

Strategic Planning and Systemic Optimization of the National Economy

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Received December 14, 2021; revised December 28, 2021; accepted December 30, 2021

Abstract—The article proposes an up-to-date version of the concept of strategic planning, taking into account the dynamics and state of economic theory, economic policy, economic management, as well as the features of the functioning of the national economy of Russia. A set of decision-making principles is being formed at all levels of management. The possibilities of applying the experience of developing and implementing the System for the Optimal Functioning of the Economy (SOFE), created in the 1980s at the Central Economics and Mathematics Institute of the USSR Academy of Sciences, are explored. The concepts of “optimization,” “strategy,” and “strategic planning” are being revised. An attempt is being made to synthesize three main approaches to building a theoretical basis for improving economic management—strategic, optimization, and ecosystem—aimed at achieving the goals of coevolutionary development of economic theory, management methodology and economic practice. The importance of developing the ecosystem structure of the economy is confirmed by an estimated calculation of the impact of this process on Russia’s GDP growth.

Keywords: strategy, strategic planning, optimization, socioeconomic ecosystem

DOI: 10.1134/S1075700722030054

The need for the country’s transition to managing the development of the economy and society on the basis of strategic planning is now recognized by almost the majority of scientists, politicians, and managers [1–6]. As is known, the adoption of the federal law On Strategic Planning in the Russian Federation, dated June 28, 2014, no. 172-FZ did not lead to the desired result, despite a significant number of regulations adopted to implement this law [7–9]. The reasons are usually associated with insufficient elaboration of the law, incomplete coverage of potential participants in the development and implementation of strategic plans, including commercial and nonprofit organizations, government bodies, research centers, etc. Many see the reasons in the state of the economy and society, the fragmentation of the interests of economic entities and government bodies and, finally, in the trend of abandoning any kind of planning, which was formed in the “dashing 90s.” All these factors played their role; however, in our opinion, the main factor was the fundamental theory of strategic planning and management lagging behind the radical and rapid changes that have taken place over the past decades in the organization, technology and target structure of social production. Under the new conditions, the methodology of strategic planning, formed mainly in the second half of the 20th century, in the works of such luminaries as A. Chandler, I. Ansoff, G. Mintzberg, R. Ackoff and oth-

ers, is not completely relevant and requires significant revision [10–14].

It should be emphasized that the methodological problems, successes and failures of strategic planning are closely related to the dynamics of the development of fundamental economic theory and, in particular, the theory of the firm. The rejection of many provisions of the neoclassical paradigm, increased attention to institutional economic theory, as well as to the evolutionary concept and behavioral economics, led to an increase in the eclecticism of economic theory and, accordingly, to the deformation of the economic and theoretical basis of strategic planning. The prospects for restoring this base and creating a reliable foundation for building a methodology and methodology for strategic planning should, in our opinion, be associated with the development of systemic economic theory [15], focused on eliminating inconsistencies in the descriptive and normative components of economic theory and overcoming the fragmentation of the economy as a subject of research and management. A significant role here should be played by the deepening and dissemination of ecosystem socioeconomic thinking, focusing on the problems of the integrity and stability of economic and social systems, the strategic interaction of autonomous participants in the production, distribution, exchange and consumption of economic goods.