

---

## Innovation Activity of Russian Business Entities and its Determinants

---

I.A. Kuznetsov<sup>1</sup>, V.B. Malitskaya<sup>2</sup>, V.E. Sukhova<sup>3</sup>, A.V. Ivanova<sup>4</sup>, I.Yu. Proskurina<sup>4</sup>

**Corresponding author:** V.B. Malitskaya, Plekhanov Russian University of Economics, Moscow, Russian Federation

**Abstract:**

*Market growth prospects of the entities during the innovation activity could not be sized up due to lack of systematized and shared view at factors defining the innovation activity of business entities.*

*The paper presents key factors of innovation activity along with its classification by levels (macro, meso, and micro). Authors suggested a specific innovation activity evaluation framework as well as multivariate regression model of assessing the structure and key-factors' effect on business activity is developed.*

**Keywords:** Innovation activity, modeling, factors, innovation

**JEL classification:** C15, O30

---

<sup>1</sup> Ph.D. in Economics, Professor, Head of the Department of Service, Tourism and Trade, Tambov State University named after G. R. Derzhavin, Tambov, Russian Federation.

<sup>2</sup> Ph.D. in Economics, Assistant Professor, Department of Accounting and Taxation, Plekhanov Russian University of Economics, Moscow, Russian Federation.

<sup>3</sup> Ph.D. in Philosophy, Associate Professor, Director for Academic work, Voronezh Branch of Admiral Makarov State University of Maritime and Inland Shipping, Voronezh, Russian Federation.

<sup>4</sup> Ph.D. in Economics, Assistant Professor, Department of Management and Economics of Entrepreneurship, Voronezh State University of Forestry and Technologies named after G.F. Morozov, Voronezh, Russian Federation.

<sup>4</sup> Ph.D. in Economics, Assistant Professor, Department of Management and Economics of Entrepreneurship, Voronezh State University of Forestry and Technologies named after G.F. Morozov, Voronezh, Russian Federation.

## **1. Introduction**

Innovation activity of business entities is irregular in structure and dimensions and depends on development, goal setting priorities, and tools of innovation policy at the state in the Russian Federation (Morkovina *et al.*, 2015). Importance of providing the appropriate level of innovation activity of business entities is highlighted in the 2020 Strategy of Innovation Development of the Russian Federation (the 2020 Strategy) approved by Decree of Government in 2011 aimed at switching into innovation based development pattern including innovation based industrialization up to 40-50% by 2020 (2009 – 9,4%) and increasing of innovation output up to 25-35% by 2020 (2010 – 4,9%).

Thus, despite measures on innovation development promotion in 2015 nearly 9,3% entities in Russia were innovation-based and active i.e. make technological, organizational, and marketing innovations among others although, as per 2020 Strategy, the innovation-active entities' share by 2020 should reach 15% level. Current lag is magnified by insufficient return on innovation goods, works, and services' sales despite the growth trend in absolute terms (+7,4% for 2015). Commonly, the value of goods, works, and services' share in 2015 was at 8,4% level and decreased by 10% since 2013. For each 1 RUB of costs there were only 3,2 RUB of innovation goods, works, and services.

Internal funds are considered as the major funding source of innovation activity in Russia. By now, more than 51% of technological innovations' costs are funded by internal funds. Both federal and regional funds in total funds came to 24,5% level. Extrabudgetary funds amounted to 0,5%. Foreign investments made up much less (0,3%) (Bezrukova, 2014; Ivanova *et al.*, 2017; Sibirskaya *et al.*, 2016).

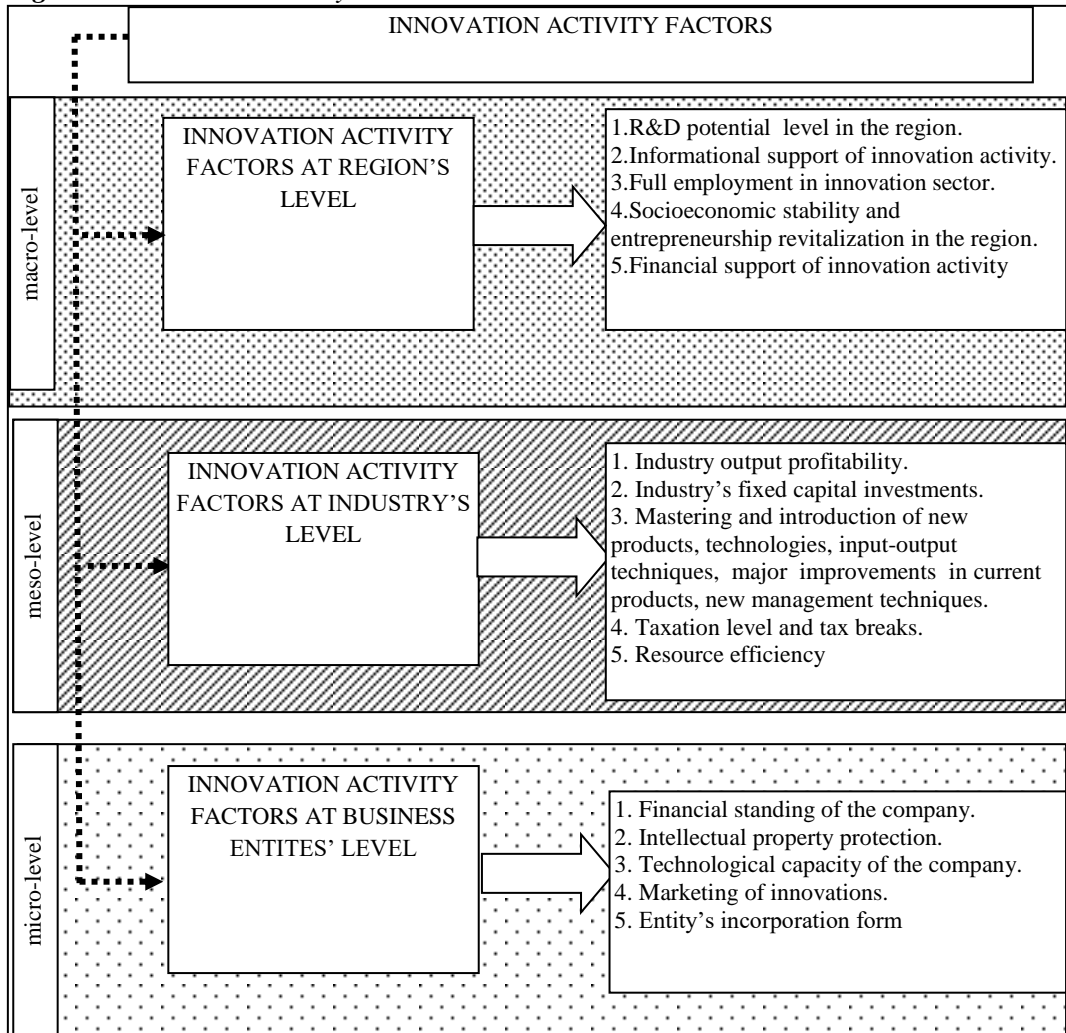
Thus, poor innovation activity results from not only lack of innovations but lack of skills and experience in the field of innovation activity management and absence of adaptive tools of innovation activity promotion.

## **2. Theoretical, Informational, Empirical, and Methodological Grounds of the Research**

Innovation activity turns to be a result of vibrant market developments as well as industrial policy, living standards, innovation activity' state and regional backings, socioeconomic stability, and entrepreneurship revitalization at all levels including regional macro-level (Drapalyuk *et al.*, 2014; Valma, 2014). Besides the lag of Russian business entities in innovation development there is a set of structural issues in organization of innovations management at industry and entities' level medium and micro-level. Study of factors affecting the innovation activity established the system-wide classification (Figure 1). Since the role of factors is unequal, to assess the impact it is suggested to apply weighing coefficients based on expert judgements (Panyavina, 2016; Kossova *et al.*, 2014; Tyaglov *et al.*, 2017; Theriou, 2015).

Authors utilized an expert method to justify innovation activity major factors. Experts with sufficient skills in innovations' making and commercialization were involved (Panyavina, 2016).

**Figure 1. Innovation Activity Factors in Russia**



To arrange factors and assess their significance authors applied triage method providing data on logical factors' analysis and their cross-effect scoring via MS Excel software. The method is based on expert evaluations and matrix records, providing evaluation and determination of major factors to be focused on.

The analysis sequence includes a number of stages:

1. Expert team in determining factors of innovation activity is identified:

X: (1 = 1, n).

Entrepreneurs that make innovations were involved on an expert basis. Expert group of 5 persons is rather specific. Experts do not score factors but compare them pair-wise for every group resulting in “more”, “less, or “equal”. Each expert’s data is obtained as pair-wise matrices.

$$\gamma_j = (\gamma_{ik,j}) \tag{1}$$

where  $i, k=1, \dots, n; j=1, \dots, m; \gamma_{ik,j}$  – result of j Expert’s pair-wise comparison of  $X_i$  and  $X_k$  factors. Could be expressed in 2 points at maximum if the weight of one factor exceeds another. 1 point could be given when both factors’ weight is equal. Zero points is given when the weight of one factor is less than another’s.

2. Determining the significance of factors. The worksheet is developed for innovation activity factors evaluation. Results could be filled in the table to develop average evaluations systems on their basis. The average score is obtained by dividing total score by number of experts.

3. Evaluation system data is used for developing square matrix  $C = C_{ik}$  where  $C_{ik}$  numerical value of superiority i over k factors. It is important to keep the condition of  $X_i > X_k, C_{ik} = 2$ ; for  $X_i < X_k, C_{ik} = 1$ ;  $X_i = X_k, C_{ik} = 0$  when conducting the analysis.

4. Further the relative weight of factors is calculated in a number of iterations further summarized in Table 1.

5. Factors with upper Pi2 value are considered major.

### 3. Results

Calculations resulted in square incidence matrices to evaluate major innovation activity factors at all levels:

- at regional level (macro);
- at industry’s level (medium);
- at business entities’ level (micro).

As a result, a set of major factors was picked from every group. Factors and their relative values are summarized in the Table 1.

**Table 1.** Major innovation activity factors at macro, medium, and micro-levels

Factor	Weight of factor
Macro-level	
1. R&D potential of the region	0,177285
2. Informational support of innovation activity	0,099723
3. Full employment in innovation sector	0,315174
4.Socioeconomic stability and innovation entrepreneurship	0,148969

promotion in the region	
5. Financial support of innovation activity	0,258849
Meso-level	
1. Profitability of industry's output	0,16274
2. Fixed capital investments	0,2273
3. Mastering and introduction of new products, technologies, input-output techniques, major improvements in current products, new management techniques	0,32313
4. Taxation level and tax breaks.	0,10894
5. Resource efficiency	0,17787
Micro-level	
1. Financial standing of the company	0,26385
2. Intellectual property protection.	0,05746
3. Technological capacity of the company	0,35913
4. Marketing of innovations	0,10583
5. Entity's incorporation form	0,21372

In the course of research authors considered number of innovation activity factors that could be used for further patterns and interconnections' evaluation via multivariate regression model at macro, meso, and micro-levels. The factors are:

- at macro-level: full employment in innovation sector, financial support of innovation activity;
- at medium-level: resource efficiency, industry output profitability, mastering and introduction of new products, technologies, input-output techniques, major improvements in current products, new management techniques, industry's fixed capital investments;
- at micro-level: technological capacity, financial standing of the company.

To reveal the pattern and interconnections of major innovation activity factors authors formed resulting indicators. The innovation activity level is calculated as quotient of entities making innovations to the total number of companies, so the volume of shipped innovation goods, works, and services turns to be a resulting feature of innovation activity level at all levels (Vyaznikova and Bezrukova, 2015).

Further step is quantitative evaluation of resulting features and indicators at macro-level (Voronezh region), medium-level (forestry, wood-pulp, and paper industry), and micro-level (public company "Voronezh Orchard", a company with sufficient R&D in STEM) (Table 2).

**Table 2.** Evaluation of resulting features and indicators of innovation activity at micro, meso, and macro-levels

Period	Resulting feature <sup>2</sup>	Resulting indicators <sup>3</sup>		
	Volume of shipped innovation goods,	Titles of protection	Number of staff involved into	Technological innovation costs

<sup>2</sup>2013-2015 data taken from Federal State Statistics Service;

<sup>3</sup>2013-2015 data taken from Federal State Statistics Service;

	works, and services ( <b>macro-level</b> ) (Y), mln. RUB	granted for patents, utility models, and designs (X <sub>1</sub> ), ea	R&D (X <sub>2</sub> ), person.	(product, process) (X <sub>3</sub> ), mln.RUB.
2013	13520,8	473	10763	7564,3
2014	24742,4	679	10865	6769,7
2015	50120,6	705	10600	9905,2
	<b>Resulting feature</b> 1	<b>Resulting indicators</b> <sup>2</sup>		
<b>Period</b>	Volume of shipped innovation goods, works, and services ( <b>meso-level</b> ) (Y), mln. RUB	Volume of fixed capital investments (X <sub>1</sub> ), mln. RUB	Innovation goods, works, and services, reintroduced or major variation exposed (X <sub>2</sub> ), mln. RUB	Number of frontier technologies utilized (X <sub>3</sub> ), ea
2013 год	839392,1	130500	19451,1	5777
2014 год	898735,6	115800	22788,2	6265
2015 год	1075417,1	134000	45220,3	6824
	<b>Resulting feature</b> 4	<b>Resulting indicators</b> <sup>5</sup>		
<b>Period</b>	Volume of shipped innovation goods, works, and services ( <b>micro-level</b> ) (Y), mln. RUB	Working capital availability (X <sub>1</sub> ), kRUB	Number of staff involved into R&D (X <sub>2</sub> ), person.	
2014	2124	717	3	
2015	9502	2199	3	

Final sequence of analysis suggested innovation activity factors' structure and interconnections evaluation via multivariate regression model.

#### 4. Conclusions and recommendations

Innovation activity factors' analysis at micro, meso, and macro-level confirmed major interconnections as well as provided data for making a regression model:

$$y = -1011639,3 + 69,6x_1 + 82,3x_2 + 14,5x_3 \quad (2)$$

<sup>4</sup>2013-2015 data taken from public company "Voronezh Orchard" financials;

<sup>5</sup>2013-2015 data taken from public company "Voronezh Orchard" financials.

It is proved that innovation activity increases for 69,6 ea when titles of protection granted for patents, utility models, and designs indicator grows by 1 ea. under other fixed values. At macro-level, innovation activity increases by 82,3 ea when number of staff involved into R&D indicator grows by 1 ea under other fixed values. Innovation activity increases by 14,5 ea when technological innovation costs indicator grows by 1 ea under other fixed values.

At medium-level, multivariate regression model becomes to:

$$y = -143477,6 + 0,36x_1 + 0,12x_2 + 21,6x_3 \quad (3)$$

Coefficients show that innovation activity increases by 0,36 ea, by 0,12 ea, and by 21,6 ea when volume of fixed capital investments, innovation goods, works, and services, reintroduced or major variation exposed, and number of frontier technologies utilized indicators increase by 1 ea correspondingly under other fixed values.

At micro-level, innovation activity increases by 4,9 ea when financial standing indicator grows by 1 ea under fixed value of number of staff involved into R&D; innovation activity increases by 51,2 ea when number of staff involved into R&D indicator grows by 1 ea under fixed value of financial standing indicator:

$$y = -1523,1 + 4,9x_1 + 51,2x_2 \quad (4)$$

Current research suggests the conclusion that innovation activity of Russian business entities is affected by number of factors, which should be evaluated individually for micro, meso, and macro levels. Building the factors' system provides developing the multivariate regression model of innovation activity management to act rapidly on environment and innovation variations' trends.

## **References**

- Bezrukova, T.L., Morkovina, S.S. and Popkova E.G. 2013. Methodological approach to the identification of predictive models of socio-economic processes for investment and innovative development of enterprises. *World Applied Sciences Journal*, 26(1), 20-27.
- Bezrukova, T.L. 2014. Providing innovational activity of enterprises of the real sector of the economy. *Review of Applied Socio-Economic Research*, 8(2), 57-63.
- Drapalyuk, M., Morkovina, S., Kolesnichenko, E., Busarina, Yu., Stepanova, Yu., Sukhova, N., Konstantinov, A. and Ivanova, A. 2014. Innovation activity development in the region: Interaction vectors, Moscow, 328 p.
- Ershova, I.G., Androsova, I.V. and Morkovina, S.S. 2016. Methodical approaches to assessment of intellectual rent as a factor of innovative economy development. 3rd International multidisciplinary scientific conference on social sciences and arts sgem: 425-430.

- Gashenko, I.V., Vokina, S.G., Romanov, D.G., Bezrukova, T.L. and Kozenko Yu.A. 2016. Theoretical and methodological aspects of innovation development in modern economic systems. *Contemporary Economics*, 10(4), 363-373.
- Ivanova, A.E., Mackaev, M.M., Platonova, K.T., Elagina, V.N. 2017. Theoretical Basis for Composition of Economic Strategy for Industry Development. *European Research Studies Journal*, 20(1), 246-256.
- Kolesnichenko, E., Bugakov, V., Guzeeva, O. 2015. Theoretical and methodological background of evaluating the infrastructure saturation level of regional economy, *Forestry Engineering Journal*, 5(17), 288-299.
- Kossova, T., Kossova, E. and Maria Sheluntcova, M. 2014. Estimating the Relationship between Rate of Time Preferences and Socio-Economic Factors in Russia. *European Research Studies Journal*, 17(1), 39-68.
- Morkovina, S.S., Santalova, M.S., Drapalyuk, M.V. and Panyavina E.A. 2015. Concept of creation of e-platforms as part of support for small innovational business. *Mediterranean Journal of Social Sciences*, 6(6), 57-66.
- Panyavina, E. 2016. Factors determining entrepreneurship innovation activity development, Actual research lines of the 21<sup>st</sup> century: Theory and practice, 2(22), 52-57.
- Sibirskaya, E., Yamykh, E., Eldyaeva, N., Dubrova, T. and Oveshnikova, L. 2016. Strategy of Systemic Development of Entrepreneurial Infrastructure of Regional Economy. *European Research Studies Journal*, 19(2), 239-262.
- Strategy of Innovation Development for 2020. 2011. Russian Federation approved by Decree of Government on December 8, p. 2227, [http://www.csr.ru/archive/stat\\_2015\\_inno/innovation\\_2015.pdf](http://www.csr.ru/archive/stat_2015_inno/innovation_2015.pdf)
- Theriou, G.N. 2015. Strategic Management Process and the Importance of Structured Formality, Financial and Non-Financial Information. *European Research Studies Journal*, 18(2), 3-28.
- Tyaglov, G.S., Kushnarenko, V.T., Khokhlov, A.A. and Qeropyan, A.M. 2017. The Development of Cluster Relations within the State and Business Structures in Terms of Strategy of Non-Primary Sector Import-Substitution. *European Research Studies Journal*, 20(1), 198-207.
- Valma, E. 2014. Estimation of Interregional Trade Coefficients and Multipliers in the Context of an Interregional Model. *European Research Studies Journal*, 17(1), 101-118.
- Vyaznikova, O. and Bezrukova, T. 2015. Internal factors of business entities' innovation activity growth. Actual research lines of the 21<sup>st</sup> century: Theory and practice, 3(3), 303-307.