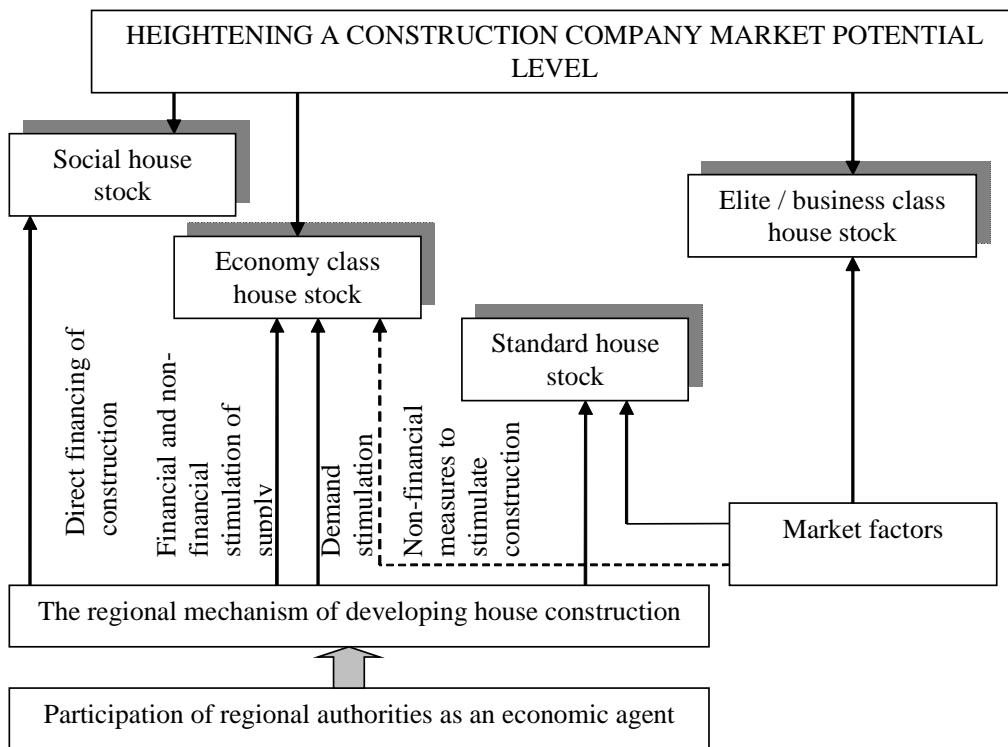


Figure 2. Segmentation of the housing market to differentiate the mechanism of house construction development.

in terms of increasing market potential construction companies will be the highest.

In the segment of building a standard home market effect factor appears more so than in the segment of economy-housing construction. Therefore, in the framework of a regional mechanism for housing development on this segment should be distributed mainly non-financial measures.

A profit standard of construction companies is high in the segment of elite/ business class house stock. This creates significant market incentives to work in these segments for construction companies. Therefore, these segments do not need any extra incentives for their development on the part of regional management.

It should also be noted that in real life of Ukraine, the resources (especially financial) of regional authorities that could be used as part of the regional mechanism for housing development are limited. In order to increase the resource base of this regional mechanism, it is necessary to involve population resources into the field of house construction. In other words, the subjects of regional management

should promote and encourage the active participation of the population in financing (co-financing), reconstruction and modernization of housing and directly raise funds in public construction.

Speaking briefly, the regional construction house mechanism function is based on the condition that regulative actions of region controlling subjects, when taking accepted and systematical regulatory measures, influence on heightening the effectiveness usage of the market potential of region construction companies. It is should be noted that the regional mechanism of developing house construction is a constituent of a wider mechanism of developing construction in the region.

Its proposed diagram is given in fig. 3.

As a foundation for the house construction development mechanism of the region it is necessary to create an off-budget fund of developing house construction on Donetsk region. Off-budget funds of regional/ local levels found their implementation in Russia. They demonstrate positive activity results in order to support the sector of house construction at a regional level, what is equal to height-

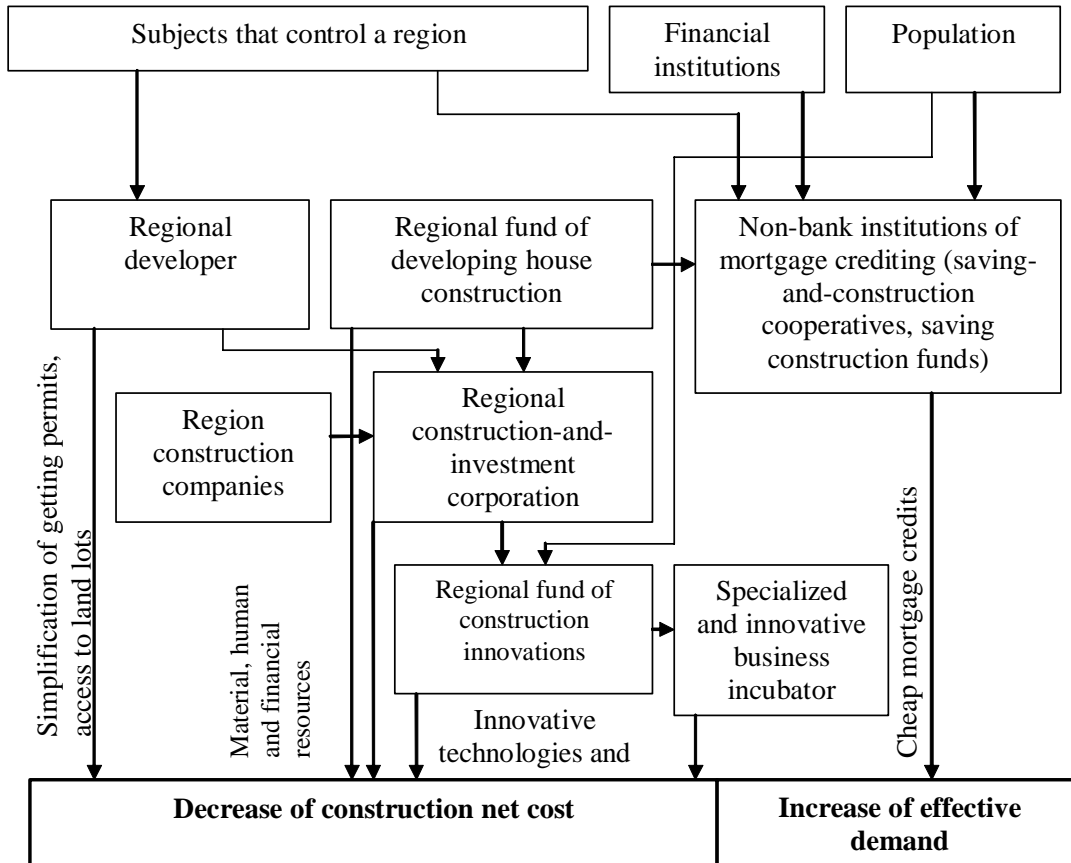


Figure 3. Regional mechanism of developing house construction.

ening the potential of construction companies of a region. For instance, such funds are used in Moscow [5] regions [6].

In order to maintain high efficiency of the regional mechanism of developing house construction, it is necessary to have certain organizational provisions.

That is why at the regional level it is necessary to introduce a number of organizational structures that will be used by subjects controlling the region to influence the market potential of construction companies [7–9].

Also it is necessary to introduce a regional developing company, whose main function would be in cost minimization / procedure simplification for obtaining construction permits. Sometimes the company will prepare permit/ design packages for construction companies. This will help to decrease construction cost. Such company might be found as a municipal enterprise with specialization in construction of socially important infrastructure objects and houses of the social/ economy/ standard class segments.

In order to increase the control over the processes of the region construction sector, it is necessary to create a regional investment-and-construction corporation. It might be organized as a holding structure of construction companies [10]. Subject of region control will be included into it through participation in the fund of house construction of corporation statutory capital. Such structure will cooperate closely with the regional developer on socially important segments of construction.

Main task of the Regional investment-and-construction corporation is in financing construction projects. For this goal it is possible to use direct investments, credits as well as common investment with other investors.

In order to intensify investment inflow to house construction from population, it is necessary to decrease risks of unfulfilling obligations of construction companies. That is why regional controlling subjects should provide targeted usage of funds from citizen-investors, who participate in share construction of houses, in which case the regional controlling subjects also might be as co-employers. However, as per differentiation of house construction segments as for functioning the regional mechanism of house construction such guarantees might be given only against investments of economy/ standard

class house stock. Guarantees might be given through the Fund of developing house construction in terms of the bail-out agreement.

As one of direction of Fund activity it is necessary to have partial crediting of house stock modernization. In the same time in the process it is necessary to involve funds of house residents whose stock needs modernization. The fund of developing house construction might also give guarantees for investments on modernization, similar to the guarantees given for construction of new house stock. In such way the observance of the principle of maximal resource usage of citizens for construction development will be carried out. It is also necessary to introduce/ develop a system of material stimulation (compensation) within the Fund for bettering energy effectiveness and sustainability of houses and utilities. Such stimulation shall be used for residents and builders as well as for operational organizations.

Due to the fact that construction cost is very important for heightening effectiveness usage of the construction company market potential, it is necessary to decrease it at expense of all possible tools. However, it is also important not to worsen the quality of newly-built objects. Achieving this is possible only at expense of intensifying innovative processes in regional construction sector [11]. Based on the idea that the current state of such trend is negative, ratchet gears don't work here, and active influence from region controlling subjects is needed for stimulation of innovative processes of the construction sector [12]. That is why it is proposed to create a regional fund of construction innovations of Donetsk region. Such fund will directly influence innovative processes of regional construction sector. It will keep the rating of construction effectiveness, control regional grants, act as an organizer of researches, competitions and other business means at the regional level and serve as a foundation for the regional innovative construction cluster.

The main sources of this fund financing may include:

- Direct involvement of the House construction development fund;
- Statutory deductions from the profit of investment and construction corporation participants;
- Income from venture capital activities.

It should be noted that the intensity of the construction innovation Fund must be «planned» and coordinated with regional construction development

programs. However, such activities should be aimed at specific targets. For example, certain threshold values might be set in the plans of the construction innovation Fund. If they are not met, Fund's activities are recognized as unsatisfactory. The limit values can be specified as follows:

- To carry out at least 4 regional innovation contests (one for each quarter);
- To organize and finance at least 12 studies on the results of contests;
- To organize at least 2 round tables and 2 scientific conferences per year on the development of construction in the region;
- To organize a continuous exhibition of construction innovations and an investment-and-construction forum;
- To implement and ensure the continued maintenance of the regional efficiency rating (from the standpoint of social and economic needs) of construction in the area of the region;
- To provide venture financing at least for 3 innovative enterprises and / or industrial projects related to construction, building technologies, production of building materials.

Important factors of improving the quality of construction are innovations in the field of building technology and materials. In order to promote regional innovation initiatives, the construction innovation fund must establish and finance a regional construction and innovative business incubator that would specialize in «growing» small innovative enterprises whose activities are related to the development and introduction of new building materials and construction technologies.

A minimal set of infrastructure components for business incubator subjects is important to support their activities. Thus, a Web Studio would allow: to create websites on specific projects at reduced rates; to provide advertising on the Internet; to develop the required software. Rendering accountant services will ensure the accuracy and legality of book-keeping entities of the business incubator.

Since a number of business transactions of small research companies, which are subjects of accounting, is small, nevertheless they must timely submit valid reports for tax and other authorities, to account employees quantity/ acquisitions and disposals of valuables and so far.

Transferring these services to outsourcing will reduce costs of companies that will carry out inno-

vation in the regional business incubator. Legal services are also important for the activity of innovative business incubator, as they use the products of intellectual property in the course of business, and create own products. All these need competent legal assistance.

Local authorities are further connected to the stimulation of innovation processes in the construction sector of the region and, by doing so, it improves the efficiency of their market potential by providing space for a business incubator at favorable rates of rent.

In the future, the Regional Innovation Fund of construction innovations and the construction-and-innovative business incubator will become a center, on whose basis a strong regional construction cluster with a well-developed sector of research and scientific and technical work of construction industry would be formed. This will increase the market potential of construction companies at expense of innovation factors.

Means of regional level directed to stimulate house construction should be also supported by means of stimulating the house demand, otherwise they will not be able to significantly influence the heightening the region construction company market potential.

For this goal at the regional level it is necessary to support and develop various crediting ways, when obtaining newly built houses, especially ones with mortgage usage.

Conclusions

In general, the regional mechanism of developing house construction heightens the market potential of region construction companies through enlarging the market. This is achieved at expense of the following:

- significant lowering the net cost of built objects. This is helped by decreasing expenses for obtaining permit/ design documentation, decreasing norms of income at exchange of partial financing construction companies at the stage of construction and putting houses into operation. Actually, this equals to additional investment inflow into the region construction sector;
- lowering risks of non-realization of newly-built houses, because realization of newly built houses us guaranteed to full extent;

– heightening availability of a bank credit for citizens to purchase house stock at expense of attraction of those citizens that were refused to obtain credits by banks without fund guarantees. Heightening the availability of bank credits is to be also achieved at expense of lowering the interest on credits, because bank risks in case of participation of the fund of developing regional house construction is much lesser.

For the region as a social-and-economic system the mechanism, which effectively functions, also has advantage: decreased tension of house stock provision for population; additional labor places of the construction sector and branches associated with production of construction materials; additional investments to the regional budget and off-budget funds, population increased trustiness to region controlling subjects.

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