задача анализа потребительских запросов, дифференциации клиентов по различным параметрам – например, географическому положению точки, из которой поступает запрос на сайт, глубине просмотра информации, размещенной на сетевом ресурсе, и другим.

Таким образом, система маркетинговой информации – постоянно действующая система взаимосвязи людей, оборудования и методических приемов, предназначенная для сбора, классификации, анализа, оценки и распространения актуальной, своевременной и точной информации для использования ее распорядителями сферы маркетинга с целью совершенствования планирования, претворения в жизнь и контроля за исполнением маркетинговых мероприятий – т. е. управления деятельностью организации.

# TECHNOLOGICAL PARKS EFFICIENCY ASSESSMENT

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Abstract. *The article discusses the methodological aspects of assessing the effectiveness of the technopark as a subject of innovation infrastructure, taking into account the interests of the region's industry, investors, local authorities. The organization of monitoring the efficiency of the functioning of technological parks on the basis of the proposed system of indicators is an integral element of their management, allowing to make the necessary management decisions that correct the strategy and tactics of the development of these projects. Based on the systems of performance indicators, it is also possible to build a rating for the development of technological parks, which allows government authorities to track the dynamics of the state and development of industrial parks, to roughly evaluate the effectiveness of the PRC regions in attracting potential residents – investors.*

Keywords: technological parks, efficiency assessment, the effectiveness of the technopark.

Technoparks are a strategic tool for the policy of new economic development in different countries of the world. By attracting and concentrating financial and intellectual resources, they become driving factors in the economic and social development of cities, countries and regions. Technoparks belong to special institutional formations, the task of which is to form the infrastructure of entrepreneurial activity. Technology parks, which are also known as science parks, research parks, innovation centres, and technopoles, are important policy components of research and innovation local ecosystems.

The formation of high-tech industries, the creation of new jobs, the improvement of the qualifications of workers, the improvement of management structures are important tasks for improving the functioning of the business. The drivers of the growth of economic systems are special sites for the location of industrial production - technological parks, which provide a single infrastructure, tax preferences, which can significantly reduce the costs of operating enterprises. In addition, technological parks are an effective tool for attracting investments due to the unification of industrial and innovative enterprises on their basis.

It is important to note that it is rather difficult to accurately assess the efficiency of technological parks and the degree of their impact on the economy of the constituent entities due to the fact that technological parks are not an independent object of statistical observation. This circumstance determines the particular relevance of studying and improving the system for monitoring the activities of industrial sites.

Among the factors that determine the need for a comprehensive assessment of the efficiency of the functioning of technological parks are:

– The growing popularity of parks, their diversity has led to the need to assess the effectiveness of their functioning, as well as to determine the nature and degree of their influence on the economic development of the regions in which they are located;

– The growth of investments aimed at creating parks and the necessary infrastructure, in conditions of limited budgetary funds, require a deeper feasibility study and confirmation of the feasibility of capital investments in the corresponding industrial sites.

Given the diversity of industrial sites and the lack of necessary information about the conditions

and results of their work, the choice of an investor is very difficult. The presence of such an indicator of the "success" of the technological park functioning will facilitate the search for a site by investors to locate their production, and will significantly reduce the investor's transaction costs.

The methodology for assessing the efficiency of technological parks with the possibility of their systematization (clustering), proposed by Z. Helwig, is based on the use of a taxonomic indicator of the level of development [1]. It is a synthetic quantity, "the resultant" of all the features that characterize objects, and allows you to linearly order the elements of the studied population.

It is necessary to consider in more detail the content of the method in relation to the object of research. Thus, all industrial parks have a number of different features. Data on them can be presented in the form of a matrix, in which industrial parks form rows, and features – columns. This matrix is called the observation matrix.

Due to the fact that the considered features are indicators characterizing various properties of an object and, accordingly, having different contents and units of measurement, it is necessary to standardize them. According to the taxonomy method, the value of the indicator is replaced by a coefficient that characterizes the ratio of the deviation of each specific characteristic from the average value of the characteristic for all objects to the standard deviation for this characteristic.

The next step in building the performance indicator is the differentiation of the features of the observation matrix. They are divided into stimulants, signs that have a positive, stimulating effect on the level of development of objects, and de-stimulants, which have an inhibitory effect.

Taxonomic distance characterizes the degree of distance of the object under study from the closest competitor or from the reference sample. The obtained distances serve as initial values for calculating the indicator of the efficiency of technological parks.

The value of the taxonomic indicator of development can take values in the range from 0 to 1 ($0 < K < 1$). The higher it is, the higher the efficiency of the technological park [2]. This indicator allows you to compare multidimensional objects, characterized by a large number of features, to arrange them according to the level of development. The undoubted advantage of the taxonomic method, which makes its widespread use possible, is the process of standardization of indicators, as a result of which the properties of an object, described by various qualitative and quantitative indicators, are converted into a single standardized measurement system, as well as its ease of use.

To calculate the integral indicator of the efficiency of the functioning of technological parks, a system of indicators has been developed.

The organization of monitoring the efficiency of the functioning of technological parks on the basis of the proposed system of indicators is of great interest to both regional authorities and residents and is an integral element of their management, allowing them to quickly make the necessary management decisions that correct the strategy and tactics of the development of these projects. Based on the systems of performance indicators, it is also possible to build a rating for the development of technological parks, which allows government authorities to track the dynamics of the state and development of industrial parks, to roughly evaluate the effectiveness of the PRC regions in attracting potential residents – investors.

For residents, it will facilitate the assessment and selection of a site for locating their production. For the management company, it will create an incentive for the development and improvement of the quality of services provided in order to increase the park's place in the rating.

The system of indicators for assessing the efficiency of the functioning of technological parks includes:

1. Indicator of the use of public funds that shows the effectiveness of the use of funds.

2. Park development stage indicator that shows the share of development costs.

3. Index return on assets that characterizes the return on the use of the assets of the technological park.

4. Permanence indicator of residents that shows the loyalty of enterprises to long-term investments in the park.

5. Technological park occupancy rate, it shows the demand for park areas.

6. Service provision level that shows the volume of relevant services provided by the management company.

7. Infrastructure Investment Performance Indicator that shows the development of production from funds invested in infrastructure.

The rating of the development of industrial parks must comply with the principle of "transparency", i. e. the algorithm and the list of indicators are open, which allows specialists to improve this technique by including additional indicators, which will increase its accuracy. The

method is also based on the use of objective statistical data, and not on the subjective assessments of individual experts. Thus, the DEGA MARKET company, which compiles the rating of industrial parks of the PRC, 59, does not disclose the methodology for its compilation, which, in turn, makes it impossible to assess its objectivity and further use. Thus, technological parks today are a catalyst for industrial activity in the regions of the PRC. However, significant differentiation in the level of their development is evident. Due to the fact that these parks are largely financed by public investments, there is a need to assess the effectiveness of their activities and identify the main development problems, as well as assess the risks associated with the allocation of public funds in this area. Improving monitoring based on the proposed methodology will be the key to further advanced development of technological parks, which, in turn, will lead to socio-economic multiplier effects.

The final choice of one or another type of park for a resident largely, in our opinion, depends on the scale of the intended production; the larger the production of a potential resident, the more preferable is the Greenfield type, for small industries the type of industrial park Brownfield is more suitable. The smaller the size of the investor company, the more important it is for him to have an industrial park and a management company. For small and medium-sized businesses, the existence of an technological park is decisive. Many companies won't start production without it. Thus, industrial parks are expedient not so much for attracting foreign investment as for increasing entrepreneurial activity within the country.

The status of a resident of a technological park often implies benefits provided by the state. But these conditions are implemented differently in different parks. To a large extent, the set of benefits depends on the region in which one or another industrial park is based. Two types of government subsidies should be distinguished to support the development of industrial parks. These are subsidies to organizations (management companies) and subsidies for the creation of infrastructure. In addition, each region can create its own system of incentives for such objects. For example, support is expressed in the establishment of tax incentives for organizations' property and rent for the use of a land plot, as well as a reduced tax rate for corporate income tax.

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# CHINA'S ECONOMIC DEVELOPMENT STUDY

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Abstract. *The article discusses the theories of economic growth to explain China's economic development. This article reviews some of the most prominent theories of economic development. These theories describe tools and strategies for making development goals achievable. China has faced criticism about how its economy has been able to sustain an average annual growth of almost 10%, though this has slowed in the last few years, with a growth of 8.1% in 2021, still within China's growth targets. Economic base theory and Neoclassical Growth Theory are the most suitable to explain China's economic growth.*

Keywords: economic growth theories, economic development study, China's economic development.

The Chinese economy has enjoyed nearly 30 years of rapid growth. China is in rapid advance of industrialization and urbanization development stage, with the development of economy and greater support material technology base, with the increasing market demand, has the rich resources and the increasing improvement of the overall quality of labor force, a group of dynamic