
Realization of Potential of Enterprise Structure Development as the Criterion of Ensuring the Object- differentiated Approach to Rendering the State Support: The Russian Federation

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Abstract:

The objective of the research. Undertaken in the conditions of an economic crisis and sanctions restrictions the attempts of system optimization of business activity state regulation in Russia still don't contribute to increase in business sector efficiency and to full accomplishment of all assigned social and economic functions.

In the article the author rationalizes the point, assuming that in the basis of state regulation system the implementation level of entrepreneurial structure capacity, as the most adequate criterion of rendering the state support of business activity, which besides shall carry an object-differentiated nature, shall be laid.

Short description of methodology. In the article authors offer an original interpretation of the concept "potential of enterprise structure development" and a method to calculate an indicator "the realization level of potential of enterprise structure development" as key criterion at realizing an object-differentiated approach to rendering the state support of enterprise structures.

Compilation of the most important research results and their significance. In the article based on the formed differentiation criteria of measures of the state support of entrepreneurial structures authors offer the measures system differentiated on the bases of the implementation level of potential of entrepreneurial structures development and the importance of this structure in strategic priorities system of territorial development on preferential creation of institutional conditions for an entrepreneurship development; on internal capacity development of entrepreneurial structures; on direct support of business activity.

Keywords: *potential of entrepreneurial structure development, object-differentiated approach, the state support of an entrepreneurship*

JEL Classification Codes: G100, G320

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1. Introduction

Performing a number of functions of socioeconomic and mobilization property, the layer of entrepreneurial structures not only bears in itself the considerable internal potential of growth, but also acts as the undoubted engine of all-round development of any state. Thanks to such properties as flexibility, adaptability, dynamism, a capability to interest the person in increasing work efficiency, the entrepreneurship constitutes a basis of economic life in developed countries, providing production of the main amount of a national income. So, in developed countries the share of the income from business sector activities in GDP, according to experts, reaches 50%, and the most part of an economically active population (more than 50%) is involved in it. However, the success of conducting business activity is determined, not by unilateral opportunities and capabilities of entrepreneurial structures, but also by quality of external managing conditions (Ivanova *et al.*, 2017; Kuznetsova *et al.*, 2017; Anureev *et al.*, 2017; Bondarenko *et al.*, 2017; Bibarsov *et al.*, 2017).

As the world practice shows, in a situation where determining modern conditions of managing, of the institutional environment imperfection and multi-factories the development level of an entrepreneurship in the country and obtaining the maximum social and economic effect depends on the state as the key subject of the economic relations shows, selectivity and efficiency measures of its support.

Paying the research attention to the development problems of an entrepreneurship in Russia, it should be noted that the starting point to its development was the beginning of large-scale privatization and liberalization of the economic relations. As a result, by the beginning of the 1990th the foundation of the market relations exerting impact on forming of external and internal environment of a modern entrepreneurship development was laid.

Having endured change of economic way, at the beginning of the 2000th the Russian economy gradually began to adapt to new conditions, showing a positive tendency of a business sector growth. So, during the period of 2001-2008 the number of small and medium scale enterprises increased from 843,0 thousand to 1337,4 thousand units, at the same time profitability of their activities before crisis of 2008 also systematically increased (64% in 2003 to 78% in 2007).

However so far consequences of the economic crises replacing one another and the influence of sanctions measures from the world community were imposed on imperfection of the Russian state policy, its inconsistency, a legislation complexity in combination with the excessive tax load, and as a result they led to decrease in the development level and the business activity quality in Russia. Cancellation of privileges on the organizations property tax for payers of special tax regimes, increase in insurance payments, and presentation of new requirements for carrying out special working conditions assessment aggravated a situation in this sphere.

As a result, according to Rosstat, in 2014 the ratio of the profitable and unprofitable entities as in a segment of micro and small business, and in a segment of medium business constituted 80:20 that is every 5th entity was unprofitable. And it was in spite of the fact that in 2013-2014 more than 135 billion rubles were allocated for implementation of an entrepreneurship support actions in Russia from means of the federal budget. It, in turn, became serious restriction in case of the solution of both social and economic tasks of the Russian society.

Nevertheless, despite obviously expressed downward tendency of number of newly created small and medium scale enterprises (3,4%) and the growth of number of the entrepreneurs who closed the business because of its unprofitability (40%) there was a layer of those individuals who were going to be engaged in business activity in the nearest future, planning to open new business that is the evidence of, may be, low, but after all a citizens interest in business and their entrepreneurial activity.

The analysis of the listed problems confirms the need of reconsideration of the system enhancement methodology of business activity state regulation on the basis of the critical analysis used in the world and domestic practice (Morkovina, 2016).

In the article it is shown that the outlet to a trajectory of a strong business sector growth in Russia is possible due to disclosure and internal potential assessment of the entrepreneurial structures development, and also indispensable introduction of object-differentiated state support criteria to the system of business activity state regulation.

2. Materials and methods or about a method of calculating an indicator «the realization level of potential of enterprise structure development»

The variety of approaches to assessment of entrepreneurial structures activities and complex social and economic interrelations of these structures in national economy and beyond its limits predetermined the need of applying the system approach to studying the concept "potential of entrepreneurial structure development", and also to assessing the level of its implementation. In particular, the potential of entrepreneurial structure development is determined as a system of the internal characteristics and external interrelations of entrepreneurial structure creating prerequisites for its more effective development in the developed system of internal and external social and economic relations and the relations.

This approach to determining the potential of entrepreneurial structure development demanded from authors of the research to develop a corresponding complex level assessment technique of its implementation on basis of the dynamics analysis of the indicators characterizing the current status and activities (in dynamics) of entrepreneurial structure.

The indicator "the realization level of potential of enterprise structure development"

is calculated on the basis of determining an average value of a surplus (decrease) rates of the indicators, determining effectiveness of entrepreneurial structure functioning.

The system of the estimated indicators includes «positive» indicators, which vector of change corresponds to a vector of implementation of entrepreneurial structure capacity, and also «negative» indicators, in which the increase witnesses about low level of implementation of entrepreneurial structure capacity.

Table 1. System of the indicators necessary for complex level assessment of potential implementation of entrepreneurial structure development

«Positive» indicators	«Negative» indicators
amount of assignments in social and pension funds	degree of depreciation of fixed assets of entrepreneurial structure
amount of tax payments in budgets of various level	share of the gray salary (it is estimated on the basis of indirect signs, for example on the basis of comparison of the salary of staff of this entrepreneurial structure with industry average)
amount of financial investments in upgrade of production and development of new types of products (% of total amount)	
profit (balanced financial result)	amount of cash payments (% of total amount) (as indirect reflection of level of a tenevization of activities of entrepreneurial structure)
amount of social investments of entrepreneurial structure (external and internal)	

For calculation of average value of a surplus (decrease) rates of the indicators determining effectiveness of entrepreneurial structure functioning indicators N_{ret} , reverse «negative» (N_{neg}), calculated as are used:

$$N_{ret} = 100\% - N_{neg} \quad (1)$$

Respectively, the implementation level of the potential of entrepreneurial structure development will act as one of the object-differentiated approach criteria:

Index value «implementation level of the potential of entrepreneurial structure development», exceeding 100%, demonstrates a measure value that the entrepreneurial structure fully realizes the opportunities which are available in its arsenal.

«Implementation level of the potential of entrepreneurial structure development» being lower than 100% demonstrates to the low implementation level of the available opportunities that acts as the indicator of internal managerial or structural problems of specific entrepreneurial structure.

Nevertheless, it should be noted that the offered indicator isn't, according to authors, the unique criterion as in case of implementation an object-differentiated approach it is necessary to consider some more criteria determining feasibility of rendering the state support.

Implementation of an integrated approach to creation of the object-differentiated system of rendering the entrepreneurial structures state support requires development of the corresponding mechanism of subjects selection to its rendering based on the implementation level of the potential of entrepreneurial structure development, and also strategic imperatives of the development of territories or national economy in general.

Undoubtedly, priority subjects to the state assistance shall become the entrepreneurial structures which not only lie in the field of strategic priorities of the territory, but also fully realize own potential.

3. Results or practical recommendations about implementing an object-differentiated approach to rendering the entrepreneurial structures state support

Imperfection of the state support system of entrepreneurial structures, which are developed in the Russian economy, is proved to be true by the existing international researches, and objective indicators characterizing the level and quality of development of an entrepreneurship in the country in general.

The rating of the countries in the world on a preference indicator to business including data on ten indicators of regulation of business activity which is made based on researches of the World Bank acts as one of the most authoritative international ratings characterizing conditions for developing an entrepreneurship in the country. In rating-2016 Russia was between Hungary and Bulgaria at the 40th place in 189 countries, and the most failure indicators which determined this place were the obtaining of the construction license and international trade.

Besides, it is possible to note that as one of the main imperfection indicators of the Russian entrepreneurship state support and the existing problems in case of implementing the potential of entrepreneurial structures development the statistical data characterizing their activities can act.

In particular, despite the given state support, demography data of the entities in Russia demonstrate that there is a negative tendency to increase in coefficient of the organizations liquidation in case of a general tendency to insignificant decrease in coefficient of birth rate:

Table 2. *Coefficient of birth rate and coefficient of liquidation of the entities (organizations) for 2012-2016*

Indicator	2012	2013	2014	2015	2016*
Birth rate coefficient	95,8	94,4	92,1	102,7	88,6
Elimination coefficient	89,0	87,3	84,7	67,4	131,2

* - data for 2016 are provided in 11 months, except December

Besides, the priority orientation on non-productive fields of activity with a low value is the evidence of serious structural problems of the Russian entrepreneurship. So as of the end of 2014 about 39% of small and average entrepreneurial structures performed the economic activity in the sphere of wholesale and retail trade; repair of trucking facilities, motorcycles, household products and objects of private use.

Negative dynamics in economy in the sphere of updating fixed assets, depreciation of fixed assets remains, only according to official statistics steadily approaches 50%.

Table 3. *Degree of depreciation of fixed assets in the Russian Federation for the end of accounting year in 2012-2015*

Year	2012	2013	2014	2015
Degree of wear of fixed assets in the Russian Federation, %	47,7	48,2	49,4	47,7

Moreover, the menacing nature is purchased by questions of depreciation of infrastructure facilities which determine general terms for conducting business activity, and shortcomings of their functioning involve system negative effects for development of economy in general.

Realizing need of global entrepreneurial structures state support, the state, nevertheless, can't but consider the difficult social and economic conditions caused by crisis, the international sanctions, etc. In this situation, limitation of financial resources of the state leads to an aggravation of a search problem of their most effective expenditure ways including the support of entrepreneurial structures. In this context an object-differentiated approach to rendering the entrepreneurial structures state support, in our opinion, can become the efficient instrument of increase in effectiveness of the taken measures.

Accounting in case of selection of subjects to the state support of implementation level of the potential of entrepreneurial structure development will allow avoiding an expenditure of funds for those entities which problems consist in the internal inefficiency connected with imperfection of management or other problems of local nature.

Accounting of strategic priorities of regional development in case of the choice of subjects to the state support will allow accumulating resources on the solution of system problems of the territories, and also on development of those subjects of an entrepreneurship which activities have backbone character and involves development of adjacent types of activity.

In our opinion, in the basis of an object-differentiated approach to rendering the state support of business activity two key principles of subjects' selection to support shall be without fail underlain:

- 1) the implementation level of potential of entrepreneurial structure development estimated by the technique offered earlier;
- 2) priority of activities of specific entrepreneurial structure for ensuring social and economic development of this or that territory.

Taking into account the specified principles the mechanism of differentiation of the state support of subjects of business activity conditionally purchases the following structure (Table 4).

Table 4. *Differentiation of the state support measures of business activity subjects*

Differentiation of measures of the state support in the relation object	Package of measures No. 1	Package of measures No. 2	Package of measures No. 3
Principles of selection of objects state support			
Level of realization of potential of enterprise structure development	+	-	+
Compliance of nature of entrepreneurial structure activities to strategic objectives of the territory development	-	+	+

Thus, in case of decision making about provision / not provision of the corresponding support to entrepreneurial structures, the state has an opportunity to realize three options of the policy:

- 1) State policy of creation of institutional conditions for development of an entrepreneurship.
- 2) The state policy aimed at the development of internal capacity of entrepreneurial structures.
- 3) State policy of direct support of business activity.

We focus attention on consideration of measures and actions which should be realized to the state in case of the choice of this or that option of state policy.

1. Choosing a form or the specific mechanism of the state support, the state pursues the aims of entrepreneurial activity activation which, eventually, can be ineffective if the institutional environment of an entrepreneurship development is absent or imperfect.

In our opinion, the most significant and productive directions of institutional conditions enhancement of entrepreneurial structures development, regardless of policy type within which this measure is implemented, are:

- implementation of practice of long-term interaction in system of relations «the state – managing entity» which assumes implementation of transition to the long-term temporary periods of regulation, and also enhancement of regulations of development and implementation of the specific measures of state policy directed to compensation of additional expenses of the entrepreneurial structures caused by changes in the legislation. Imperfection of the institutional environment is shown and that there is a permanent change of conditions of managing, additions, explanations to legislative and to regulations become effective that destroys the single legal space necessary for adoption of competent entrepreneurial decisions and creates conditions for monopoly of public authorities for legal information. In this aspect, it is necessary to recommend implementation in practice of the mechanism of fixing at the federal level of methods of protection of entrepreneurial structures against excessive regulation at the level of territorial subjects of the federation, ensuring legitimacy of the taken measures by assessment of their effectiveness, exposure of corruption, and also long-term plans of rule-making as bases of institutional stability. The existing imperfection of the institutional environment is shown also to system of the tax relations in case of establishment of special tax regimes and provision of privileges to various categories of taxpayers. In this aspect elimination of contradictions in the tax legislation of various level according to a concept of justice of distribution of a tax burden is necessary.

- decrease in the corruption level of the institutional environment of an entrepreneurship by implementing the assessment of state regulation effectiveness of accounting entities activities. It will be promoted by "fine-tuning" of mechanisms of licensing, standardization and health control, strengthening of control from self-regulatory organizations, associations of activities legislative and executive authorities in system of regulation of an entrepreneurship, and, perhaps, implementation of the principle of «the effective contract» on the basis of development of criteria of efficiency of activities of government employees (Yukhachev, 2010).

- implementation of system of the remote communication allowing to reduce time of acceptance of management decisions, to increase projects implementation speed due to lack of need of development of the procedures requiring paper documents and personal presence and also to stimulate employee performance and to lower a corruption component in activities of entrepreneurial structures, and also system of interaction «the state - managing entity».

- updating of development of institute of property according to current trends and rules of the international system of managing, including due to enhancement of mechanisms of protection of national-state interests, stimulation of development of

the mixed patterns of ownership by involvement of entrepreneurial structures in projects of public-private partnership.

2. The state policy aimed at the development of internal potential of managing sets subjects as the ultimate goal achievement of that value of implementation criterion of potential of its development by entrepreneurial structure in case of which it automatically will pass into the category supported from the state.

Owing to action of this purpose, the state doesn't make direct efforts on stimulation of entrepreneurial activity, and creates external conditions for building-up of economic and social potential of entrepreneurial structures development. Full implementation of the personnel capacity of entrepreneurial structures guaranteeing preserving a professional personnel and return of the means invested in them with an additional profit becomes the most valuable from line items of achievement of the corresponding economic effect. At this stage from public authorities it is required: creation of conditions for formation of preparation system, retraining and advanced training of a personnel for entrepreneurial structures, forming of educational institutions network, training centers and structures on increase in financial literacy of the population and training in bases of business activity, development of advice centers for rendering services to the unoccupied population; establishment of strong interrelations in system of interaction of the authorities performing regulation of questions of employment, managements of education, labor unions of employers and the interested entrepreneurial structures in development of personnel potential of an entrepreneurship.

3. The determinants of state policy of direct support of business activity are:

- creation of accurate institutional sales terms of state policy of support of an entrepreneurship;
- ensuring openness of state programs of development of various segments of national economy and infrastructure providing for participation in them of the supported entrepreneurial structures;
- use of tools of partial cost recovery to the supported entrepreneurial structures;
- state participation and development of insurance programs of risks and entrepreneurial responsibility.
- ensuring access of subjects of an entrepreneurship to financial resources.

It is obvious that if the entrepreneurial structure within the differentiation which is carried out by the state was included in the category of those who will be given support, then it demonstrates that even, without having considerable resource potential, it is capable to show ability to dispose of them, to look for competitive advantages including in the innovative sphere, and, so it is ready to new and programs that are difficult to realize. In this context the state shall provide openness of state programs of development of various segments of economy for participation in them of the supported entrepreneurial structures (especially as according to various polls of only 9% of small and medium scale enterprises invest considerable

means in the development). It is connected, first of all, with implementation of the large investment projects directed to expansion of the markets of the knowledge-intensive products of national production; restructuring of machine-building and defensive and industrial complexes, other industries, the solution of tasks of import substitution in the conditions of economic sanctions. In this aspect improvement of investment image of the supported entrepreneurial structures for large Russian and foreign investors is required. Providing access to the supported entrepreneurial structures to implementation of significant investment projects, the state shall take part in the problem resolution of excessive depreciation of fixed assets (which on average increased from 43,5% in 2004 to 47,7% in 2015), disintegrations and demotivatings of subjects of business activity (for example, traditionally low value has an index of entrepreneurial confidence in Russia (in December, 2015 constituted 6,7%, whereas in Spain - 3,0%, in Hungary – 4,5%).

One of the ways of involvement of small and average entrepreneurial structures in large in investment projects is strategy implementation of vertical integration production and business processes, the conversion of raw materials providing consolidation within large entrepreneurial structures of consecutive stages in final products performed by smaller producers. Such system of interaction makes impossible extraction of excess profits on separate (including, raw, sales or credit and investment) stages (Babayev, 2008), thereby providing equal opportunities of participants in profit earning.

The state can also promote development of integration communications of entrepreneurial structures of cluster type on the principles of the network approach which was widely adopted in the international economic practice. In this case, on the contrary, the state stimulates development of horizontal communications and mechanisms of specialization and complementarity entrepreneurial structures - participants could have additional opportunities to achievement of good results due to the acquisition of more powerful potential production, cooperation and a cooperation initiating the new ideas and developments.

Prerogative from the state is also provision of an opportunity to entrepreneurial structures to become participants implemented or planned to projects implementation of the public-private partnership (PPP). In case of selection of entrepreneurial structures for drafts of the similar plan the criterion of implementation of potential of development by entrepreneurial structure can also be. As it is difficult to consider the social sphere in which similar projects are implemented as a profit earning source, the state undertakes a part of cost recovery and has an opportunity to provide specific modes of functioning which are interesting to entrepreneurial structures. Besides, the objects functioning in the social sphere a priori have no high investment appeal owing to specific social nature of the provided services therefore require application of a significant amount of instruments of stimulation and motivation from the state.

The state can actively develop and apply tools of partial cost recovery to the supported entrepreneurial structures, including way: uses of mechanisms of the state and municipal guarantees, privileges and preferences; entering of special tax regimes (during the certain period of time according to the Tax code the special order of calculation and tax payment and charges can be entered); implementations of an algorithm of allocation of budget credits, loans, loans to entrepreneurial structures (for example, in the form of guarantee funds (in the Tambov region - Fund of assistance to crediting of a small and average entrepreneurship of the Tambov region); provisions to entrepreneurial structures in the form of an auction of the state land resources in lease on favorable terms; rendering priority state support in receipt of grants to entrepreneurial structures (for example, to the entrepreneurs beginning Grant on creation of own business).

One of the options to stimulate entrepreneurial activity from the state is the development of insurance programs of risks and entrepreneurial responsibility. So, for example, depending on the needs for protection of valuable interests of accounting entities extension of the list of objects of insurance of entrepreneurial risks where not only the property complex of entrepreneurial unit, its responsibility for violation of the assumed liabilities, but also responsibility to the third parties, for refusal of implementation of innovations, etc. will enter is possible. In our opinion, development of complex system of insurance of entrepreneurial risks will be promoted: systematization and institutionalization of threats of business activity; enhancement of economic bases of insurance of entrepreneurial risks; creation of conditions for activation of activities of insurance companies by means of development of new types of insurance and development of system of their staffing. One more problem requiring immediate intervention of the state is ensuring access of subjects of an entrepreneurship to financial resources. According to the Bank of Russia, for the beginning of 2016 the amount of granted loans to subjects of a small and average entrepreneurship phenomenally decreased in comparison with 2014 (from 6 568,5 billion rubles in 2014 to 287,7 billion rubles in 2016), then the stage of smooth growth of an indicator up to size in 4 559,6 billion for the end of 2016 began. Despite the outlined growth of crediting and rather reduced overdue debt level on the credits of small and medium business (according to the Bank of Russia, the share of an overdue debt decreased in June, 2016 by 0,4 items, to 15,2% of a portfolio, and I will eat around her — on 15 billion rubles (to 705 billion), small and average entrepreneurs remain the most problem category of business borrowers (in general on the corporate loan portfolio the delay share constitutes 6,8% now).

With respect thereto the state shouldn't postpone implementation of a package of measures on: to expansion of access of entrepreneurial structures to sources of loan financing; to support of subjects of a small and average entrepreneurship in the course of restructuring of their current credit debt for prevention of approach of bankruptcy; securitizations of bank loans to subjects of managing; to enhancement of a procedure for granting from the federal budget of subsidies for compensation of

a part of costs for interest payment on the loans attracted in the Russian credit institutions on replenishment of current assets.

4. Discussions or conflict of interest

According to authors the object offered in a research - the oriented approach to implementation of the state support of entrepreneurial structures can have debatable character as; the state policy realized now relies on other criteria and values (Morkovina, 2014). In particular, the Federal Law of the Russian Federation «About development of a small and average entrepreneurship in the Russian Federation» guarantees to No. 156-FL ensuring equal access for subjects of a small and average entrepreneurship to receipt of support in accordance with the terms of its provision, the installed state programs (sub-programmes) of the Russian Federation, state programs (sub-programmes) of subjects of the Russian Federation, municipal programs (sub-programmes). However, the existing programs and sub-programmes, carry considerably target or industry, but not an object - the oriented approach, for example, support of the beginning small business entities or support of the subjects of a small and average entrepreneurship performing activities in the field of national and art crafts, craft activity, rural and ecological tourism. Such approach according to authors of article, doesn't allow providing fully efficiency of the state support as doesn't consider quality of activities of those entrepreneurial structures which are given the state support.

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