

## Globalization and Regionalization: Institution Aspect

Yury V. Matveev<sup>a</sup>, Elizaveta N. Valieva<sup>a</sup>, Olga V. Trubetskaya<sup>a</sup>  
and Alexander G. Kislov<sup>b</sup>

<sup>a</sup>Samara State University of Economics, RUSSIA; Russian State Vocational Pedagogical University, RUSSIA.

### ABSTRACT

The urgency of the analyzed problem is due to the fact that regionalization and globalization have a dual nature and depend on the institutional system, which, in turn, affects the establishment of new rules in the economic space in which interact businesses. The purpose of the article is to justify the fact that the institutional aspect of globalization and regionalization is, above all, in the establishment of new rules and norms of the economy that affect all businesses, and one of the key roles is performed by innovation and investment institutions. The main methods in the study of this problem is the dialectical method, which allows identifying trends in the development institutions at the regional level. Results: the article proves that the development of modern market institutions is associated with the stimulation of innovation activity in the regions and the creation of innovation systems in them, the effectiveness of which depends on the degree of interconnectedness and interdependence of the national innovation system, which corresponds to the globalization processes. The data of the article may be useful in determining institutions of the Samara region that promote economic development and competitiveness of the region, as well as practical development of managerial decisions related to improving the efficiency of the use of economic and administrative resources.

### KEYWORDS

Globalization; institutional environment; innovative development institutes; regionalization; social and economic development centers

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### Introduction

The most important trends in contemporary world development are on the one hand, the process of globalization and on the other – the increasing activity of regional integration. Globalization and regionalization – are some of the most controversial concepts, which are reflected in the works of P. Krugman (1995),

**CORRESPONDENCE** Olga V. Trubetskaya ✉ [olgatrub@gmail.com](mailto:olgatrub@gmail.com)

© 2016 Matveev et al. Open Access terms of the Creative Commons Attribution 4.0 International License (<http://creativecommons.org/licenses/by/4.0/>) apply. The license permits unrestricted use, distribution, and reproduction in any medium, on the condition that users give exact credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if they made any changes.

Y. Shishkov (2001), S. Glazyev, E. Naumov & A. Ponukalin (2011), I. Osadchaya (2002), I. Vasquez (2002), S. Marginean (2015) as well as A. Mohaghegh (2016). Globalization affects economic, political processes at the global level, but regionalization involves, first of all consideration of various events and the needs of specific areas of the country.

Globalization and regionalization are contradictory unity as their goal in some cases may be the same, and in some can be quite divergent. Both of these processes form new institutions in the global economic space which determine the actions of macroeconomic subjects, thus there is transplantation of institutions in most developed countries, which in turn causes a strong socio-economic dependence of recipient countries, hinders their development and enhances the technical -economic underdevelopment, reduces welfare, and increases economic and political risks. These problems could be solved by the development of modern market institutions at the regional level, especially in innovative and investment area. The features of these institutions is the current structure of regional norms and relations, as well as innovation and industrial clusters.

### Materials and Methods

The authors used the following basic scientific approaches to reveal the contents of the topic while carrying out scientific research:

- Dialectic-materialistic approach (to consider a dual nature of globalization and regionalization processes as well as the institutional and economic content of regional development and management);
- institutional approach (to develop management process with the help of regional development as a design process of institutional alternatives which provide regional innovative and investment system formation and development as a component of national innovative system);
- Interdisciplinary approach (to identify institutional alternatives using the interaction of various scientific cognition spheres).

Also, the following methods were used in the course of the research process: theoretical (analysis and synthesis, deduction, generalization, analogy method); empirical (the study of experience in the region, regulatory documents); methods of mathematical statistics and graphic results.

### Results

The world practice shows that modern institution development is connected with the innovative activity stimulation in the regions that, in particular is confirmed in the main strategic country document, the Concept 2020 which represents innovative and social orientation of regional development within innovative and social direction of long-term social and economic Russian Federation development in general. Such formulation of one political doctrine aspects of regional development claims that innovative and social vectors form one interconnected unit, as well as that opportunities to achievement purposes of the country development are included in opportunities of the regions. So, according to the famous Russian economist S. Glazyev, E. Naumov & A. Ponukalin (2011), the task is to organize their realization effectively, both in each certain region, and in integration processes.

The strategy of the regional policy that is presented in the Concept 2020 is based on the fact that an innovative and socially oriented development way assumes multipolar country territory development and new zones formation for advancing development. Within such scenario the success depends on the achievement of a synergetic effect derived from the complexity of the formation conditions of interfaced clusters in the production of a new technological way, on the coherence conditions of macroeconomic policy with the priorities of long-term technical and economic development aiming at positive social dynamics (Khasaev, Matveev & Matveev, 2014).

In accordance with regional development strategy, configuration of spatial development is to be not attached closely to developed power-raw zones and financial centers; there have to be new innovation growth centers that rely on human and technological potential concentration. New economic growth centers are supposed to be developed and it has to lead to regional inequality decrease and the reduction of economic resources superconcentration in capital agglomerations (however, in medium-term prospect there is the tendency to advancing development of capital agglomerations and the main financial and innovative resources are concentrated in them). At the same time, the formation of new advanced industry centers and modern service economy will give an impulse to technological modernization development of historically formed processing branches of mechanical engineering, metallurgy, chemistry and petrochemistry, aviation and light industry centers which are concentrated in large cities in the central part of Russia.

There is an obvious relation between the innovative development and such regulatory mechanisms that authorities use, as crediting and subsidies, innovative activity support, leasing activity support, creation of coordination councils, grants and awards, taxation, creation of registers and lists to support enterprises.

Today regional centers have been already created where social and economic modernization is carried out according to the state social development strategy. In particular, the Samara region is one of the strongest industrial regions of the country with diversified economy, high processing productions concentration and powerful scientific and innovative potential which is also an industrial center of Russia. The region has a unique combination of large and technologically progressive industrial enterprises and modern scientific and educational centers, and in the region there are all prerequisites for advanced technology development in many production spheres.

The Samara region has considerable innovative potential. There are various innovatively focused organizations: higher education institutions with their own research and developmental base, scientific and sectoral research institutes, the industrial enterprises with scientific-technical and engineering-technical centers, small enterprises and the organizations operating in the innovative sphere, scientific public organizations, infrastructure organizations that provide development and support of the innovative activity.

In the Samara region the system of innovative infrastructure elements is created and it operates by the principle of “an innovative lift”. In this system the support of organization innovative activity and certain businessmen is carried out at all stages of innovative life cycle: from an idea origin to the implementation of a specific innovative project in a form of technology

introduction, production organization of an innovative output on the operating production, new production development. At the stage of a new innovative business establishment, organizational and financial support is essential which is given to small and medium-sized enterprises, individual entrepreneurs within the regional target program "Small and Medium-sized Business Development in the Samara Region". At the expense of regional and federal budget means subsidies (grants) were provided to first-time entrepreneurs to start their own business; subsidies to operating medium-sized and small enterprises to create, develop or modernize goods production, works, services, subsidies to entrepreneurs to compensate expenses under leasing contracts, to compensate expenses to small innovative enterprises, expenses to organize day pastime groups for preschool age children. Totally, in 2014 these forms of support were provided to 270 small and medium-sized businesses of the total amount of 236, 3 thousand rubles.

In 2015 the international rating agency Standard & Poor's raised credit rating forecast of the Samara region from "Stable" to "Positive". It was promoted by the investment growth 12%, at the same time foreign investments inflow increased by 1,5 times and made up 3.5 billion \$ in 2014. According to this investment volume the Samara region rose from 10th to 6th place, and following the results of 2014 the region became the first among the Volga sub-federal units.

According to the methods of "Doing Business" of the World bank that assesses 30 Russian cities by the quality of the "investment climate" and by comfortable conditions to do business, in 2013 Samara took the 21st place in the category of ease of doing business, was on the 22nd place in the category of enterprise registration simplicity, on the 28th place in the category of power supply availability, on 24th place in the category of obtaining construction licenses.

Formal entrepreneurship structure includes small, middle-sized as well as corporate structures.

Now in the sector of small and medium-sized business nearly a third of the population of the Samara region is occupied. The production volume of small and medium-sized enterprises in the last two years increased by 30%, the volume of tax assignments by 32% (Volzhskaya Communa, 2015). Among regions of the Volga Federal District according to the turnover of small enterprises per capita the Samara region takes the 2nd place, by a number of small enterprises on 100 thousand residents and by a number of employed population - the 3rd place.

Priority activities of small business allow revealing their distribution on economy branches.

From table data, the main directions of their activity are trade, real estate transactions, rent and rendering services, construction, a monobranch structure of small business remains.

**Table 1.** Distribution of Small Business by a Kind of Activity (the end of 2015)

Total	Number	In % to a total number
	46911	100
Including		
Agriculture, hunting and forestry	1021	2,1

Fishing and fish-farming	34	0,1
Mining	117	0,2
Processing industries	4640	9,8
Production and distribution of electrical energy, gas and water	251	0,5
Construction	5010	10,7
Wholesale and retail; maintenance of transportation, bikes, appliances and personal appliances	18671	39,8
Hotels and restaurants	1278	2,7
Transport and communication	3525	7,5
Financial activity	759	1,6
Real estate transactions, rent and rendering services	9491	20,2
Government administration and military security; social security	14	0,3
Education	90	0,2
Health service and social services	809	1,7
Housing, social and personal services	1201	2,6

*Source:* It is made by the author on the basis of the Samara Statistical Year-Book. Samara. 2015, 163

It is caused by such specific institutional changes, as:

- participation of firms of all property types in shadow economy;
- gaps in institutional and legal base of enterprise structures;
- a government policy of protectionism concerning large corporations;
- declaratory measures of support to small business;
- weak influence of institutes of corporate management – security market, bankruptcy and insurance;
- continuous process of property redistribution in large corporations.

In 2014 in the region the innovative industrial output made up 222,1 billion rubles, its share as a part of shipped industrial output makes 22,2%, in the last years this indicator value in the Samara region exceeded an average Russian level by 4-5 times and was one of the highest in the Volga region federal district.

The Samara region is among 11 regions – “strong innovators” in the rating of innovative Russian regions, and it takes the sixth place by the indicators that characterize social and economic conditions of the innovative activity.

In 2014 the government of the Samara region realized more than 10 large investment projects that were directed on production modernization of total cost about 30 billion rubles and also in the long term it is also planned to realize about 150 investment projects, the total investments volume will make up about 1 trillion rubles.

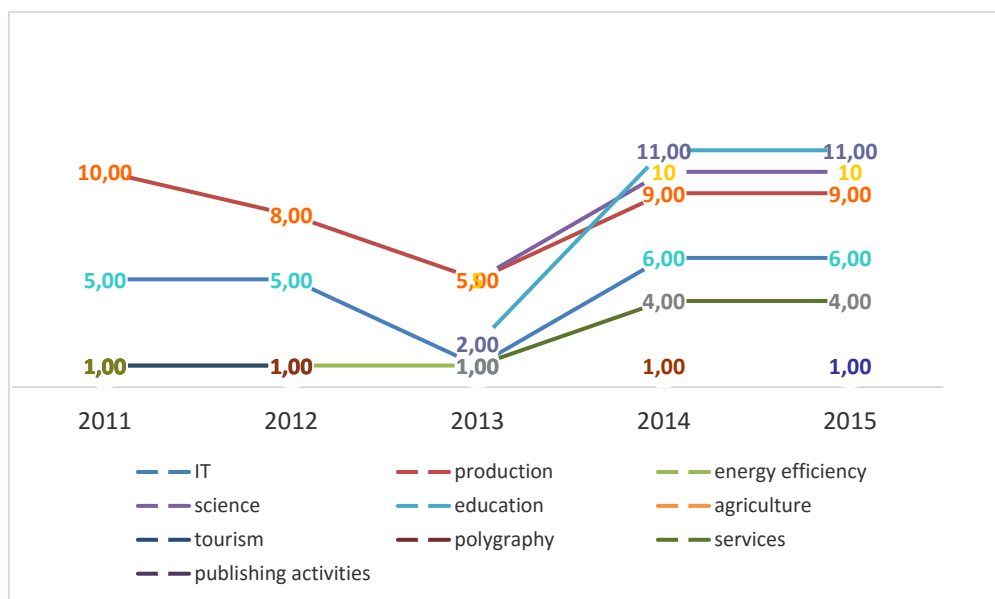
In 2012 the project on the creation of a large chemical park started to be implemented in Tolyatti, the estimated investment volume made about 1, 4 billion rubles. Also the realization of a special economic zone of an industrial-production type was implemented in the Stavropol area of the Samara region. Now there are 17 residents in it, among which Russian-American company JV Systems, Russian-Indian company AZ Powertrain, Japanese firms Sano Volga, Hai Lex Rus, etc.

Due to the particular administrative regime in a special economic zone companies are protected from negative changes in the Russian legislation, under certain conditions there will be a zero rate of customs duties and VAT when goods or raw materials are imported and exported, free connection to all communications lines is guaranteed and preferential buy-out of leased land sites is supposed where the companies will construct their own production facilities.

In 2013 two memorandums were signed: of Bosh plant construction with 750 workplaces (German company investments made 3, 4 billion rubles) and of Delphi plant construction with 1,7 thousand workplaces (investment volume made 1,12 billion rubles).

In 2013 a tech park “The Zhigulevskaya valley” was constructed in the field of high technologies that is directed on the creation of a favorable environment for innovative development and modernization of the Samara region economy, science integration, education, banking sector and entrepreneurship.

Two lines of business incubators were launched in Tolyatti, 41 companies became the residents (Figure 1) in the following activities: IT technologies, education, production and etc. (Lunin, Trubetskaya & Trubetskaya, 2014).



**Figure 1.** Distribution of residents in the business incubator by activity

Source: The figure is compiled by author with the help of information

Retrieved from the Web site “Zhiguli Valley. Technopark” <http://z-valley.cik63.ru/>

Despite considerable innovative capacity of the Samara region, there is a number of problems that constrain intensive development of an innovative activity:

- gaps in an innovative cycle and in transition from fundamental research applying scientific-research and engineering-development works to commercial technologies;

- a small number of projects;

- insufficient investment attractiveness of an innovative sphere in comparison with other economy branches;
- growth for technological backwardness of primary economy branches in the region;
- shortage of qualified personnel who are capable to carry out introduction processes of innovation developments in an economy sector;
- bureaucratized procedures of new project implementation. According to expert assessments if the governmental projects are assessed within 2 weeks, in the Samara region the process of decision-making and corresponding documentation registration takes 4 months;
- dichotomy of small and medium-sized business resulting in weak corporation interest in small businesses as business partners, assumes their further isolation, lack of prospects on expansion and growth, and it is impossible for small businesses to act as innovative project developers and experiment in new goods development.
- insufficient development of the regional system of innovative production promotion.

To solve these problems in the Samara region development institutions have been established: the system of infrastructure organizations supporting and advancing innovative elaborations.

The main financial institution niche in an innovative infrastructure is occupied by non-profit organization “Innovative investment fund of the Samara region”. The fund was set up by the Government of the Samara region in 2006 and is a communication platform for innovation developers, experts and potential investors. Besides, in terms of regional target development program of innovative activity in the Samara region within the period 2008-2015 the following institutions have been created:

- non-profit partnership “Regional Center of Innovations and Technologies Transfer” that is designed to provide the transfer of a scientific-technical product into production, to assist scientific organizations in the promotion of their projects and technologies on the market;
- regional venture investment fund into small businesses in scientific-technical field of the Samara region that was established on the principles of public and private partnership within the federal small business support program. The fund consolidates recourses of federal and regional budgets and private investors of a total amount 280 million rubles to invest into small innovative enterprises;
- Samara innovative business-incubator is an infrastructure unit of the Regional tech park, it has been established to develop innovative entrepreneurship at the expense of regional and federal budgets. Five business incubators were opened: two ones in Samara and one in Tolyatti, Kinel-Cherkassy, Neftegor'sk;
- the center of innovative development and cluster initiatives is created, which purpose is to develop communications with the enterprises that are ultimate innovative development consumers, to render a full range of services in such fields as development, industrial design, administrative technologies, planning and production design, training and professional personnel

development, quality management and lean manufacturing, digital modeling of engineering processes; the program of quality and competitiveness improvement of automobile components suppliers.

One of the important tasks is to develop constructive interaction with federal institutions of innovative development. It enables to attract essential financial resources on the area of the region. In terms of such cooperation technological developments of the Samara region gets a chance to enter interregional and international market and to expand connections with partners of other Russian Federation units.

Budgetary subsidies are provided as a part of innovative projects support in the following fields:

- financial support to innovative projects development and implementation; grants and loans on research and development, providing support in preparation and mastering new products types and technologies transfer, innovative projects formation and promotion;

- organization and implementation of competitive selections of innovative projects that claim to receive financial support including the organization which carries out innovative project examinations, monitoring of innovative projects implementation which got support from the organization;

- joint financing of innovative projects, joint programs realization with federal development institutions to attract interbudgetary funds, including federal funds, to form and implement innovative projects in the Samara region.

The efficiency of this interaction depends, first of all, on coherence and interdependence of regional and national innovative systems which development is to be based on interregional labor division and cooperation with a supporting element on world technological innovations and sectoral scientific research base of leading regional centers and large centers, in particular, the Volga region.

It is necessary:

- to establish interregional partnership and to create new forms of regional cooperation, similar associations of business units interaction of the Russian Federation “The Association of Innovative Regions in Russia” that promotes information exchange among economic entities and cooperation strengthening with development institutions;

- to strengthen interaction between Russian higher education institutions, scientific institutions and industrial enterprises for further commercialization of scientific activity results. Thus it is necessary to emphasize special associations and unions establishment that would promote investors involvement;

- to form coordinating agencies to develop plans for regional creation of industrial clusters, communication establishment between economic agents (Khasaev, Matveev & Matveev, 2014);

- to stimulate credit activity of Russian banks and financing from the side of insurance companies. Risks can be reduced as the result of state guarantees, recourses insurance upon possible company bankruptcy.

It is becoming obvious that direct copying and transfer of positive developed economy country experience into Russian conditions is not possible. It is necessary to form a development way of regional innovative systems.

## Discussions



The definition of globalization is a complex issue, since there is no single definition of the phenomenon in the works of both Russian and foreign scientists (Marginean, 2015).

On the one hand, the most important current world development tendency is a globalization process, and on the other hand, there is an increasing activity of the regional integration. Globalization and regionalization are debatable concepts. Globalization is meant to be something general, full and universal. Most authors interpret and apply globalization concept exactly in this meaning. Phenomena, factors, tendencies and processes are referred to “global” ones that have become valid for the world community in general and affect interests of all peoples, countries and cultures.

A number of researchers consider that globalization is the continuation of internationalization processes. So, according to Y. Shishkov (2001), “globalization represents a new, more advanced development stage of well-known internationalization process (transnationalization) of various aspects in public life: economic, political, cultural, confessional, etc.” N.V. Zagladin (2002) has a similar view: “By globalization we should understand a new stage of world development which is characterized by sharp internationalization rates acceleration in all public life spheres (economic, social, political, spiritual)”. According to I. Osadchaya (2002) “globalization is the next stage of internationalization in fact that is based on information technologies development”. In this term, internationalization is usually understood as the process which assumes “action combination of several subjects of the world economy and the policy of the general tasks, purposes, activities”. Internationalization as a phenomenon was to be appeared very early in terms of history while forming social and territorial structures (cities, constitutional states etc.). Its main function is to provide stable international relations in the real world” (Kosolapov, 2001). Now the term “globalization” is used to characterize planetary scale processes in the field of economics, politics, culture, ecology and other spheres of the world community that have common nature, and according to the content it affects all world community interests (Baburina, 2008).

A. Mohaghegh (2016) understands globalization as a wide range of political, economic, cultural and social life, the development of new information technologies and their impact on society. According to I. Vasquez (2002), globalization contributes to economic growth, poverty reduction and changes in global inequality, especially for developing countries. J. Stiglitz (2002) believes that if globalization is carried out taking into account the cultural and economic characteristics of each country, it will lead to multiple improvement of quality of life.

In a big economic dictionary regionalization is characterized “as development of economic, political and other relations between the region and the states which are included in one region; formation of regional state associations”, and regionalism is considered as “an approach to consideration and solution of economic, social, political and other issues in terms of this or that region interests and needs” (Azriliyan, 1999).

The regionalization concept was generally used in the field of geography and systematization within several years to reveal various regional level features (Fujita, Krugman & Venables, 1999). However, after the second “cold war”, the “regionalization” concept was beyond this framework. The term was caught up by political scientists, specialists in the international relations and economists who were trying to understand world development tendencies after the “cold war”. Thus, regionalism by its nature is inseparably linked with political goals, cultural values and historical aspects. Now the concept “regionalization” is the concept that helps study the nature of regional cooperation, and regionalization is understood as the answer to globalization forces (the growing awareness of regional interests in the face of global influences), and as an intermediate stop on the way to full globalization (regional blocks formation as the first step in common political and economic system formation). Therefore, regionalization is considered only as an evolutionary link in the development of a general global economic system.

The inconsistent nature of globalization and regionalization processes causes ambiguous assessments of the researchers. Some of them suppose that globalization and regionalization are in interrelation and strengthen each other. Others say that these processes are in an inconsistent unity when there is an alternation of unidirectional and multidirectional phenomena. In some cases the globalization purpose doesn't coincide with the regional integration purposes, in other cases some coincidence is possible, and in the third cases there is an essential divergence. “Regionalization, is generated by globalization, and at the same time regional blocks formation interferes with globalization processes. Integration processes in blocks enable to unite country intellectual resources of the region and to create more favorable conditions for their economic development and competitive advantages in the world market. Besides, blocks formation is in turn a protective reaction to economic situation destabilization and world financial crises” (World economy and international relations, 2002).

On the one hand, globalization in many respects erases borders between internal and external economic activity spheres, turning external factors into internal, and, on the other hand, the opposite tendency works: in the world economy new economic regionalization processes are formed. If earlier regionalization was a tool to overcome regional isolation and their function was to establish communication between nearby regions, now regional groups start performing coordination functions more and more and the participants combine their efforts to defend interests of the latter (World economy and international relations, 2005).

Taking into consideration all variety of globalization and regionalization characteristics it is necessary to emphasize their institutional aspect, namely, the rules of the game in global economic space are getting essentially new and it concerns all economic entities.

The current rules of the game which are based on the hegemony of certain countries, on the export of formal and informal institutions, strong social and economic dependence of some countries on others, become a brake and do not promote global economic problem solution (strengthening of technical and

technological countries polarization, poverty growth, unregulated global economic risks, etc.).

The 21 century was characterized by World transformation from “unipolar” into “multipolar” with growing economic contradictions between new centers and inside them. Also the new rules of the game are starting to be formed which are adequate to institutional competition conditions and it represents the system of rivalry between the countries for the system of rules, national development models, for the leading positions in their establishment and expansion of the coverage area. Thus some countries achieve big results and establish their own “rules of the game”, they can dictate the terms to other countries, and other countries, in turn, show the best results at the institutions which were developed by them for the national economy. Therefore in the contradictory conditions of globalization and regionalization processes it is very difficult to develop general rules of the game that all countries or the majority of them would be guided by. Social and economic orders that have national supplement have changed in the world dramatically.

In the conditions of globalization national states face the situation that the following structures interfere into their economic space intensively such as multinational corporations that own metatechnologies, international organizations which are represented by the IMF (International Monetary Fund), WB (World Bank), the WTO (World Trade Organization), interstate associations and interstate structures (The European committee, European Bank) that in many respects predetermine specific government actions in various spheres and economy sectors. Up to the first half of the XX century the multinational corporation and interstate institutions had influence in separate areas of the national economy, and the state was the only regulator.

In the 21 century the state, as a strong macroeconomic institution, is to consider objective tendencies and to perform the role of a macroregulator together with other world global level institutes, but at the same time gradually it loses the status of a monopoly regulator. There is a strengthening and expansion process of an international component in the activity of the state as a national economy institute. It is revealed in a set of processes - global institutions regulate, coordinate these or those interstate interaction forms and, the main thing, they influence national economy development. In these conditions the role of economic development institutions increases in the regions (Tatarkin, 2012).

## Conclusion

Globalization and regionalization processes have dual nature. The main lines of these processes will be defined: coherence, interdependence or contradiction and that depends on what tendencies in the relations between participants of these processes prevail – rivalry or cooperation. The globalization of modern economic space generates differentiation in institutional and social-economic development of economic entities at different levels that predetermines heterogeneity of economic space and sequence violation of many economic processes.

The institutional aspect of globalization and regionalization processes is expressed in the formation of new rules of the game in economic space that concern all economic entities. The rules of the game that are based on the certain hegemony, countries export of formal and informal institutions and strong social and economic relation between these countries is a brake and do not promote the solution to global economic issues (strengthening technical and technological country polarization, poverty growth, unregulated global economic risks). New rules of the game have to be based on quite different states interaction, states and business partnership, including transnational interaction, close interaction of international economic organizations.

In the modern world there was a new type of megacompetition, an institutional competition that represents rivalry system between the countries for the system of rules, national development models, for the leading positions and expansion of the coverage areas. In the conditions of megacompetition some countries achieve considerable results and establish “rules of the game”, thus can dictate the terms to other countries, and other countries show the best results at the institutions that they developed for their national economy. The state is a macroeconomic institution and has to consider current tendencies and to implement the role of a macroregulator, together with other institutions at the world global level, so it gradually loses the status of a monopoly regulator.

The development of modern market institutions is connected with the stimulation of the innovative activity in the regions and innovative systems creation which efficiency depends on the coherence and interdependence with the national innovative system that corresponds to globalization processes.

Institutionalization features in the conditions of globalization and regionalization on the regional level are:

- considerable influence of macrolevel institutions that is expressed in the powerful block of basic institutions presented by development Strategy, Concepts, FTP accepted on the level of the Russian Federation, branch institutions on the macrolevel which is called “an innovative lift”, “innovative” development institutions: “Rusnanotech”, Assistance Fund to small business development in scientific-technical field, Bank for Development and Foreign Economic Affairs, Russian Venture Company, and also the considerable influence of financial institutions which is expressed in financial support increase of innovative focused entrepreneurship;

- within regional standard subsystem which is defined as a developed structure of rules and communications that is specific from the point of view of authorities regulation of federation subjects and it depends on an object of innovations.

- within regional organizational and technical subsystem that is defined as new institutions and institutional structures generation in a form of innovative and production clusters, the new economic growth centers, territorial and educational clusters, etc. Further project financing institution development on macro - and mesolevels of economic management.

## **Recommendations**

The data of this article are of value for the federal and regional authorities, and can be used in region management, and in the process of improving regional development institutions.

### Disclosure statement

No potential conflict of interest was reported by the authors.

### Notes on contributors

**Yury V. Matveev** is Professor of Samara State University of Economics, Samara, Russia.

**Elizaveta N. Valieva** is Professor of Samara State University of Economics, Samara, Russia.

**Olga V. Trubetskaya** is Associate Professor of Samara State University of Economics, Samara, Russia.

**Alexander G. Kislov** is professor of Russian state vocational pedagogical University, Ekaterinburg, Russia.

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