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Methodological Approach Justifying the Concept of Cross-Border and Trans Boundary Cooperation with Other Countries and Regions

Leonas Ustinovichius^{a*}, Jerzy Lewczuk^b, Artur Czech^b

^aFirst affiliation, Address, City and Postcode, Country

^bBialystok University of Technology, Wiejska 45a, Bialystok 15-351, Poland

Abstract

The paper presents the research which takes into consideration the direction of socio-economic development accepted by the EU and Commonwealth of Independent States. It shows the necessity to form and ensure an efficient functioning of the systemic mechanisms of the cross-border and trans boundary development of Polish regions (taking Białystok province as an example) and neighbouring countries situated in the East.

The article presents the author concept of the multifunctional development of the cross-border and trans boundary regions which, opposed to the present approach, it suggest implementation of new branches and kinds of activities in a given environment (truism, entrepreneurship, goods processing and others).

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Introduction

The concept of multifunctional development of cross-border regions is considered as one of the leading economic strategies in Poland [1]. If improved and accepted by the whole of the society it has an opportunity to

* Corresponding author. Tel.: +37069994974; .

E-mail address: leonas959@gmail.com

become one of the basic doctrines in the activity of the organizations which set the pace and the ways of implementing of accelerated growth [2].

The main premise of multifunctional development is economic orientation on initiative and entrepreneurship, of not only the representatives of the external environment or local community which do not deal with agriculture or farm owners [3-6]. Moreover, they should introduce new forms of economic activity.

Furthermore, the multifunctional development of regions did not happen accidentally in any of the European countries. Especially when the processes concerned the regions historically abandoned which are characterized by high unemployment rate, poorly developed infrastructure or population decrease. The specialized government agencies, local and private organizations or particular offices which are under self-government organs deal with the multifaced activization of human potential in small villages of the European Union. The models which have been introduced successfully in the highly developed countries can be adjusted to poorly developed countries and Poland as well. Skillful and consistent strategy implementation of the multifunctional development strategy can be introduced in any world region [7-9].

The basic positions of such mechanisms may be summarized as follows: 1) complex analysis and generalization of experience within the development of regional economics, integration processes and international economic relations on cross border area; 2) comparing cross border trade potential of neighbouring countries and regions, especially concerning export and the analysis of cross-border turnover in international trade; 3) the assessment of premises and conditions mutually beneficial and long-term cross border cooperation and trade, determining the directions of their development; 4) explaining perspective directions of cross-border trade; 5) determining the purpose and efficiency of cross-border cooperation with neighbouring countries and regions, taking into account their current economic conditions, their history and the stage of economy development of these countries. In other words, it is meant to create and implement the concept of cross border cooperation and trade in order to ensure constant development of these regions.

1. Methodological approach to the justified of cross-border and trans boundary cooperation with other countries and regions

It is expected that the concept implementation includes the following:

- improvement of the normative and legal base, providing for the development and acceptance of documents defining the mode of implementation of cross-border cooperation, the nature of the interaction between the authorities and its participants, the conditions of various kinds of expert support;
- conducting business and marketing studies to identify the potential and the prospects of cross-border contracts;
- ensuring the functioning of the credit and insurance mechanism of cross-border export with the participation of local executive authorities;
- creation of a system for the promotion of goods on the markets of neighboring countries (strengthening the advertising and exhibition and trade activities, especially in the area of export of services, organization of a network of trade representatives, foreign trade companies and specialized department stores, export and import of production taking into account the interests of each border region);
- support in the process of shaping sales networks and the export related services for the companies in the neighboring countries;
- creation of a database of investment projects for exporters, both resident and non-resident, to border countries;
- organize a specialized border support center for investment and cross-border co-operation;
- optimizing flows of goods in cross-border trade on the regional level;
- support the establishment of associations of producers and exporters in the field of cross-border trade;
- preparation of qualified staff to work in enterprises of various forms of ownership in the framework of cross-border cooperation;
- provision of information base that contains the details of the cross-border contract parties, their capabilities and offers as well as their export potential and import demand, intergovernmental

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