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Research paper



Dynamics of Goals and Methods of Forecasting Social Phenomena and Processes

Frida Zakharovna Michurina1, Dmitriy Vyacheslavovich Klimov2

1Perm State Agrarian and Technological University, Petropavlovskaya Street, 23, 614990, Perm, Russia
2Perm State Agrarian and Technological University, Petropavlovskaya Street, 23, 614990, Perm, Russia, Perm State National Research University, Bukireva Street, 15, 614990, Perm, Russia

Abstract

The article shows the differentiation of new directions of forecasting, differing in goals and methods of implementation. The first direction reflects the formation of private forecasts and the selection of necessary innovations on their basis. The second one is due to the formation of globalization processes, reflects the need to take into account their influence and serves to make decisions in the field of economic policy. The third direction of predictive research is based on studying the living conditions of the population and aimed at achieving social well-being. The methodological approach combining extrapolation and standards (of the need and potential) in the process of forecasting is positioned in the article as appropriate.

Keywords: *dynamics, forecasting, goal, infrastructure, method, phenomenon, process, production, region.*

1. Introduction

The well-known philosophical idea that explanation is a function of science [1] justifies the statement of an issue of certain transformation of objectives of forecasting as probabilistic scientific foresight in the development of research practice in Russia. In the preliminary formulation, it is possible to answer it, giving one of the main reasons for this transformation. A planned economy, with its inherent socialist practice of social protection, dictated to primary economic actors – people, enterprises of material production and other organizations – certain rules of life and activity. The research support for preplanned forecasting was in full accordance with these rules. A change in the social and economic structure of society could not but affect the entire forecasting system, as well as its scale and objectives.

The identification of the main directions that are most applicable to the formulation of forecasts in modern research practice, the definition of typical and unique features of these directions is a very difficult task. Its implementation is useful for making summary conceptual conclusions about the most appropriate and effective forecasting solutions. This is the main goal of this research. In the authors' opinion, the novelty of the development firstly consists in identifying the directions of modern research practice of forecasting, showing the merits and limitations of each of them by using comparative analysis, as well as in assessing the methodological approaches to the fulfillment of forecasts. Secondly, the novelty also implies the models of the interaction of already existing traditional and new knowledge presented in this article, with the constantly updated social order. They serve as the basis for such forecasting, which precedes making decisions on the formation of adequate socio-economic policies pursued at different territorial levels.

1.1 Statement of the Issue under Study

In scientific literature, debates on the dynamics of the processes are rather interesting. The scientific community's understanding of the root cause of numerous transformations, both in life practice and in scientific research, is reflected in many publications. For example, one of the scientific articles of Academician Sharygin [2, p. 19] reflects in vivid expressions the modern vision of the goal and objectives of scientific research, including forecasting, which, in his words, "is oriented to the needs of the market situation and consumer society".

The current market situation inevitably dictates the formation of features in the creative search for scientists, modifies the worldview. Despite the fact that a creative society needs to generate ambitious ideas, the material basis for conducting many studies, provided with financial support from interested companies, usually stimulates the empirical approach, the factual orientation of forecasting, the formation of specific goals and the selection of a corresponding set of methods. This direction of the currently widely used research forecasting in Russia is justified to be attributed to the first of the most noticeable trends that clearly manifest themselves in the course of modifications of the purpose and methods of the forecasts implemented.

Forecasting the development of network forms of trade, which is described in this article, serves as an illustration of the formation of such specified determination of the prospects of activities of two trade networks, the purpose of which is to determine the scope of marketing innovations. This direction of forecasting is conditioned by the competition in the market infrastructure that connects production and consumption.

The determination of the prospects for the functioning of major regional and national economic entities is the second direction in the development of research forecasting, which is rather significant and no less interesting. This is also not accidental due to their

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participation in global integration processes. To a certain extent, such forecasting is justified to be attributed to the opposite direction of the development of the process of determining the prospects with the forecasting of larger-scale phenomena of public life.

In the recently published monograph "Regional Capital", the authors foresee the future in the development of research forecasting and rightly note as follows: deep socio-economic upheavals of the 1990s virtually abolished the state forecasting and planning system that had developed before. Hopes for a self-regulating function of the market turned out to be illusory. They came into conflict both with the actual practice of developed market economies and with the needs of Russian business and the Russian state. The process of formation of a new forecasting and planning model has begun since 1994 with regard to the needs of present-day Russia [3, p.499].

The formulation of concepts aimed at making long-term and medium-term forecasts in the form of strategic documents and programs is the most vivid manifestation of the development of forecasting in this direction. The formation of such documents is preceded by the study of the patterns and factors that influence certain processes [4, 5]. Such forecasts are based on the use of original information [6, 7, 8, 9]. The study of the influence of the external environment on agricultural production with the predictive assessment of optimization of the use of the available potential with the purpose of improving the economic efficiency of the activities can be considered the implementation of this tendency. The results of this study are presented in the monograph [10]. This kind of forecast is based on the use of different scales of the statistical base with regard to a subject-object range of the studied territorial taxa and primary economic actors, as well as to the time interval of the study.

It is based on the multilevel study of the influence of global, national, regional and sectoral environmental factors with the differentiation of factors of each level into economic, political, social, environmental, natural, technological, legal, military and information factors. Since the levels of study are differentiated and the operational territorial cells are numerous and hierarchical (major economic regions and their constituent subjects of the federation – territories, regions, republics, municipalities), the forecast is inevitably based on the extensive use of classifications and typologies. Systematization, in this case, is a very important forecasting tool, which is a distinctive feature of the second direction of new research activities.

An example of such direction of forecasting the development of the whole sphere of material production as agriculture is given in this text with regard to the optimization of production volumes conditioned by the natural potential and the influence of factor elements of the environment for three types of enterprises operating in major economic regions of the Russian Federation. The specific nature of the objectives of the forecast and the scale of study (the territorial aggregates of production entities) conditioned and determined the uniqueness of the methodological approach and the use of mathematical processing of the information used.

Drawing the attention of the reader again to the reality of the modern socio-economic structure of society based on private ownership of the means of production and related problems, one more objective fact of changes in the goals and methods of forecasting should be noted. Inflation processes, a lack of jobs and inequality in income distribution are prerequisites for the formation of socioeconomics [11] as an area of scientific research of a regional scale, which is objectively necessary for tracking situations that provoke social tension in society.

This reality is expressed in the objectivity of the formation of the third direction of research forecasting in determining the prospects for the growth of well-being, the level and quality of life of the population in the regions of the country. This forecasting direction can be related to the intermediate level between the first, narrowly specified level and the second one, which takes into account global economic and political processes. This objective choice to identify social trends includes an original goal aimed at determining approaches and ways to achieve the necessary state of the territorial communities of the population, which would eliminate or minimize social tension in society. In this case, the forecast is aimed at the substantial assessment of the effect of the identified causes and choosing regulatory methods that eliminate negative phenomena and stimulate positive ones. In this text, this kind of forecast is shown through the example of the dynamics of consumer price indices and forecasting the material well-being of citizens on this basis, which is very important for regulating social relations among population groups in the regions of the Russian Federation.

Without claiming to provide an exhaustive analysis of three directions in the dynamics of the goals and methods of forecasting associated with the transformation in the structure of society, the authors of this article want to express an optimistic attitude to the assessment of the current formation of field-specific forecasting goals called in the text the first direction in the development of forecasting – it is necessary for modern market conditions of management, although it reflects certain one-sidedness, mosaicism and industry-specific pragmatism of forecasts.

From the authors point of view, one can positively evaluate the second direction aimed at taking into account global changes in the world practice of the exchange of products and determining the forecast target factors of the influence of the external environment both on production and on the exchange among large territories.

The study of the trends with the forecasting of the level of well-being and the prospects for relieving the social tension both in the country as a whole and in its regions is necessary and of great importance as well. This reflects the third of the mentioned forecasting directions.

The authors' idea is not only to show the inevitability of all modifications in the trends of development of research forecasting, but also to determine the expediency of choosing the most significant methodological approaches that contribute to the implementation of the conceptual role of forecasting in determining social and economic policies at the federal, regional and municipal levels [12, p. 20].In this regard, the article presents the authors' models characterizing the interrelation between predictive scientific research and the practice of life activity and the logic of the applicability of extrapolation and regulatory forecasting. In the authors' opinion, they bring the three indicated directions together, bringing the forecasting back into the conceptual line of the close relationship between the practice of research and the practice of business and management.

2. Methods

The research conducted by the authors extensively uses monographic, economic-statistical and modeling methods. Mathematical modeling was applied and logical models were developed. The latter are given in this article in the form of schemes. The method of systematization turned out to be indispensable in creating a typology of territories and differentiating the levels of influence of the external environment and its factor elements. The index method in studying the dynamics of phenomena and the extrapolation method in predictive conclusions are also among the ones used in research.

3. Results

Differentiation of forecasting directions. The completed research, the results of which are presented in this article, is based on the formulation of the question, which is briefly described above and interprets the existence of the process of development of research forecasting in the new socio-economic structure of Russia. The authors will consistently present three revealed directions of de-

velopment of this process through the examples characterizing them.

3.1 The First Direction: The Formation of Specific Departmental and Sectoral Forecasts

In the authors' opinion, this direction includes forecasting on the basis of marketing research, carried out for trade networks that are part of the market infrastructure. The request made by market agents to determine the prospects for the competitiveness of various network enterprises is quite logical. In response to this request, predictive assessment is carried out, for example, by the criterion of the quality of the products sold and a large variety of products [13, pp. 10-12] or based on the study of consumer preferences for service maintenance [14, pp. 84-88].The expediency of such assessment is obvious.

The fact is that the Russian retail market increasingly uses network forms of trade. Retail chains such as Magnit (14,000 stores), Dixy (3,628), Lenta (195), which are interested in constructing their market strategy, defeating competitors and filling new market niches, are widespread. Researchers distinguish the growth in the composition of chain stores, as well as the cost of promotional activities. These activities include free tasting, the provision of new products along with the purchased goods [15, p. 4]. These events (promotional campaigns) were more often held in the retail chain Magnit (10 promotional campaigns during the fourth quarter of 2016) than in Dixy (5 promotional campaigns). Responding to the request of these retail chains, an analysis of the state and trends of development was conducted to make the predictive conclusions.

Comparison of the possibilities of retail chains has allowed determining the leadership of the retail chain Magnit, the market strategy of which is to maintain the prevailing position in the market, while the retail chain Dixyis recommended to use a "flank attack" strategy in the search for such a demand, which is not satisfied by a larger company. Dixy is advisable to search for hidden and deferred demand. This demand is satisfied with products on cut-price offers. In addition, the search for hidden demand is recommended to be carried out by diversifying the product range, including by introducing its own brands in the general trading range of its chain stores.

Having determined (in the regions where the mentioned retail chains are located) the share of the population with incomes not exceeding the subsistence level, this value can be considered as the one determining the number of potential participants in promotional campaigns. At the same time, the extrapolation dynamics of the population's incomes in the regions of the country where the mentioned retail chains are located helps to predict the nature of their functioning in the future. The comparative analysis and extrapolation form the basis of the methods of the first direction of forecasting with the aim of solving narrowly departmental tasks with the satisfaction of the needs of agents – subjects of the infrastructural environment, participants in market relations. Statistical comparison and customer survey in the assessment of consumer preferences are widely used as forecast methods to determine a set of marketing innovations.

3.2 The Second Direction: The Formation of Forecasts of the Impact of Large-Scale Phenomena – Globalization and the Internationalization of the Economy

Describing the second direction in the development of forecasting, let us turn to the study of the environmental impact on agricultural production. It differs from the previous one in its scale of territorial coverage (all economic regions of Russia) and the analyzed period covering the 25-year period (1990-2015). Besides, the difference consists in the purpose of the forecast preceding the formation of elements of federal and regional economic policy, based on taking into account the impact of a multilevel and multiple-factor environment on material production as the basis of the country's economy.

The extrapolation forecast is preceded by the analysis of the dynamics of the environmental impact on agriculture with its differentiation into the global, national, regional and sectoral levels. This approach forms several stages of research. In turn, a number of sequential actions are used as part of the stages. The stages correspond to the mentioned levels; the actions reflect the calculated conversions order to obtain an integrated (summary) indicator of the influence of factors, including, in turn, a set of statistically expressed factor elements.

Here is a fragment of methodology comprising the sequence of actions of a stage of determining the dynamics of the impact of the external environment of one of the levels (the global one) for predictive conclusions on its impact based on calculations.

1) Comparison of values of factor elements (economic, political, social, technological, information, military, environmental, natural ones) by using a special technique that involves the recalculation of actual values, correlating them with mean values and measuring in proportions that vary within certain limits. A list of factors and their values is available in the monograph [10, pp.445-455].

2) Identification of the influence of factors on each other.

3) Calculation of a global integral indicator, taking into account the interrelation and mutual influence of its factor elements. An example of the calculation result is given in Table 1 [10, p. 228].

Table 1:. Global integral indicator

Years	The sum of factor elements, proportions	Multidimensional mean value of factor elements, proportions	Global integral indicator (coefficient)
1991	59.618	0.710	1.497
1992	60.064	0.715	1.531
1993	62.372	0.743	1.714
1994	66.421	0.791	2.070
1995	66.268	0.789	2.056
1996	66.105	0.787	2.041
1997	65.506	0.780	1.986
1998	66.327	0.790	2.061
1999	70.600	0.840	2.486
2000	77.062	0.917	3.233
2001	72.792	0.867	2.725
2002	71.856	0.855	2.621
2003	73.905	0.880	2.851
2004	78.093	0.930	3.364
2005	82.279	0.980	3.935
2006	88.364	1.052	4.874
2007	96.800	1.152	6.407
2008	98.563	1.173	6.764
2009	93.354	1.111	5.747

2010	102.214	1.217	7.543
2011	107.511	1.280	8.778
2012	113.301	1.349	10.274
2013	113.804	1.355	10.411
2014	120.857	1.439	12.469
2015	125.963	1.500	14.118

The dynamic range of the estimate indicators of Table 1 shows not only the growing environmental impact on Russia's agriculture over time and the noticeable impact of the social process of globalization on production but also the expediency of determining the territorial differences of this influence within a large country. A series of tables with calculated integral indicators of different levels by economic regions for each type of rural commodity producers (agricultural organizations – enterprises, major farms and households) enables to differentiate predictive conclusions. The basis for this is the typology of territories using models of a multilevel external environment, reflecting the values of the target levels of its factor elements.

The difference in environmental impact indicators of different levels is shown for one of the types of farming – agricultural organizations in Table 2 [10, p. 283] as a fragment of research for forecasting the development of agriculture in Russian regions.

Table 2:. The value of environmental impact indicators used to maximize the volume of agricultural production in agricultural organizations of major economic regions of Russia, proportions

Major economic regions	Global integral indicators	National integral indicators	Regional integral indicators	Sectoral integral indicators
Central	14.118	0.640	1.384	4.929
Central Black Earth	1.497	13.690	1.241	6.728
Volgo-Vyatsky	1.497	13.690	1.444	5.459
Northern	1.497	0.640	8.408	4.723
Northwestern	14.118	0.640	8.747	5.137
Privolzhsky	1.497	13.690	1.517	4.639
North-Caucasian	1.497	13.690	1.393	7.351
Ural	1.497	13.690	1.482	4.562
West Siberian	14.118	13.690	1.303	5.593
East Siberian	1.497	13.690	1.425	4.988
Far Eastern	1.497	13.690	1.289	6.653

Forecasting calculations of target levels of factor elements of the external environment, the value of which can contribute to maximizing the volume of production in agriculture, is a definite result of the study aimed at determining the prospects. In addition, the identification of six territories of the Russian Federation by the criterion of varying degrees of impact and the unequal combination of the impact of factors of different levels (global, national, regional and sectoral ones) was a rather significant result.

The economic models were created based on this typology; they maximize the agricultural output, taking into account the target levels of factor elements of the external environment. They allowed making predictive calculations of the volume of production of a number of major livestock and crop production, which are of interest when compared with the actual indicators of such production at the beginning of the transformation of the socioeconomic structure of society in Russia (1991) and in 2015 – close to modern times. An example of final values of the fact and forecast is given in Table 3 [10, p. 307].

Table 3:. Actual and maximum agricultural output

Indicators	Milk produced, thousand tons	Cattle and poultry produced,thousand tons	Honey produced,tons	Wool produced, tones	Eggs produced,mln eggs	Crop products produced,mln RUB
Total estimated maximum production output	14.260	3.583	16.436	32.431	14.069	288.351
Total production output in 2015	6.665	2.648	13.546	14.673	7.990	417.260
Total production output in 1991	15.334	4.006	12.305	55.843	14.931	32
Comparison of the maximum production output with the production outputin 2015,%	214	135	121	221	176	69
Comparison of the maximum production output with the production output in 1991,%	93	89	134	58	94	911.637

Table 3 is a fragment of the result of calculating the production indicators of the three above-mentioned types of farms (operational units of economic-statistical systems) of the two economic regions of the Russian Federation in total: the Central and Volga regions, which are included in the first of the six identified types of the country's territories. The rows of the table represent the final values of the interim calculation for each type of farms, the actual values of the production output of the selected type of territory and the comparison of these values.

Interestingly, the calculations showed the possibility of increasing the production output either with an excess of the actual or approaching the actual output in 1991. For some territories of the country, this can be achieved based on state regulation through the formation of policies aimed at improving the external environment of the national and regional levels, for other territories–of the sectoral level.

The fragmentary presentation of the second direction of forecasting, which manifests itself in scientific research, takes into ac-

count changes in the conditions of economic management and consists in the mobility of the surrounding economic environment, is based on a large-scale statistical base, mathematical modeling and extensive use of classifications. It has not only different goals but also other methodological approaches and methods in comparison with the first direction.

3.3 The Third Direction: Formation of Forecasts of the Dynamics of the Socioeconomic Life Environment

The development of the third direction in modern research aimed at foresight is associated with the emergence of socioeconomics, which includes in its subject-object research list the topics of the level and lifestyle of the population of certain regions, well-being and problems caused by the conditions shaping the social environment. The study of the dynamics of consumer prices is one of the most frequently used approaches to forecasting the material welfare of the population. On the one hand, these prices, as well as the level of revenues, represent the most significant indicators of living conditions and, on the other hand, they can serve as a management tool that provokes a rapid reaction of the market when used.

Specificity of this direction of forecasting consists in a wide application of the index method, which allows measuring the ratio of a fixed set of goods and services in prices of the current year to its cost in prices of the previous (base) year. Besides, a consumer price index (CPI) is the main indicator characterizing the level of inflation in the consumer market and hence the magnitude of the differences between the revenues gained and the real possibility of consumers based on their use at different time periods.

The purchasing power due to changes in consumer prices is an indicator varying greatly from place to place. Therefore, the linkage to a certain region, generally to a constituent territory of the federation, is always traced in predictive research on the state of the society. The time interval of statistical analysis, which prevails in such surveys, is not long; it is usually three to five years.

An example of a fairly common third direction of forecasting, based on the study of trends in consumer prices for goods and services and, accordingly, the changes in the welfare of the population, is given for the Perm Territory. The purchasing power of people living within this region is not at the highest level in comparison with other constituent territories of the Russian Federation. According to the Federal State Statistics Service, residents of the Perm Territory, having in 2016 an average wage not much more than 20,000 rubles a month, had the opportunity to purchase consumer goods, which were equivalent in value to 4.3 consumer baskets of this year. Moscow was a leader in the purchasing power of average wages (12.7 consumer baskets), the Khanty-Mansi Autonomous District ranked second (12.1 consumer baskets). On average in Russia, it was possible to buy 7 minimum monthly food sets on one salary. The urgency of analyzing the change in the CPI in the region for forecasting of the growth or, conversely, reduction of social tension in the region is obvious.

The statistically reflected reality of 2013-2016 testifies to the growth of the CPI in the Perm Territory. Besides, prices increased for many types of services (Table 4).

Generally, the CPI for services increased by 3% in comparison with 2012, the growth in prices for preschool education (39%) and passenger transport (9%) was more noticeable.

Table 4:. CPI for services in % for the previous year

Types of services	Years			
	2013	2014	2015	2016
Services in general	107.5	107.9	109.1	103.0
Personal services	110.5	108.9	108.2	102.2
Passenger transport	107.1	104.1	103.1	109.0
Communication services	102	101.1	104.5	103.1
Housing and public utility services	110.0	111.4	107.3	100.3
Preschool education	100.0	115.5	103.7	139.0
Services provided by cultural institutions	113.6	109.6	111.8	101.7
Medical services	104.0	108.0	104.8	106.3
Physical training and sports	107.3	110.0	105.00	104.00
Legal services	100.00	100.00	105.00	106.8

Source: http://www.permgstat.ru

Food products and other goods, as well as services provided, constitute the consumer market. The dynamics of this market, together with fluctuations in the number of wages, form certain instability in the social sphere of the region. Fig.1 shows the dynamics of the average wage of residents of the Perm Territory by months in the second half of 2016 and early 2017.

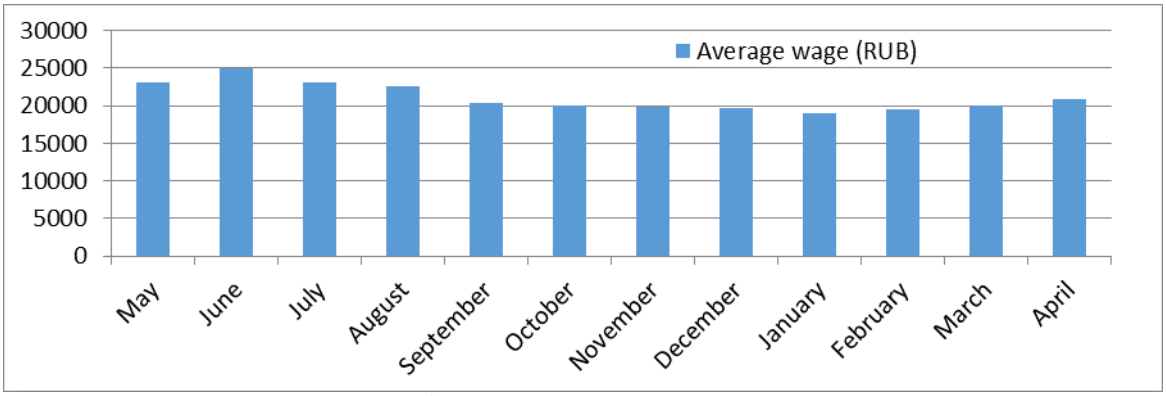


Fig.1:.The level of the average wage in the Perm Territory in 2016-2017
Source: http://www.permgstat.ru

The combination of income level fluctuations and the CPI in the analyzed period creates a rather alarming situation in the well-being of the residents of the territory, which requires control and regulation. Forecasting the functioning of the consumer market, the level and dynamics of prices within which determine not only the subsistence minimum and the budget of each family but also the volume of production and sale of goods, is very important for choosing the measures of social policy pursued in order to create stability in the economic life of the region.

The statistical analysis of the dynamics of the average aggregate of goods of the CPI showed its growth from 2013 to 2015, and the decline in 2016 compared with 2015. A change from the negative trend to a positive one allows making corrections to the predictive conclusions regarding the level of social tension within the region.
The very example of forecasting in the field of socioeconomics is considered as the third direction among the most intensively developing forecasting studies that precede the compilation of final and program documents and the formation of adequate social and economic policies.
It makes sense to assess the presented research fragments illustrating the identified directions of forecasting as useful and rather often applicable in the business and management practice. Their use is conditioned by imperatives of the modern epoch– the formation of market relations that combine the problems that have remained from the socialist way of life, as well as the problems caused by the capitalist way of life [16].

3.4 The Role of Forecasting in the Conceptual Enrichment of Economic Knowledge

While interpreting the usefulness and importance of conducting forecast-oriented research of three directions, the authors will also try to formulate the arguments for the need to increase the effectiveness of this type of research by improving the methodological approaches to the forecasting process. Rapid changes in the life of society contribute to the creation of a deficit both in the material and spiritual spheres, of which the scientific activity is a part. Primarily, this is a deficit of ideas about optima in the state of phenomena and the criteria for assessing such optima. By formulating this thesis, the authors mean the inevitability of changing the ideas not so much about the objects and phenomena as about their place and role in the ongoing processes.
It is true that the democratization of society is characterized, in addition to the appearance of a certain freedom of behavior, by the increasing demands of people and their territorial communities to different aspects of life, reflecting the state of economic, social and environmental spheres. In this regard, there is a need for comprehensive research of phenomena and processes, including the study of the perception of reality by people of different social groups. The vital interest of a person as personality, comfort of well-being, a state of greater or lesser activity, a level of productivity at work, a feeling of happiness or depression depends on the perceptual pattern.
Exploring these issues in the philosophical sense means some deviation from the materialistic, material-substantial approach to understanding the reality in favor of the ideal, with the comprehension of the significant role of human consciousness as an important driving force of the development of society. Such understanding of the role of the ideal leads to the idea that the optimum of the state of the phenomena under study will have different criteria in comparison with the traditional one and forms the priority of the social sphere over the economic one as a subject matter.
In addition, such understanding influences the choice of goals and tasks of forecasting phenomena and processes. In turn, the choice depends on the identification of the relationship between economic planning and the market. This issue is not idle, because management is a key concept of planning, while self-regulation is a key concept of the market (with the emergence of new-quality horizontal links).
Under market conditions, the role of self-regulation as a spontaneous process of occurring phenomena is undoubtedly increasing, so a different methodology is needed to more adequately form new research strategies, not excluding the one that is aimed at forecasting.
The contradictoriness of the properties of management and self-regulation is somewhat mitigated by the stability of a certain phenomenon of social life and, conversely, is aggravated in the case of its dynamism, variability in time. The dynamic manner implies a trend that can be both positive and negative for society. The trend can be a consequence of both management and self-regulation and possess inertia.
It should be noted that, on the one hand, market relations, as other relations in comparison with the previous management conditions, should affect the choice of methodological forecasting patterns, since they activate the processes of self-regulation in real life. However, the development of such relations does not deprive a researcher of the possibility of seeking controlled aspects in the sphere of these relations.
This search should be based on the use of the model reflecting the logic, structure and interrelations of scientific research and real life, which is represented in Fig.2 [17, p. 20].

This model characterizes the appropriateness of the use of the already formulated laws, conceptions and typologies for determining the methodological approach to forecasting. Moreover, the adequacy of its determination always requires the enrichment of the content of the theoretical block through the use of previously unused philosophical categories, the new systematization of objects and phenomena, the identification of new facts of reality.
Fig.2 shows the combination of the existing and the emergence of new knowledge during the study, the formation of the process of conceptual enrichment of the theory, the verification of predictive conclusions by life practice and the persistence of the social order for scientific foresight.
The block of the content part of the research is complicated, which is shown in Fig.3 [17, p. 20].

Fig.3 represents forecasting as a process of forecast combination by the identified trends and the regulatory one. Extrapolating the trend with the identification of optimal moments, if any, and then adjusting it based on needs and available capacity, it is possible to make a forecast in the form of a conception applicable to the use in the preparation of program documents for the development of regions, municipalities and other territories.
In the field of forecasting, there is a need both to develop the already posed problems (in case of the identification of forecasts of the three briefly characterized directions) and to pose new ones. For example, the problem of regional differentiation of methodological approaches to forecasting is not new. But it should be substantially improved in the field of criteria for such differentiation.
The forecasting strategy may depend on the current state of a subject matter, the development trend, as well as on the economic and other opportunities and the society's activity in putting regulatory moments in force. In general, forecasting should be based on the traditional logic of the sequential transition from analysis to synthesis, from the forecast directly to the formulation of regulatory measures.

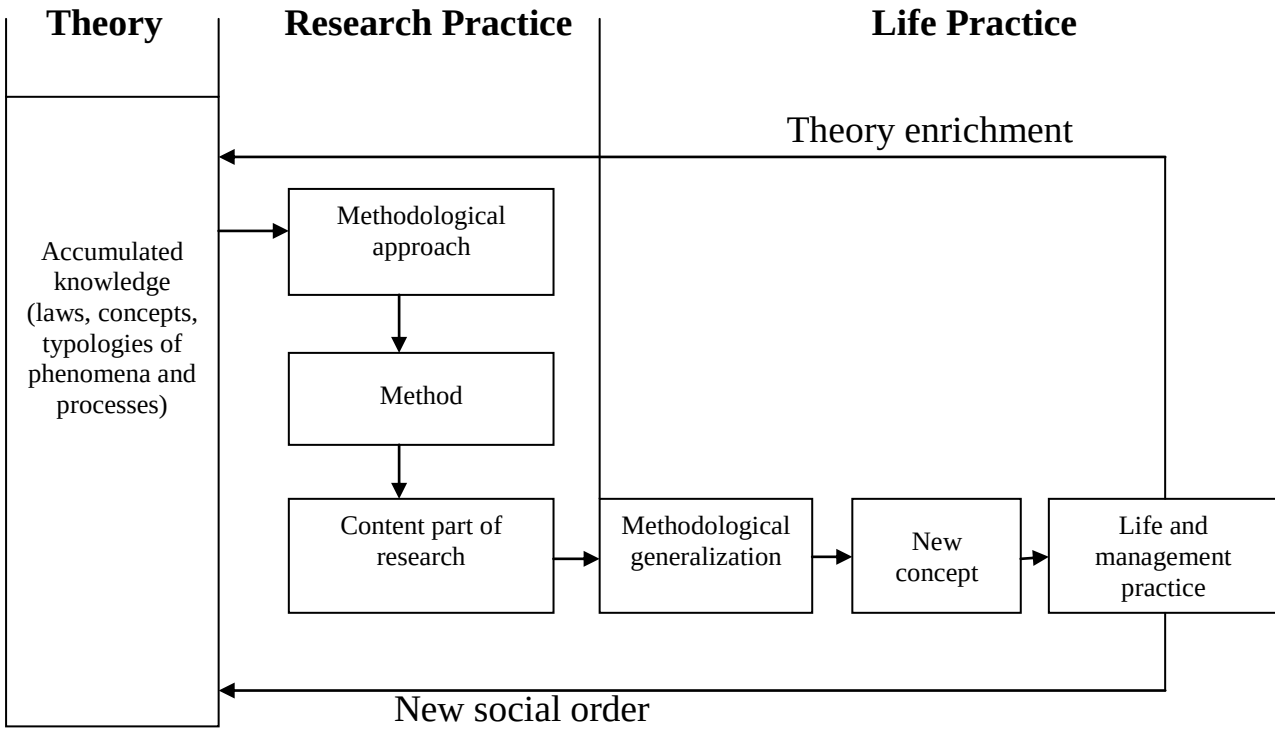


Fig.2:. Scientific research and life: logic, structure, interrelations

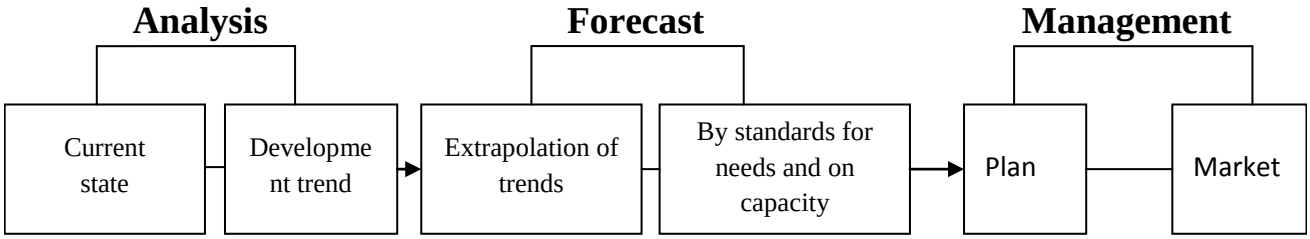


Fig.3:. Logic and structure of the content part of the research

4. Conclusion

Trends in the development of research forecasting are substantiated by the presence of three new directions of forecasting. The first direction is a consequence of the competitive environment both in production and in the market infrastructure that ensures the operation of consumption channels.

The second direction of forecasting is developing on an equally obvious objective basis, such as the openness of modern economic life, participation in social processes characterized by globalization, integration and diversified exchange of goods, technologies, labor potential.

The third direction is related to the need to address social problems caused by problems of income distribution and a shortage of jobs. Forecasting the current situation in each region, determining the degree of sustainability of the functioning of the territorial communities of people serves to prevent social tension.

Each of these directions will acquire more vivid outlines over time, be methodologically and methodically perfected. Logical models are given in the text reflect the aspiration to promote such perfection.

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