

# **Assessment of effect of large investment projects on development of investment potential of regions of Russia as exemplified by Universiade 2013 in Kazan**

Kramin T., Ismagilova G., Kramin M.  
*Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia*

---

## **Abstract**

Objective: development and testing in Russia of methods of assessment of the effect of individual managerial decisions on modification of investment attractiveness of the region  
Methods: institutional, cost and systemic approaches were employed, as well as econometric modeling  
Results: new methods of assessment of the effect of individual managerial decisions and measures on the level of investment attractiveness of the region are suggested and evaluated as exemplified by assessment of the effect of preparation and hosting Universiade 2013 in Kazan on investment attractiveness of the Republic of Tatarstan. Employment of the mentioned methods is illustrated by assessment of the consumer potential growth in the Republic of Tatarstan. Scientific novelty: methods of assessment of the effect of managerial decisions and measures of regional level on investment attractiveness of the region are offered, a number of regression models is built allowing to assess the effect of large regional projects on the consumer potential of the region of Russia as exemplified by the Republic of Tatarstan. Practical value: The suggested methods are universal and can be applied when assessing any large regional project in Russia, in any of its subjects.

<http://dx.doi.org/10.5901/mjss.2014.v5n18p255>

---

## **Keywords**

Consumer potential of the region, Investment potential of the region, Investment risks, Methods of assessment of investment attractiveness of the region, Universiade