

Development of a strategic management system based on realizing the potential of integrated entity

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Abstract

© 2015, Mediterranean Center of Social and Educational Research. All rights reserved. The article proves that to implement a social-oriented regional development model it is necessary to apply the key competences concept for the system of cluster strategic management in real economy. The cluster performance system for consumer goods industry is updated by including social efficiency index in investment projects alongside technical-and economic ones. The article also provides an analysis of public and private partnership forms involving consumer industry clusters and reveals the way cluster development level influences the regional development social indexes.

<http://dx.doi.org/10.5901/mjss.2015.v6n3p746>

Keywords

Clusters, Investment projects, Public and private partnership, Regional development social indexes, Regional economy