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STATE POLICY OF KNOWLEDGE-BASED ECONOMY: ACTUAL PROBLEMS IN RUSSIA
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Abstract.

The article summarizes the essence and content of a state knowledge-based economy. Actual problems of the knowledge-based economy in the Russian Federation have been considered; the emphasis here is on the innovative component of this complex multi-component economic process. The authors analyze the main challenges of the knowledge-based economy in Russia and offer a transition from a resource-based economy, which depends on the oil price situation, to an economy based on knowledge and human capital.

Key words: knowledge-based economy, human capital, problems of transition from a resource-based to a knowledge-based economy.

Introduction. The term "knowledge economy" or "knowledge-based economy" means such type of economy, in which knowledge plays a crucial role. Peter Drucker, American scientist of Austrian origin, gave a detailed description of this term for the first time in his book *The Age of Discontinuity* [1] in 1968. The problems of knowledge-based economy, knowledge management and other important aspects have been explored in the world economic theory for many decades, and quite successfully. And now many works on knowledge management and other aspects of the manager's behavior in the new economy could be found in the foreign literature and Internet. They include works of authors such as Robert Buckman, Bill Gates, Bernd Schmidt, Laura Brown, James Brian Quinn, Landry Charlie, Richard Florida and many others. They all are united by the desire to use the knowledge for producing economic benefits that improve the life of modern man. Many domestic research theorists and practitioners ask the question today how to manage knowledge, because information technologies began developing in our

*Elena Vyacheslavovna Galkina*et al. /International Journal of Pharmacy & Technology*
country, albeit on a small scale and locally, but quickly. New management methods that are offered by theorists are closely linked with the concept of knowledge-based economy. These methods are called the knowledge management methods, as well as the tools of new knowledge-based economy. In the scientific and economic literature and Internet, many works on knowledge management and other aspects of the manager's behavior in the new economy could be found. They include works of authors such as Robert Buckman, Bill Gates, Bernd Schmidt, Laura Brown, James Brian Quinn, Landry Charlie, Richard Florida and many others. So, Robert Buckman notes in his work: "It is era of knowledge-driven organizations. And in this situation, the one moves forward who has managed to concentrate unformalized intellectual experience within his/her organization and figured out how to transfer it from one employee to another" [2]. In the conditions of globalization, improved communications systems and methods for generation of new technologies, a need arises even more often to revise the old management and organization methods. In the production, the value of such intellectual products as know-how and company's knowledge strongly increases.

As a concept that refers to the modern economy, and hence to the life of society, the knowledge-based economy is often found in the politicians' statements and in the programs of political parties and governments of different countries. Today, the countries that generate the most knowledge are considered the most prosperous and even wealthy. They include, first of all, the USA, West European countries, Japan, and South Korea.

The example of South Korea, whose economy is based on knowledge, is quite illustrative. Covering a relatively small area in the southern part of the Korean Peninsula (about 100 thousand sq. km), the country is among the top ten countries by its nominal GDP. Following the results of 2015, the gross domestic product of South Korea was USD 300 billion more than in Russia. It should be noted here that the Russian Federation territory, including Crimea, makes 17,126 thousand sq. km, or it is 170 times larger than the area of South Korea, and the number of its population is 3 times as less as the Russia's population. Moreover, this small Asian country that can be fully accommodated on the Russian Kamchatka Peninsula (270 thousand sq. km) clearly showed all advantages of a knowledge-based economy compared to a resource-based economy. It turns out that in 2015 Kamchatka (with the Republic of Korea hypothetically placed on it) generated the entire GDP, and the rest of the huge country in the form of continental Russia from Magadan to Kaliningrad, including Moscow and Saint Petersburg, has not done anything. So, this is the way two economies have been compared. Thus, the small state's knowledge-based economy is superior to the huge state's economy that placed its wrong bet on the trade in raw materials. In the economic development, not only the USA, China, Germany, France, Japan, South Korea, but also the states belonging to the group of emerging

economies bypassed Russian Federation. These are India, Brazil and Mexico. This is clearly seen from the following

table.

Table 1. Nominal value of the gross domestic product of 15 countries around the world (in USD dollars).

Item no.	Country	2013	2014	2015	Position in the 2015 ranking world
1	 USA	16,768	17,419	18,124.71	1
2	 PRC	9,469	10,380	11,211.92	2
3	 Japan	4,920	4,616	4,210.43	3
4	 Germany	3,731	3,860	3,413.5	4
5	 United Kingdom	2,680	2,945	2,853.4	5
6	 France	2,807	2,847	2,469.5	6
7	 Brazil	2,391	2,353	1,903.98	7
8	 Italy	2,138	2,148	1,842.89	8
9	 India	1,875	2,050	2,308.07	9
10	 Canada	1,881.2	1,754.1	1,615.51	10
11	 Republic of Korea	1,320.1	1,449.49	1,435.11	11
12	 Australia	1,505.5	1,482.54	1,252.31	12
13	 Mexico	1,260.3	1,295.86	1,232.01	13
14	 Spain	1,410.2	1,400.48	1,230.21	14
15	 Russia	2,079.1	1,857	1,176.0	15

The table shows that over the last two years the volume of the Russian economy in dollar terms (at nominal value) decreased almost twice. As a result, Russia slipped from the 10th to the 15th place in the ranking of the largest economies in the world. And according to such economic indicator as per capita GDP indicating the citizens' effectiveness in a particular country, the Russian Federation embarrassingly ranks number 44 in the world (USD 25,636) lagging behind by 3-5 times the advanced countries, such as Kuwait (USD 82,024), Luxembourg (USD 91,048) and Qatar (USD 140,000) [3]. The political leadership of Russia knows about this problem. "We have not got rid of the primitive economic structure, a humiliating dependence on raw materials, and the production has not been redirected to the real needs of people. A habit to live at the expense of export still hampers our innovative development", one of the Annual Presidential Address to the Russian Federation Federal Assembly states [4].

In such Address dated December 4, 2014, the President of the Russian Federation V.V. Putin set a task of the comprehensive assistance to the accelerated development of non-resource companies aimed at a change in the country's export potential [5]. This task can be accomplished under the condition of transition from a resource-based

*Elena Vyacheslavovna Galkina*et al. /International Journal of Pharmacy & Technology*
economy to an innovative, knowledge- and human capital-based economy. The knowledge-based economy challenges become even more urgent in connection with the anti-Russian sanctions imposed against our country after the known events in Ukraine. The U.S. course laid for the Russia's international isolation, limitation of access to the world markets, technologies, financial resources, as well as a high probability of further expansion of such sanctions may lead to the fact that Russia's technological inferiority against Western countries will only become wider. To overcome these trends, Russia will have to create new technologies, to master the production of modern competitive goods, but it is only possible if the domestic economy is modernized, and the transition is made to a knowledge-based economy.

Main part. Condition of a knowledge-based economy in a country is estimated using a variety of indicators today. The most common in the international practice is the Knowledge Economy Index (KEI). In the scientific literature, such Knowledge Economy Index is presented as an arithmetic average of four major factors: education, innovation, information and communication technologies and institutional regime. The Russian economy world ranking on this index corresponds to an embarrassing position in the top 50 countries. Therefore, our country has a lot of work to do in this area.

The knowledge-based economy must include the following basic elements or components:

- 1) modern education, which forms the scientific and technological thinking;
- 2) innovative system that ensures the generation of knowledge, including research universities, institutes and laboratories, "Silicon Valleys" aimed at the invention and testing of new products and technologies);
- 3) information and communication infrastructure (innovation and technology centers, technology incubators, industrial parks, educational and business centers, venture capital funds and other institutions that provide information and communication technologies).

State policy for the development of education system, including decent salaries of school and high school teachers, for the transfer of new knowledge to the studying youth, and formation of favorable investment climate for the creation of innovative products directly affect the dynamics of the country's innovative processes.

The Russian government represented by political leaders repeatedly declared that they want to shift the economy to the innovative development path. But they failed to organize the work through the state budget financing or tax incentives. The introduction of scientific achievements in production was not organized on a national scale either; it could help create modern products and technologies to be exported along with oil and gas.

Financing of education and science by a residual principle, low salaries of scientists and engineers, backwardness and inconsistency of the legal framework and other factors led to the fact that the innovative component of the knowledge-based economy in Russia is very small today. The share of domestic industrial enterprises engaged in technological innovation does not exceed 10-15%, whereas in developed countries this share is over 50%. As a result, our country occupies the 70th place in the world for new technologies. Russia has almost nothing to sell abroad, except for raw materials. Cars, harvesters, household appliances, TV-sets produced in our country are not competitive in the global market. As for the production turnout, many our industries are still in the last century, since they lost their capacity by almost a half in the years of reforms. This also applies to shipbuilding, instrument engineering and Russian car industry. The Russian automobile plants using the old-fashioned equipment with obsolete technologies can not independently manufacture such modern cars as Mercedes, Toyota or Ferrari, and the domestic electronics industry can not yet meet the needs of Russians in computers, mobile phones, video and audio equipment and other advanced products. In order to verify the truth of these allegations, it is sufficient to look at the country of manufacture of the equipment that surrounds Russians at home and at work. And here is an excerpt from foreign media, which, unfortunately, quite objectively reflects the lack of competitiveness of the Russian manufacturing industry. "The Russian scientific and industrial achievements are limited to a narrow sphere of military and aerospace technologies, but they are unable to develop manufacture of the consumer goods, which could be sellable to anyone, except the Russians who do not simply have other choice. Have you ever heard of a foreigner who willingly sat behind the wheel of a Russian car or used a computer made in Russia? This country is incapable to produce toasters and microwave ovens, washing machines and gas ovens, which would be distributed in any other country", so wrote foreign newspapers of the Russia's pre-crisis economy [6]. According to its development level of processing industry, Russia considerably lags behind the USA, China, Japan and other developed countries. Our country's share in the global production of new machine tools and press-forging plants is less than 0.5%, which is 52 times lower than the corresponding figure in Germany and 69 times lower than in Japan [7, p. 9].

The share of goods and technology import to the Russian Federation exceeds all conceivable limits. Thus, import in the heavy machinery reaches 60-80%, light industry - 70-90%, radio electronic industry - 80-90%, pharmaceutical and medical industry - 70-80%, machine tool industry - 90% [7, p. 7]. The cause of excessive import dependence adversely affecting the national security of the Russian Federation became incorrect industrial strategy pursued in the post-Soviet period. It suffices to state that the result of this "strategy", if the expression may be tolerated, was a sharp

drop in domestic production of machine tools and press-forging plants, which are the basis of industrial production:

compared to 1991 their output fell by more than 10 times. In the USSR, the machine tool industry as the basis of the defense industry complex's technological independence and technological industrial base obtained resources under preferential conditions: necessary equipment, raw materials and supplies. Research institutes of the industry were equated with the defense industry's research institutes by categories of research workers' and engineers' salaries and by ensured finance of research and development, etc. [7, pp. 7-8].

Thus, modernization of the domestic economy and its transition from a resource- to innovation-driven one based on the modern knowledge and latest achievements of science and technology is a vital task. The knowledge-based economy as the highest development stage of the post-industrial, innovative economy will not only ensure the modern Russia's competitiveness, but also solve the problem of improving the level and quality of life of citizens. In addition, the knowledge-based economy could also manage the improvement of the public management systems through the use of modern information and telecommunication technologies.

On the way to a knowledge-based economy, the spheres, in which this knowledge is generated, stored and transferred to other spheres, play the primary role – these are the spheres of education and science. In order to implement the development priorities of the Russian Federation educational system, to improve the educational process content and techniques, to develop the educational services quality assurance system, the Government of the Russian Federation approved the "Federal Target Programme for the Development of Education for 2006-2010", under which since 2007 all Russian schools were connected to the Internet and equipped with basic software packages to master the computer literacy skills and advanced information technologies. In 2008, the "Strategy for Information Society Development in the Russian Federation" was approved; it was valid for the period up to 2015. The task set in this document was to implement, as soon as in the medium term, the country's existing cultural, educational, scientific and technological potential and to ensure Russia's deserved place among the leaders of the global information society.

In order to form the modern scientific and technological potential adequate to the current challenges of global technological development, it is necessary, except for improved quality of education, to create an effective research and development system and to implement it in the real sector of economy. Such system should include, in our view, state research centers and universities, and private corporations' laboratories. Their constructive efforts should be properly financed (by the same principle as the military industrial complex). Then the Russian economy would not depend so much on the oil market fluctuations; since when oil prices fall, not only to the country's GDP, but the rate

of the national currency drop; it has a negative impact on the living standards of Russian citizens.

So far, unfortunately, the process of formation of an innovative knowledge-based economy is prohibitively slow in Russia. This is caused by a number of problems, the main ones are: underdeveloped innovative infrastructure that ensures the implementation of innovative activities; unwillingness and inability of a number of industrial enterprises to innovate their production due to a lack of experience, expertise and investment; mistakes and miscalculations in the state economic management manifested in the inadequate state funding of the fundamental and applied science, innovative activities, support for young scientists and specialists, who in hundreds of thousands go abroad because of their miserable salaries and seek a better life (only in the Bill Gates' corporation 22% of employees are immigrants from Russia, and in all more than 1.2 million scientists and specialists have left Russia during the years of reforms [8, p. 164]). It is appropriate to note that the volume of investments in the innovative sector of the Russian economy is negligible compared to the developed countries: they make up only 0.3% against the corresponding U.S. indicator [9, p. 116]. The brain drain problem in Russia is often associated with the qualified scientists and specialists going abroad. Several brain drain reasons can be detected: insufficient attention of the state and society to the scientific research and inadequate material stimulation of domestic scientists, their low salaries, low supply of material and technical, and laboratory facilities, weak integration of the fundamental science with public and private enterprises, low prestige and social status of scientists in Russia, etc. The majority of Russian scientists who left the country after the Soviet Union collapse were the leading researchers in universities and research institutes, and they had a high rank of academicians in the Russian Academy of Sciences. It was previously thought that leakage of individual scientists could not lead to disastrous results in science and other fields. However, the Russian system of replenishment of natural decline and artificial outflow of highly qualified personnel could not make up for the intellectual loss. It turned out that the number of leaving scientists exceeded the number of trained ones that meant a crisis or stagnation of science and education in the long term. The Russian science is aging. It is sufficient to mention that the average age of Russian doctors exceeds 60 years; this is a retiring age. One of the pressing problems of the Russian knowledge-based economy is also, in our opinion, insufficient active cooperation between higher education institutions that have significant scientific potential and industrial enterprises. A number of reasons can be highlighted here; they arise not only out of poorly canvassed legislation in this field, but also a lack of really strong incentives to work together, and also passivity of higher educational establishments and enterprises engaged in the research and development. Meanwhile, establishing close contacts between the high school science and production,

which enable the scientists to track the changing enterprises' requirements to professionals who are trained by higher education institutions and to promptly correct the educational standards and work programs, which, in turn, enhances the educational institution's competitiveness.

The most common forms of cooperation between business and higher education institutions include: opening enterprises' basic departments in high schools; organization of practical training of students in a company; implementation of joint educational programs (including high school-based advanced training programs for company employees); participation of enterprises in the organization of competitions of scientific works, Academic Olympics, debates and other competitive research activities, etc. The most productive cooperation form is direct joint scientific research, financing of high school research and development of applied nature, creation of high-tech products and introduction of high school scientific research. Such cooperation allows the enterprises' management to establish their intellectual capital being able to develop and implement innovative refitting of fixed assets, to introduce new technologies based on the latest scientific and technological achievements and to enhance the competitiveness of their products. One last thing. Well-informed, professional people should run a knowledge-based economy. In order to manage, one should know the business and economic sector inside out, be an expert, moreover, an authority whose opinion is considered and whose instructions are observed. The national personnel policy should follow these requirements; only the true professionals who have a thorough knowledge of the business which they have been put in charge of should be appointed to senior positions and posts. No wonder that in Russia of XX century the following rule was popular in the period of the known changes: "cadres are the key to everything". Unfortunately, the current political leaders do not always adhere to this golden rule, therefore the personnel policy of the last 15 years is beyond the normal logic. Consider: For a long time (between 2000 and 2007), the Ministry of Economic Development of the vast country was headed by German Gref, not an economist, a lawyer by education. Think about it: a lawyer defined a vector of economic development. From May 21, 2012 until now, D.V. Manturov, sociologist by education, is running the Ministry of Industry and Trade of the Russian Federation. In 1994, he graduated from the Moscow State University named after M.V. Lomonosov on a speciality "Sociology". Russian Federation Ministry of Agriculture was for a long time led by the managers who did not have the specialized (agricultural) education. Alexei Gordeev who acquired his basic education at the Moscow Institute of Railway Engineers on specialty "Construction of railways, road and track facilities" was heading the Agricultural Department for a decade, from 1999 to 2009; in March 12, 2009 the railwayman was replaced by Yelena Skrynnik who supervised the Agricultural Department for

three years till May 21, 2012. By education, Skrynnik is cardiologist; in 1986 she graduated from the Chelyabinsk State Medical Institute. Not surprisingly that their unprofessional work resulted in Russia's food dependence on import; it increased to an average of 40% despite the fact that more than 40 million hectares of agricultural lands are vacant, overgrown with weeds and bushes. In 2000 the total food import in the Russian Federation did not exceed USD 7.4 billion, however 13 years later, in 2013, it had a six-fold increase up to USD 43.5 billion. But this considerable money could have been used for the development of domestic agriculture, and then everybody could have been at an advantage over it: the agrarians, country's budget and ordinary Russians.

Summary. Reindustrialization of the Russian economy is aimed at the development of new, high-tech industries that replace the old and backward enterprises; in this case, physically and morally obsolete fixed assets and technological equipment are replaced with the achievements of scientific and technological revolution.

The economic growth model, which was formed in Russia in the 2000s, was based on the transformation of the oil and gas super profits in the economic growth. The GDP growth in the last 15 years was caused not by the accelerated construction of hundreds and thousands of new factories and plants giving high volumes of new industrial products, as in the period of Soviet industrialization, and the Stakhanov movement, as it was in the USSR within the first five-year industrial plans, it was due to the increase in hydrocarbon prices in the global markets. It suffices to mention that over the period between 2000 and 2013 our country received more than USD 2 trillion from the sale of oil and gas; according to the CBR exchange rate, it exceeds RUB 150 trillion.

It is appropriate to note that the country's leadership has repeatedly stated that they want to diversify and modernize the national economy and transfer it to an innovative development path. However, no specific organizational, ideological, personnel and other work followed these correct words; therefore, as a result the President and the Prime Minister in charge of the economic development failed to really organize the work through the state budget financing, tax incentives or through interaction with business.

The resource-driven economy has been maintained for a quarter century, and the intention to diversify it has not been implemented all this time. Such approach could not help but lead to lagging totally behind the progress in technologies, research and development projects, except for the military-industrial complex, the financing of which is expected in the amount of RUB 20 trillion until 2020.

In order to solve the urgent problems of the real economy modernization and to successfully replace on this basis the goods and technologies purchased before the economic sanctions have been introduced from abroad, huge

investments are required today not only in the military-industrial complex for the production of modern combat aircrafts, tanks, air defense systems, but also in the "civil" industries, agriculture, construction, transport and others. Only in this case it is possible to achieve successful reindustrialization, creation of the sectors of knowledge-based economy capable of import substitution with high quality own-produced goods.

Reforming the economy on the basis of new modern knowledge underlying the innovation is a multifactor, highly complex, in terms of the practical implementation, process. Therefore, in order to achieve the set goals in the Russian knowledge-based economy, there are some things to do. For example, in the favorable investment climate, without which it is impossible to attract investments for reindustrialization and technological modernization of industrial, defense and agricultural enterprises, to construct new, missing factories and plants in order to release innovative products that can compete with imported models.

The capital flight from Russia abroad, including in the offshore, shows fact that the investment climate in contemporary Russia is far from the one needed to attract money into the economy and social sphere. Only in the last eight years, businessmen transferred abroad more than USA 600 billion or more than three annual Russian Federation budgets out of Russia. If the Russian investment climate had met the demands and ideas of entrepreneurs, they would not have got the money in such an amount out of the country, because they are so necessary today to solve the problems of the knowledge-based economy and for the overall socio-economic development of the Russian Federation.

Conclusions. The main thing is that a new level of training highly qualified specialists should comply with the innovative economy, in which the knowledge plays a crucial role. Therefore, a high school graduate should not just have an educational background, but he/she should also be able to apply it practically, in the production and promote the development of a modern knowledge-based economy. Our society needs not just a lexicographer, but a new type of specialist endowed with certain know-how, that is, the one who knows how to solve urgent problems facing the industry. Currently, one of the ways to improve the efficiency of an enterprise creating and distributing knowledge-based innovative products is to use efficiently the intellectual capital and manage the corporate knowledge.

One of the solutions to this problem might be the development of a joint strategy for higher education institutions and the business community, which will clearly describe the priorities and outcomes of joint activities. It is very important here to approach the development of such mechanisms with the utmost caution taking into account all possible negative consequences. For this purpose, it is necessary, first of all, to create such an innovative and socio-

cultural high school environment that would fully meet the needs and interests of education, science and business. In

this case, the development and implementation in the educational process of effective training methods and technologies for the college and university students must be provided to achieve the desired results of the formation of customer-oriented organizational culture, including the mandatory participation of the leading scientists, businessmen and industrial specialists in the realization of this process.

To successfully implement the economic restructuring plans and programs based on the current knowledge with the use of new technologies and innovations, the brain drain from Russia should be stopped, and the prestige of scientists and teachers should be raised. To this end, a multi-fold increase in their salaries is needed to match the European standards. For reference: currently, the teacher's average salary in South Korea, which has been mentioned in the article, is 38 times higher than that in Russia [10]. An elementary school teacher in Germany earns from EUR 38,300 to EUR 51,500 per year, and the monthly income of a school teacher in France reaches EUR 3,000; it exceeds RUB 200,000 at the CBR exchange rate. A high school teacher's salary abroad is also several times higher than in the Russian Federation that positions itself as a social welfare state. Thus, professors and associate professors in German universities earn an average of EUR 4,650, which is more than RUB 300 thousand. Young teachers are satisfied with modest EUR 2,800. In the USA and Singapore, university professors receive salaries of USD 48-54 thousand annually, while the most highly paid ones have USD 90-100 thousand each year or more than RUB 500,000 a month. The highest paid teachers work in Luxembourg. Their average annual income ranges from EUR 80 to EUR 100 thousand or more than RUB 600 thousand a month [11]. Against this background, professor's salary in the Russian Federation state institution of RUB 35,000 (less than EUR 500) per month is more than unpretending [12].

Thus, in order to successfully tackle the problem of the knowledge-based economy in the conditions of Western sanctions, it is necessary, first of all, to significantly improve the investment climate in the country and to reduce the level of corruption, which does not only hinder the socio-economic development, but also represents a real threat to Russia's national security [13].

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