

Influential Article Review - Russia's Knowledge In Global Supply Chain Analysis

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This paper examines innovation. We present insights from a highly influential paper. Here are the highlights from this paper: The objective of this paper is to analyze the scope for improving empirical and methodological foundation of global value chain (GVC) research and for making relevant political decisions, primarily through application of foresight methodology based on the latest trend to combine the approaches of global value chain and national innovation system research. The authors choose Russia as an illustrative case of an economy in the changing geopolitical context to review major trends of global value chains' development, specific features of Russia's participation in them, and the necessary steps to increase the quality and efficiency of this participation. Special attention was paid to theoretical, methodological, and empirical tools of GVC research and of making relevant political decisions—which presently are far from being adequate: they need to be supplemented with the new ones to improve the forecasting potential and practical and strategic orientation of the GVC approach. To this end, approaches which would make it possible to research interconnection between global processes and trends with regional and national innovation-based development tendencies become of crucial importance. Application of foresight methodology may significantly contribute to researching the GVC phenomenon, being a major logical step towards creating advanced policy tools to mobilize available resources and coordinate stakeholders' actions to increase Russia's global competitiveness. The paper presents a number of case studies which describe practical application of various foresight methodology components to analyze Russian participation in various GVCs, by the examples of specific product and service groups (fresh fruit and vegetables, car parts, mobile phones, air transport, electronic payment systems). The authors conclude that both full-scale foresight studies and specific components thereof could be applied for the purposes of GVC analysis, strategic planning, and making political decisions. For our overseas readers, we then present the insights from this paper in Spanish, French, Portuguese, and German.

Keywords: Global value-added chains (GVCs), Trade, Competition, Globalization, Innovation, Foresight

SUMMARY

- Though only the basic Foresight elements were introduced into the analysis, they provide a much broader perspective in terms of hidden factors of influence and different policy areas to support the desired results of the country's participation in the given GVCs.
- For further advancement on the subject, a more in-depth analysis is needed as regards the influence of national innovation institutions on certain GVCs or clusters with respect to what is happening to them in terms of technological transformations and their respective final goods' business cycles.
- Even though the existing approaches of the GVC theory supplement each other, the classic theoretical foundation of GVC research cannot be described as faultless and is currently being developed, inter alia by the contributions of the innovation-based economy school representatives.
- The empirical and methodological foundation of GVC research is being developed to increase the reliability of research results and their forecasting value, to propose more valid political recommendations, and to improve strategic planning.
- The analysis conducted was based on the model of dynamic allocation of rents originally demonstrated in Kaplinsky , which was supplemented by elements of Foresight analysis to develop sectoral and horizontal policy recommendations to increase the effectiveness of participation of Russian companies in the corresponding GVCs. Thus, two product groups were selected for analysis as illustrative cases, also used in Kaplinsky's model to preserve the logic of the approach's evolution, that is, fresh fruit and vegetables and car parts. Additionally, the analysis covered the following product and service groups: mobile phones, air transport, and electronic payment systems. The choice of these products/services was among other things determined by their direct connection with Russia's priority S&T areas Gokhberg 2014; «Long-Term Russian S&T Foresight Until 2030» n.d. : biotechnology , ICT , and air transport .These cases partly coincide with the new markets, roadmaps for which are being constructed in the framework of NTI , including AeroNet, AutoNet, and FoodNet. The current and prospective GVC structure was identified for these case studies in relevant industries, together with Russia's current and prospective places in the value chains. Foresight methodology was applied to envisage possible changes in the GVC structure within the planning horizon , with the emphasis on analytical tools enabling to determine the factors affecting changes in the structure of the value chain segments, sources and distribution of profits within them, and Russia's opportunities to secure more favorable positions.

HIGHLY INFLUENTIAL ARTICLE

We used the following article as a basis of our evaluation:

Meshkova, T. A., & Moiseichev, E. I. A. (2016). Russia's experience of foresight implementation in global value chain research. *Journal of Innovation and Entrepreneurship*, 5(1), 1–35.

This is the link to the publisher's website:

<https://innovation-entrepreneurship.springeropen.com/articles/10.1186/s13731-016-0039-7>

INTRODUCTION

Global value chains (GVCs) have become a key element of the world economy (OECD 2013a). Developed and developing countries alike participate in them, regardless of technological level and per capita income. This determines the global community's keen interest in understanding the structure of global trade in terms of value added and value chains and identifying existing and potential opportunities for companies integrating into them, both on the national and industry-specific levels (Kaplinsky 2013).

Being a relatively new but increasingly common phenomenon, GVCs are subjected to in-depth analysis by leading international organizations including the OECD, the UNCTAD, the WTO, and the G20 to

identify their potential positive and negative effects on the global economy and economies of particular countries.

At the same time, the work to advance the empirical and methodological foundations of GVC research is also under way (Lundvall et al. 2015; Morrison et al. 2008; Pietrobelli and Rabellotti 2011), which should contribute to increasing heuristic value and reliability of research results, practical importance of relevant R&D, and validity of prepared political recommendations.

The current trends in studies aimed at improving methodological approaches to GVC research include the following:

- Development of the so-called industrialist approach to GVCs, by analyzing their effects on more local levels such as specific industries and clusters.
- Realizing the need to take into account specific features of regional and national innovation systems (which ultimately became the decisive factor when we adopt the industrialist approach) allows us to understand how and why participation in GVCs results (or does not result) in actual company-level changes in particular countries.
- Increasing the forecasting potential of GVC research to enable moving on to the strategic planning level and making political decisions relevant to participation in global value chains.

This paper is an attempt to combine all three current trends in GVC research. The objective is to analyze the scope for improving empirical and methodological foundation of GVC research and for making relevant political decisions, primarily through application of foresight methodology components to certain industries (specific product and service groups) and identifying their innovation aspects and the role of R&D.

To that end, it would be important to analyze the nature and major development trends of this global economy phenomenon, specific features and performance indicators of Russia's participation in GVCs, and the potential and limitations of theoretical, empirical, and methodological foundations of GVC research. The novelty of this work is due to the presented results of applying various foresight methodologies to conduct industry-specific analysis, through case studies of production, export, and marketing of several product and service groups, in advancement of the approach suggested in Kaplinsky (2004) based on the dynamic rent concept in the GVC framework.

CONCLUSION

Even though the existing approaches of the GVC theory supplement each other, the classic theoretical foundation of GVC research cannot be described as faultless and is currently being developed, inter alia by the contributions of the innovation-based economy school representatives.

The empirical and methodological foundation of GVC research is being developed to increase the reliability of research results and their forecasting value, to propose more valid political recommendations, and to improve strategic planning.

The methodology applied represents early attempts to present evidence of how the approaches of GVCs and innovation systems research can be combined to reap the benefits of these theories while avoiding their inherent limitations.

The presented model considers the importance of national institutions for innovation in GVCs. The application of Foresight methodology expands the forecasting possibilities of the analysis and adds dynamism to this rather static model.

All this allows to increase the accuracy of the strategic planning of countries' participation in GVCs and improves the relevance of the policy advice produced compared to the existing models.

APPENDIX

FIGURE 1 COUNTRIES' GVC PARTICIPATION INDEX, 1995–2009

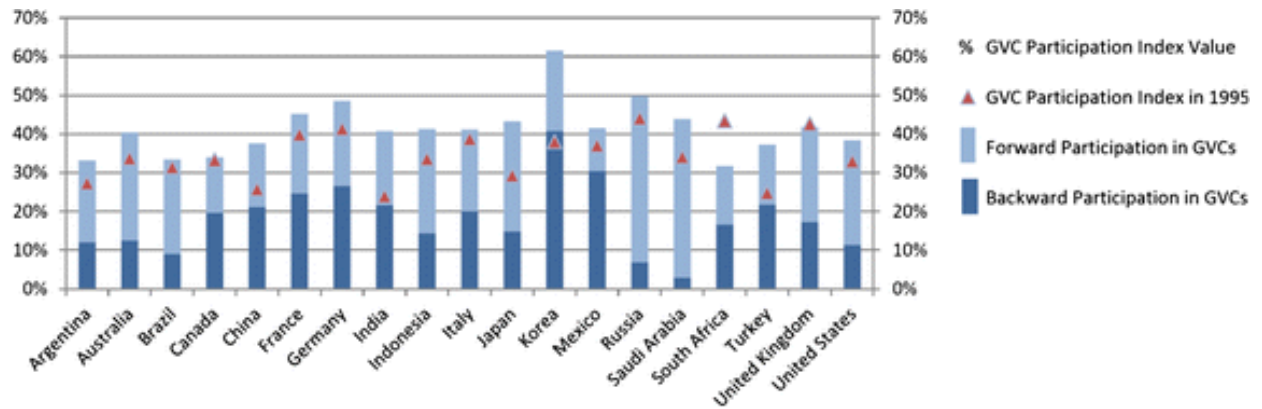


FIGURE 2
SERVICES VALUE ADDED EMBODIED IN MANUFACTURING EXPORTS, ACROSS COUNTRIES, 1995–2009

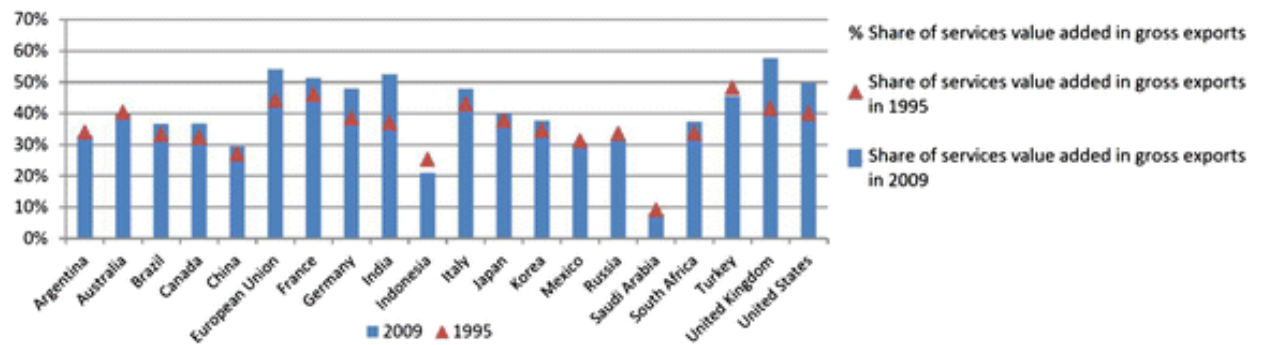


FIGURE 3
ECONOMIC PROFIT DISTRIBUTION ACROSS DIFFERENT BUSINESS FUNCTIONS IN GVC

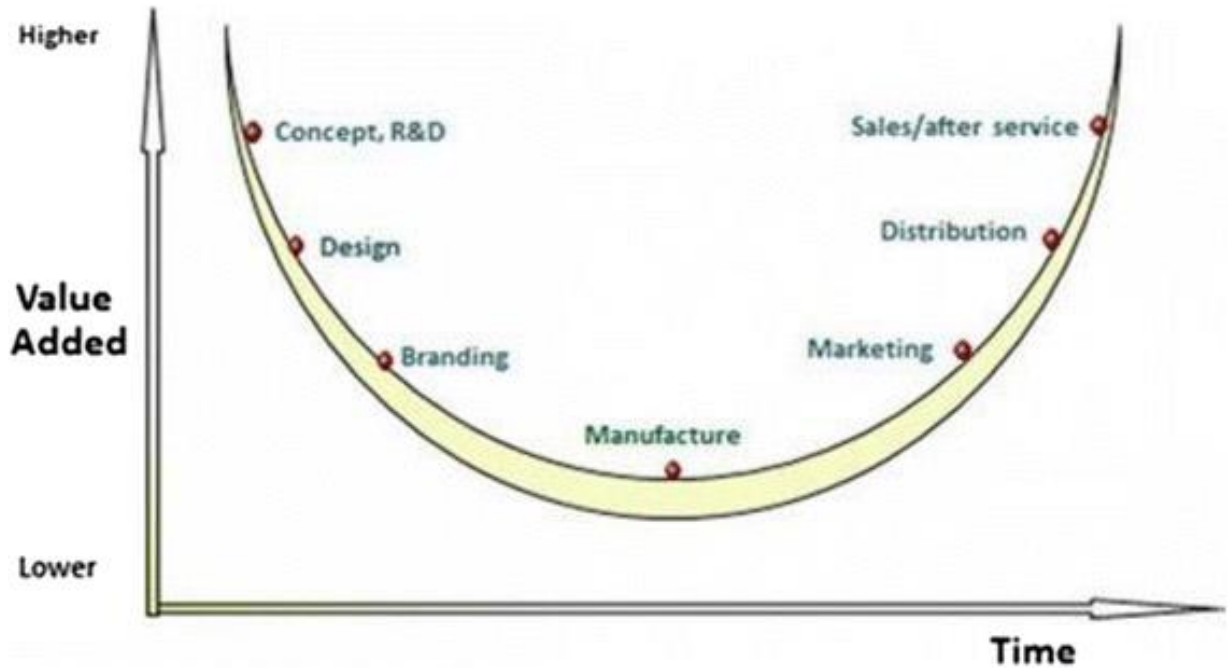


FIGURE 4
COUNTRIES' GVC PARTICIPATION INDEX AND IMPORT/EXPORT RATIO

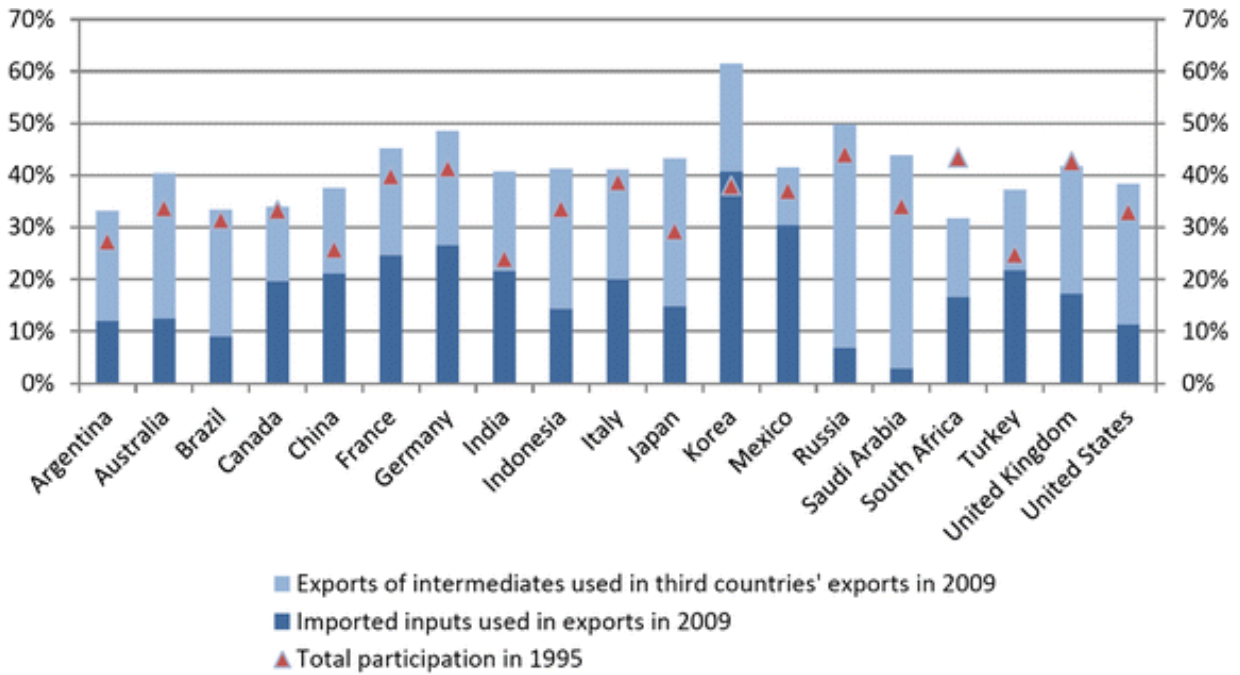


FIGURE 5
RUSSIAN INDUSTRIES' PARTICIPATION IN GVCS

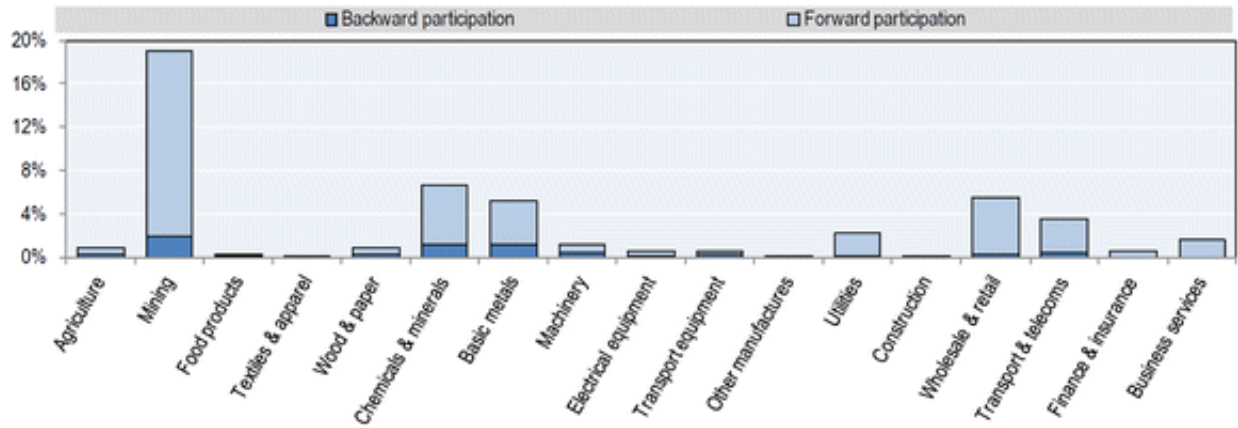


FIGURE 6
THE APPLE IPHONE GVC

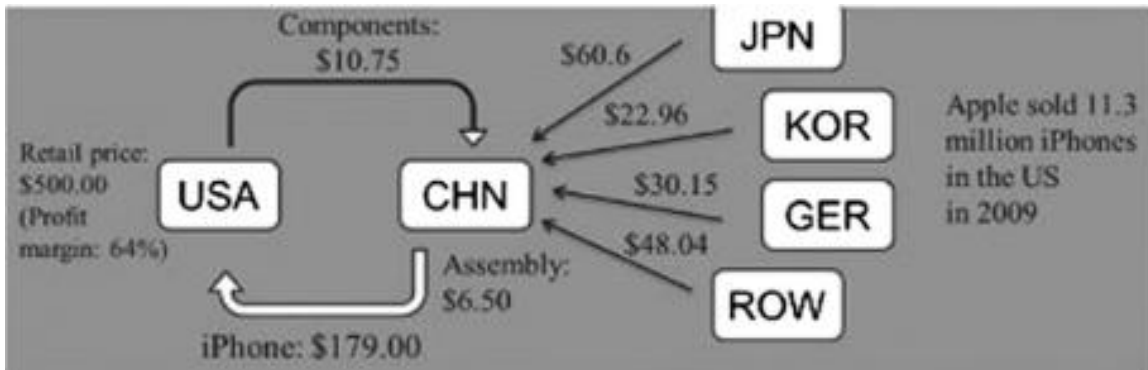


TABLE 1
DYNAMIC DISTRIBUTION OF GVC ECONOMIC PROFITS BY PRODUCT/SERVICE
GROUPS: CURRENT STATE AND PROGNOSIS

Industry/sector Product/service group	Current state of the GVC		Factors affecting changes in the structure of the value chain's segments, sources and distribution of profits in the chain, and opportunities for Russia taking a more favourable position in the chains	Horizontal and industry-specific political initiatives required to promote Russia's position in the GVC	Prospective state of the GVC (planning horizon until 2025)	
	Value chain segments (top down) and Russia's current place in them	Current main source of economic rent			Prospective main source of economic rent	Value chain segments (top down) and Russia's prospective place in them
Agriculture Fresh fruit and vegetables	Seed farming Growing (ubiquitous) Crop processing Export Retail (Russia)	Seed selection and new product development Coordinating GVC efficiency Retail network	<p>Trends</p> <p>Increased international competition in seed farming</p> <p>Development of genetic engineering</p> <p>More active international cooperation in food safety, and dealing with insufficient availability of food in the least developed countries</p> <p>Consumer preferences in developed countries shifting in favour of environmentally safe, organic, farm-grown food (eco, bio, etc.) including fruit and vegetables</p> <p>Challenges and threats</p> <p>Further reduction of exporters', producers', and retail networks' profits</p> <p>Russia's growing reliance on imported seeds</p> <p>Global climate change</p> <p>Development of genetically modified products industry: profits vs. ethics</p> <p>Producers' growing reliance on subsidies, growing shortages on the domestic market (e.g. introduction of Russian counter sanctions on the EU agricultural products in 2014)</p> <p>Increased competition of retail networks and major producers for leadership in the GVC</p> <p>Radical change of Russia's agricultural trading partners</p> <p>Need to replenish the domestic market niches which have appeared after the sanctions, while preventing inflation on the consumer market and preserving high food quality standards</p> <p>Windows of opportunity</p> <p>Companies' integration into the seed selection and new product segments where economic rent is expected to grow</p> <p>Development of Russian seed farming and seed engineering</p> <p>Role of R&D</p> <p>Mainly connected with developing genetically modified products and fertilisers in line with environmental and food safety requirements</p>	<p>Horizontal measures</p> <p>Investment policy and improving business climate</p> <p>Promoting healthy competition</p> <p>Availability of affordable long-term loans</p> <p>Availability of land for agricultural use</p> <p>Trade policy</p> <p>Among other things, countering illegal re-export of embargoed food products into Russia from neighbouring countries, through application of customs procedures, technological regulation, etc.</p> <p>Public administration</p> <p>Continuous implementation of the Food Security Doctrine approved by the presidential decree in 2010 and the National Programme for Development of Agriculture and Regulation of Agricultural Products, Raw Materials, and Food Markets for 2013–2020</p> <p>Systemic policy to support the agricultural sector</p> <p>Development of a targeted programme to support small farmers; removal of administrative barriers hindering numerous small farmers' access to Russian and international markets</p> <p>Human capital development policy</p> <p>Availability of skilled personnel (according to agricultural businessmen, Russia desperately lacks skilled personnel capable of applying advanced technologies and introducing advanced business processes in the sector)</p> <p>Availability of rural infrastructure to provide at least a minimum level of comforts</p> <p>S&T and innovation policy</p> <p>Supporting initiatives in the agricultural sector, assisting with commercialisation of innovations</p> <p>Organisation of S&T events for young researchers and inventors</p> <p>Industry-specific initiatives:</p> <p>Maintaining healthy competition under the import substitution policy; providing broad market access to as many Russian and international agricultural producers as possible, including small and medium ones, to ensure adequate supply of agricultural products on the Russian market, and meet consumer demand and preferences</p> <p>Availability of land for agricultural use, simplifying administrative procedures for buying land for agricultural purposes, reducing land prices</p> <p>Availability of affordable long-term loans.</p>	Seed selection and new product development	Seed selection (Russia) Growing (ubiquitous) Crop processing Export Retail

<p>Transportation services Air transport</p>	<p>Aircraft construction (weak Russian participation) Airports (Russia) Airlines (Russia) IT services (Russia) Travel integrators (Russia)</p>	<p>Leasing Airport services (capital repairs, current maintenance)</p>	<p>Trends Increasing international competition, growing markets, growing passenger and freight traffic, especially in developing countries More active international cooperation through establishment of passenger and cargo transportation alliances Decrease of real ticket costs Growing share of regional and local traffic Volatile economic rent Challenges and threats Ticket prices' high dependency on fuel price, susceptibility to risks of sharp price increases and reduced demand Currency-related, political, and other risks Negative return on investments Shortage of pilots, high costs of pilots' training and upgrading Loss of air freight market share Windows of opportunity Development of Russian aircraft construction industry, application of competitive advantages in the air freight services segment Role of R&D Optimising computer systems for booking tickets, introducing a unified cargo registration standard, personalisation of services, upgrading aircrafts</p>	<p>Horizontal measures: Investment policy and improving business climate Introducing investment requirements to lessees, operators, and owners of fuel supply facilities (as members of an infrastructural monopoly). Development of tender procedures for handing airports' ground infrastructure over to operators and investors, and requirements to operators' investment programmes as grounds for establishing tariffs Approving methodology for government price (tariff) regulation for storage and wing fuelling services in the scope of implementing investment programmes Russian trade policy Duty-free import of aviation fuel for the next 5 years Public administration Continuous implementation of the national programme "Development of the transport system" and the Russian Transport Strategy until 2030 Human capital development policy Development of roadmap to provide adequate supply of flight crew personnel for civil aviation, based on forecasted volumes of passenger and freight traffic Implementing a programme to subsidise retraining and upgrading of flight crews Developing the system of official statistical monitoring of aviation personnel numbers, to support forecasting their dynamics taking into account changes in the structure and size of the aircraft fleet Updating educational solutions for training flight crews, including length of training, in line with the ICAO recommendations and experience of countries with the lowest accident rates S&T and innovation policy Applying innovations which would help to reduce aviation companies' and the whole industry's costs and increase profits (e.g. activities of the Civil Aviation Innovation Centre http://www.ca.ru/ru/company.html) Approving methodology for assessing the state of airports' runway surfaces in line with the international ASTM standard Participation in international economic integration More active and logical Russian participation in international transport institutions such as International Transport Forum (ITF) and the OECD/ITF Joint Transport Research Committee, Russia-EU Transport Dialogue, Northern Dimension Partnership in transport and logistics area, the WTO, International Civil Aviation Organisation (ICAO), Inland Transport Committee of the United Nations Economic Commission for Europe, the EEU Industry-specific initiatives: Ratification of the Montreal Convention (MC-99), on changing the terms of carriers' liability Adoption of international e-Freight and e-Cargo standards for electronic registration and tracking of cargos, to make better use of Russia's transit potential and support the country's integration into the global transport system Adopting advanced airfreight registration standards for the entire logistical services market Joining forces to implement unified electronic cargo registration standards for all modes of transport Harmonising paperwork associated with freight services provided by different modes of transport Promoting independent suppliers and low-cost carriers</p>	<p>Leasing Airport services (capital repairs, current maintenance) Advertising</p>	<p>Aircraft construction (Russia) Airports (Russia) Airlines (Russia) IT services (Russia) Travel integrators (Russia)</p>
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Electronics Mobile phones	Product development (almost none) Production Packaging (Russia) Export Retail (Russia)	Development of new technologies (operating systems, etc.) Retail networks	Trends Increased international competition in the production segment due to technological development and arrival of new market players International cooperation in production, relocation of production facilities into South-East Asian countries Growing demand for smartphones Challenges and threats Reduced profits of manufacturers due to increased competition Increased production costs due to growing wages Development of personnel and the R&D basis Competition between retailers and major brand-name manufacturers for market domination Windows of opportunity Companies' integration into mobile phones production Selling R&D results to leading manufacturers Role of R&D Mainly connected with improving phones' properties, and the materials they are made of	Horizontal measures: Human capital development policy Promoting engineering professions, encouraging young people to acquire professions in IT, design and engineering Providing government support to higher education organisations which train people in the above professions, including extra free places for students Introducing efficient mechanisms to promote academic mobility of students and researchers while preventing "brain drain"; recruiting recognised foreign experts S&T and innovation policy Promoting Russian companies' activities to create and protect intellectual property Providing them comprehensive support in the licensing and patenting areas Participation in international economic integration Development of international cooperation in the BRICS and EEU frameworks and with other emerging economies; gradual liberalisation of trade policy, simplification of customs and administrative procedures Industry-specific initiatives: Organisation of international events, fairs, fora, conferences, etc. on relevant subjects, accompanied by appropriate PR activities	Development of new technologies (operating systems, etc.)	Product development (Russia) Production Packaging Export Retail (Russia)
Automobile production Car parts	Raw materials processing Design Pressing Assembly Export (Car parts user) (Russia) Retail (Russia)	Design Harmonious functioning of the value chain Partially from pressing, partially from assembly Supplier's trademark	Trends High level of production became common. Production is becoming increasingly global. Rent is shifting to more protected segments of the chain. Gradual oligopolisation of the global market. Concentration of economic rent in intangible assets inside specific segments (design, application of new production technologies, brands, marketing). Challenges and threats Increased competition in the low-technology segments of the chain, negatively affecting market situation. Windows of opportunity Changing consumption structure in the transport sector: reduced role of personal transport and growing importance of public transport Role of R&D The role of S&T and innovation factor will grow due to increasing profit rate in the design segment	Horizontal measures: Macroeconomic policy Further extension of the localisation programme to cover car parts manufacturers; development of cluster initiatives in line with the Russian Federation Automobile Industry Development Strategy Until 2020 (ON APPROVAL OF THE RUSSIAN FEDERATION AUTOMOBILE INDUSTRY DEVELOPMENT STRATEGY UNTIL 2020. Executive order of the RF Ministry of Industry and Trade of 23.04.10 319. Predprinimatelskoye Pravo, n.d. (in Russian)) Investment policy and improving business climate Promoting investments into key segments of the value chain such as R&D and design, by providing tax incentives Promoting joint R&D and design programmes Russian trade policy Stronger export orientation; promoting use of Russian raw materials through adoption of mechanisms limiting their import Human capital development policy Training high-technology professionals, implementing upgrading programmes based on on-the-job training at foreign companies S&T and innovation policy Orientation towards medium- and long-term demand: development of fuel supply technologies for multiphase injection Diesels, minimising toxic emissions, all-wheel-drive vehicles, alternative fuels, unmanned vehicles, etc. Industry-specific initiatives: Development of efficient and competitive public transport systems for cities; application of advanced business models to reduce demand for personal cars	Design Supplier's trade mark	Raw materials processing Design (Russia) Pressing Assembly Export Retail (Russia)
Financial services Electronic payment systems	Establishing administrative centre Establishing processing centre Establishing client base (issuing banks, equalising banks) Transaction services	Banks' rent for using payment systems Rent for conducting transactions	Trends Growing international competition: payment systems previously limited to national markets are becoming international Development of e-commerce Development of non-banking financial services Challenges and threats Russian banking sector's reliance on foreign payment systems Entry of new foreign payment systems in the Russian market Reduced competitiveness of the Russian financial services sector Growing popularity of unofficial payment systems External shocks such as political sanctions and global volatility Windows of opportunity Creation of the national payment system to make the industry more independent Development of online transactions, generating more profits for companies Development of the financial sector makes Russia more attractive to foreign investors Transforming the NPCB into an international payment system Role of R&D Mainly connected with information technologies, to make transactions safer and improve data protection	Horizontal measures: Macroeconomic policy Deeper integration of the NPCB into the Russian economy. Improving political climate and Russia's positions in the world Investment policy and improving business climate Promoting investments to develop key segments of this chain Human capital development policy Initiatives to improve financial literacy of the population S&T and innovation policy Further strengthening of the intellectual property system and relevant law enforcement practices in line with the relevant challenges; development of ICT Participation in international economic integration Participation, jointly with strategic partners, in the new international financial initiatives such as the New BRICS Development Bank, Asian Infrastructure Investment Bank, and the envisaged Shanghai Cooperation Organisation's Development Bank. Industry-specific initiatives: Increasing efficiency of the government supervision and control systems (primarily the Central Bank's ones) over Russian banks' activities; further implementation of policies aimed at strengthening the banking sector and improving the relevant legislation, among other things taking into account international standards and practices Promoting development of information technologies	Banks' rent for using payment systems Rent for conducting transactions	Establishing administrative centre (Russia) Establishing processing centre Establishing client base (issuing banks, equalising banks) Transaction services (Russia)

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TRANSLATED VERSION: SPANISH

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VERSION TRADUCIDA: ESPAÑOL

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INTRODUCCIÓN

Las cadenas de valor mundiales (CGV) se han convertido en un elemento clave de la economía mundial (OCDE 2013a). Tanto los países desarrollados como los países en desarrollo participan en ellos, independientemente del nivel tecnológico y del ingreso per cápita. Esto determina el gran interés de la comunidad mundial en comprender la estructura del comercio mundial en términos de valor añadido y cadenas de valor e identificar oportunidades existentes y potenciales para las empresas que se integran en ellas, tanto a nivel nacional como específico de la industria (Kaplinsky 2013).

Al ser un fenómeno relativamente nuevo, pero cada vez más común, las CGV son sometidas a un análisis en profundidad por parte de las principales organizaciones internacionales, como la OCDE, la UNCTAD, la OMC y el G20, a fin de identificar sus posibles efectos positivos y negativos en la economía mundial y las economías de determinados países.

Al mismo tiempo, también está en marcha el trabajo para avanzar en los fundamentos empíricos y metodológicos de la investigación de la CGV (Lundvall et al. 2015; Morrison et al. 2008; Pietrobelli y Rabellotti 2011), que deberían contribuir a aumentar el valor heurístico y la fiabilidad de los resultados de la investigación, la importancia práctica de la I+D pertinente y la validez de las recomendaciones políticas preparadas.

Las tendencias actuales en los estudios destinados a mejorar los enfoques metodológicos de la investigación de la CGV incluyen las siguientes:

- Desarrollo del llamado enfoque industrial de las CGV, analizando sus efectos en niveles más locales, como industrias y clusters específicos.
- La realización de la necesidad de tener en cuenta las características específicas de los sistemas de innovación regionales y nacionales (que en última instancia se convirtió en el factor decisivo cuando adoptamos el enfoque industrial) permite comprender cómo y por qué la participación en las CGV resulta (o no resulta) en cambios reales a nivel de la empresa en determinados países.
- Aumentar el potencial de previsión de la investigación de la CGV para permitir pasar al nivel de planificación estratégica y tomar decisiones políticas relevantes para la participación en las cadenas de valor globales.

Este artículo es un intento de combinar las tres tendencias actuales en la investigación de la CGV. El objetivo es analizar el alcance para mejorar la base empírica y metodológica de la investigación de la CGV y para tomar decisiones políticas relevantes, principalmente mediante la aplicación de componentes de metodología de previsión a ciertas industrias (grupos específicos de productos y servicios) e identificando sus aspectos de innovación y el papel de la I+D.

Con ese fin, sería importante analizar la naturaleza y las principales tendencias de desarrollo de este fenómeno de la economía mundial, las características específicas y los indicadores de rendimiento de la participación de Rusia en las CGV, y el potencial y las limitaciones de los fundamentos teóricos, empíricos y metodológicos de la investigación CGV. La novedad de este trabajo se debe a los resultados presentados de la aplicación de diversas metodologías de previsión para llevar a cabo análisis específicos de la industria,

a través de estudios de casos de producción, exportación y comercialización de varios grupos de productos y servicios, en el avance del enfoque sugerido en Kaplinsky (2004) basado en el concepto dinámico de alquiler en el marco GVC.

CONCLUSIÓN

Aunque los enfoques existentes de la teoría de la CGV se complementan entre sí, la base teórica clásica de la investigación de la CGV no puede describirse como impecable y actualmente se está desarrollando, entre otras cosas mediante las contribuciones de los representantes de las escuelas de economía basadas en la innovación.

Se está desarrollando la base empírica y metodológica de la investigación de la CGV para aumentar la fiabilidad de los resultados de la investigación y su valor de previsión, proponer recomendaciones políticas más válidas y mejorar la planificación estratégica.

La metodología aplicada representa un intento temprano de presentar evidencia de cómo los enfoques de la investigación de las CGV y los sistemas de innovación pueden combinarse para aprovechar los beneficios de estas teorías y evitar sus limitaciones inherentes.

El modelo presentado considera la importancia de las instituciones nacionales para la innovación en las CGV. La aplicación de la metodología Foresight amplía las posibilidades de previsión del análisis y añade dinamismo a este modelo bastante estático.

Todo esto permite aumentar la precisión de la planificación estratégica de la participación de los países en las CGV y mejora la pertinencia del asesoramiento político producido en comparación con los modelos existentes.

TRANSLATED VERSION: FRENCH

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VERSION TRADUITE: FRANÇAIS

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INTRODUCTION

Les chaînes de valeur mondiales (CVM) sont devenues un élément clé de l'économie mondiale (OCDE 2013a). Les pays développés comme les pays en développement y participent, quel que soit leur niveau technologique et leur revenu par habitant. Cela détermine le vif intérêt de la communauté mondiale à comprendre la structure du commerce mondial en termes de valeur ajoutée et de chaînes de valeur et à identifier les opportunités existantes et potentielles pour les entreprises qui s'y intègrent, tant au niveau national que spécifique à l'industrie (Kaplinsky, 2013).

Phénomène relativement nouveau mais de plus en plus courant, les CVM font l'objet d'analyses approfondies de la part d'organisations internationales de premier plan, dont l'ocde, la CNUCED, l'omc et le G20, afin d'identifier leurs effets positifs et négatifs potentiels sur l'économie mondiale et les économies de certains pays.

Parallèlement, les travaux de développement des fondements empiriques et méthodologiques de la recherche sur le GVC sont également en cours (Lundvall et al., 2015 ; Morrison et coll. 2008 ; Pietrobelli et Rabellotti 2011), qui devraient contribuer à accroître la valeur et la fiabilité heuristiques des résultats de

la recherche, l'importance pratique de la R-D pertinente et la validité des recommandations politiques préparées.

Voici les tendances actuelles des études visant à améliorer les approches méthodologiques de la recherche sur le GVC :

- Développement de l'approche dite industrielle des CVM, en analysant leurs effets sur des niveaux plus locaux tels que des industries et des clusters spécifiques.
- La nécessité de prendre en compte les spécificités des systèmes d'innovation régionaux et nationaux (qui sont finalement devenus le facteur décisif lors de l'adoption de l'approche industrielle) permet de comprendre comment et pourquoi la participation aux CVM entraîne (ou n'entraîne pas) des changements réels au niveau des entreprises dans certains pays.
- Accroître le potentiel de prévision de la recherche sur les CVM afin de permettre de passer au niveau de la planification stratégique et de prendre des décisions politiques pertinentes à la participation aux chaînes de valeur mondiales.

Cet article tente de combiner les trois tendances actuelles de la recherche sur le GVC. L'objectif est d'analyser les possibilités d'améliorer les fondements empiriques et méthodologiques de la recherche sur le GVC et de prendre des décisions politiques pertinentes, principalement par l'application de composantes méthodologiques prospectives à certaines industries (groupes spécifiques de produits et de services) et l'identification de leurs aspects d'innovation et du rôle de la R&D.

À cette fin, il serait important d'analyser la nature et les grandes tendances de développement de ce phénomène de l'économie mondiale, les caractéristiques spécifiques et les indicateurs de performance de la participation de la Russie aux CVM, ainsi que le potentiel et les limites des fondements théoriques, empiriques et méthodologiques de la recherche sur le GVC. La nouveauté de ces travaux est due aux résultats présentés de l'application de diverses méthodologies de prévoyance pour effectuer des analyses spécifiques à l'industrie, par le biais d'études de cas sur la production, l'exportation et la commercialisation de plusieurs groupes de produits et de services, dans l'avancement de l'approche suggérée dans Kaplinsky (2004) fondée sur le concept dynamique de loyer dans le cadre du CVM.

CONCLUSION

Même si les approches existantes de la théorie du GVC se complètent mutuellement, le fondement théorique classique de la recherche sur le GVC ne peut être qualifié d'irréprochable et est en cours d'élaboration, entre autres par les contributions des représentants des écoles d'économie axées sur l'innovation.

Les fondements empiriques et méthodologiques de la recherche sur le CVM sont en cours d'élaboration afin d'accroître la fiabilité des résultats de la recherche et leur valeur prévisionniste, de proposer des recommandations politiques plus valables et d'améliorer la planification stratégique.

La méthodologie appliquée représente une tentative précoce de présenter des preuves de la façon dont les approches des CVM et de la recherche sur les systèmes d'innovation peuvent être combinées pour récolter les bénéfices de ces théories tout en évitant leurs limites inhérentes.

Le modèle présenté tient compte de l'importance des institutions nationales pour l'innovation dans les CVM. L'application de la méthodologie Foresight élargit les possibilités de prévision de l'analyse et ajoute du dynamisme à ce modèle plutôt statique.

Tout cela permet d'accroître l'exactitude de la planification stratégique de la participation des pays aux CVM et d'améliorer la pertinence des conseils politiques produits par rapport aux modèles existants.

TRANSLATED VERSION: GERMAN

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

ÜBERSETZTE VERSION: DEUTSCH

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EINLEITUNG

Globale Wertschöpfungsketten (GGB) sind zu einem Schlüsselement der Weltwirtschaft geworden (OECD 2013a). Industrie- und Entwicklungsländer beteiligen sich gleichermaßen daran, unabhängig vom technologischen Niveau und dem Pro-Kopf-Einkommen. Dies bestimmt das große Interesse der Weltgemeinschaft, die Struktur des Welthandels in Bezug auf Wertschöpfung und Wertschöpfungsketten zu verstehen und bestehende und potenzielle Möglichkeiten für Unternehmen zu identifizieren, die sich sowohl auf nationaler als auch auf branchenspezifischer Ebene in sie integrieren (Kaplinsky 2013).

Da es sich um ein relativ neues, aber immer häufiger es werdendes Phänomen ist, werden die globalen Wertschöpfungsarten von führenden internationalen Organisationen wie der OECD, der UNCTAD, der WTO und den G20 eingehend analysiert, um ihre potenziellen positiven und negativen Auswirkungen auf die Weltwirtschaft und die Volkswirtschaften bestimmter Länder zu ermitteln.

Gleichzeitig sind auch die Arbeiten zur Förderung der empirischen und methodischen Grundlagen der GVC-Forschung im Gange (Lundvall et al. 2015; Morrison et al. 2008; Pietrobelli und Rabellotti 2011), die zur Steigerung des heuristischen Wertes und der Zuverlässigkeit der Forschungsergebnisse, der praktischen Bedeutung relevanter F&E und der Gültigkeit der vorbereiteten politischen Empfehlungen beitragen sollten.

Zu den aktuellen Trends in Studien zur Verbesserung methodischer Ansätze in der GVC-Forschung gehören:

- Entwicklung des so genannten industriellen Ansatzes für gmo, indem ihre Auswirkungen auf lokalerebenen Ebenen wie bestimmte Industrien und Cluster analysiert werden.
- Die Erkenntnis, dass die Besonderheiten regionaler und nationaler Innovationssysteme berücksichtigt werden müssen (die letztlich zum entscheidenden Faktor bei der Einführung des industrialistischen Ansatzes wurden), ermöglicht es zu verstehen, wie und warum die Beteiligung an den GMO-Ergebnissen (oder nicht zu ergebnissen) bei tatsächlichen Veränderungen auf Unternehmensebene in bestimmten Ländern erfolgt.
- Erhöhung des Prognosepotenzials der GVC-Forschung, um den Übergang auf die strategische Planungsebene zu ermöglichen und politische Entscheidungen zu treffen, die für die Teilnahme an globalen Wertschöpfungsketten relevant sind.

Dieses Papier ist ein Versuch, alle drei aktuellen Trends in der GVC-Forschung zu kombinieren. Ziel ist es, die Möglichkeiten zur Verbesserung der empirischen und methodischen Grundlagen der GVC-Forschung und zur Getroffenen relevanten politischen Entscheidungen zu analysieren, vor allem durch die Anwendung vorausschauender Methodenkomponenten auf bestimmte Branchen (spezifische Produkt- und Dienstleistungsgruppen) und die Ermittlung ihrer Innovationsaspekte und der Rolle von Forschung und Entwicklung.

Zu diesem Zweck wäre es wichtig, die Art und die wichtigsten Entwicklungstrends dieses globalen Wirtschaftsphänomens, spezifische Merkmale und Leistungsindikatoren für die Beteiligung Russlands an globalen Wertschöpfungszahlen sowie das Potenzial und die Grenzen theoretischer, empirischer und methodischer Grundlagen der GVC-Forschung zu analysieren. Die Neuheit dieser Arbeit ist auf die vorgestellten Ergebnisse der Anwendung verschiedener Vorausschaumethoden zurückzuführen, um branchenspezifische Analysen durch Fallstudien über Produktion, Export und Vermarktung mehrerer Produkt- und Dienstleistungsgruppen durchzuführen, um den in Kaplinsky (2004) vorgeschlagenen Ansatz auf der Grundlage des dynamischen Mietkonzepts im GVC-Rahmen zu fördern.

SCHLUSSFOLGERUNG

Auch wenn sich die bestehenden Ansätze der GVC-Theorie ergänzen, kann die klassische theoretische Grundlage der GVC-Forschung nicht als fehlerfrei bezeichnet werden und wird derzeit unter anderem durch Beiträge der innovationsbasierten Wirtschaftsschulvertreter entwickelt.

Die empirische und methodische Grundlage der GVC-Forschung wird entwickelt, um die Zuverlässigkeit der Forschungsergebnisse und ihren Prognosewert zu erhöhen, gültigere politische Empfehlungen vorzuschlagen und die strategische Planung zu verbessern.

Die angewandte Methodik stellt einen frühen Versuch dar, Beweise dafür zu liefern, wie die Ansätze der Forschung auf dem gesamtwirtschaftlichen Arten-Raum und in der Forschung über Innovationssysteme kombiniert werden können, um die Vorteile dieser Theorien zu nutzen und gleichzeitig ihre inhärenten Einschränkungen zu vermeiden.

Das vorgestellte Modell berücksichtigt die Bedeutung nationaler Institutionen für Innovationen in den GVC. Die Anwendung der Foresight-Methodik erweitert die Prognosemöglichkeiten der Analyse und verleiht diesem eher statischen Modell Dynamik.

All dies ermöglicht eine höhere Genauigkeit der strategischen Planung der Beteiligung der Länder an globalen Wertschöpfungsgütern und verbessert die Relevanz der im Vergleich zu den bestehenden Modellen erstellten politischen Beratung.

TRANSLATED VERSION: PORTUGUESE

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VERSÃO TRADUZIDA: PORTUGUÊS

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INTRODUÇÃO

As cadeias globais de valor (gvc) tornaram-se um elemento-chave da economia mundial (OCDE 2013a). Participam dos países desenvolvidos e em desenvolvimento, independentemente do nível tecnológico e da renda per capita. Isso determina o interesse da comunidade global em entender a estrutura do comércio global em termos de cadeias de valor agregado e valor e identificar oportunidades existentes e potenciais para as empresas que se integram a elas, tanto nos níveis nacional quanto no setor (Kaplinsky 2013).

Sendo um fenômeno relativamente novo, mas cada vez mais comum, os gvc são submetidos a análises aprofundadas por organizações internacionais líderes, incluindo a OCDE, a UNCTAD, a OMC e o G20 para identificar seus potenciais efeitos positivos e negativos na economia global e nas economias de determinados países.

Ao mesmo tempo, também está em andamento o trabalho de avanço dos fundamentos empíricos e metodológicos da pesquisa GVC (Lundvall et al. 2015; Morrison et al. 2008; Pietrobelli e Rabellotti 2011), que devem contribuir para o aumento do valor heurístico e da confiabilidade dos resultados da pesquisa, a importância prática de P&D relevante e a validade de recomendações políticas preparadas.

As tendências atuais em estudos que visam melhorar as abordagens metodológicas para a pesquisa de GVC incluem o seguinte:

- Desenvolvimento da chamada abordagem industrialista aos gvc, analisando seus efeitos em níveis mais locais, como indústrias específicas e clusters.

- Perceber a necessidade de levar em conta características específicas dos sistemas de inovação regionais e nacionais (que, em última análise, se tornou o fator decisivo quando adotamos a abordagem industrialista) permite compreender como e por que a participação nos resultados dos gvcs (ou não resulta) em mudanças reais no nível da empresa em determinados países.
- Aumentar o potencial de previsão da pesquisa GVC para permitir passar para o nível de planejamento estratégico e tomar decisões políticas relevantes para a participação em cadeias globais de valor.

Este artigo é uma tentativa de combinar todas as três tendências atuais na pesquisa de GVC. O objetivo é analisar o escopo para melhorar a base empírica e metodológica da pesquisa GVC e para a tomada de decisões políticas relevantes, principalmente por meio da aplicação de componentes da metodologia de previsão para determinadas indústrias (grupos específicos de produtos e serviços) e identificação de seus aspectos de inovação e o papel da P&D.

Para isso, seria importante analisar a natureza e as principais tendências de desenvolvimento desse fenômeno da economia global, características específicas e indicadores de desempenho da participação da Rússia nos gvcs e o potencial e limitações dos fundamentos teóricos, empíricos e metodológicos da pesquisa GVC. A novidade deste trabalho deve-se aos resultados apresentados da aplicação de diversas metodologias de previsão para a realização de análises específicas do setor, por meio de estudos de caso de produção, exportação e comercialização de diversos grupos de produtos e serviços, no avanço da abordagem sugerida em Kaplinsky (2004) com base no conceito dinâmico de aluguel no quadro GVC.

CONCLUSÃO

Embora as abordagens existentes da teoria GVC se complementem, a clássica base teórica da pesquisa GVC não pode ser descrita como impecável e está sendo desenvolvida, entre outras coisas, pelas contribuições dos representantes escolares de economia baseada em inovação.

A base empírica e metodológica da pesquisa GVC está sendo desenvolvida para aumentar a confiabilidade dos resultados da pesquisa e seu valor de previsão, propor recomendações políticas mais válidas e melhorar o planejamento estratégico.

A metodologia aplicada representa uma tentativa inicial de apresentar evidências de como as abordagens dos gvcs e da pesquisa de sistemas de inovação podem ser combinadas para colher os benefícios dessas teorias, evitando suas limitações inerentes.

O modelo apresentado considera a importância das instituições nacionais para a inovação nos gvcs. A aplicação da metodologia Foresight amplia as possibilidades de previsão da análise e adiciona dinamismo a esse modelo bastante estático.

Tudo isso permite aumentar a precisão do planejamento estratégico da participação dos países nos gvcs e melhora a relevância dos conselhos políticos produzidos em relação aos modelos existentes.