

Development of Methods and Models for Analysis and Evaluation of The Functioning of Entrepreneurship Structures in The Territories of Advance Development

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Abstract— The creation of territories with a special institutional regime in the far East of Russia creates a favorable environment for the development of entrepreneurship. Scientific approaches should be used to use the opportunities in the analysis and assessment of the development of entrepreneurial structures (residents of the territories of advanced development and the free port of Vladivostok). The integrative approach, which combines approaches from the standpoint of modern understanding of entrepreneurship, entrepreneurial orientation of firms, formation of the entrepreneurial ecosystem, is one of the promising approaches. It is proposed to consider entrepreneurship in a market economy as an innovative activity of economic entities accompanied by a risk, consisting in the creation of new capital in the course of the implementation of the opportunities of the corresponding transformation not only of resources, but also of factors, conditions, forms, methods, means and results of economic activity, and in obtaining on this basis of various forms of business income. The degree of implementation of business projects by resident companies in territories with a special institutional regime should be determined by the indicators of growth of the corresponding forms of capital. The entrepreneurial orientation of resident firms should be studied and evaluated by characteristics such as innovation, proactivity, risk-taking, autonomy and competitive aggressiveness. The concept of "entrepreneurial ecosystem" as a set of interdependent scientists and factors coordinated in such a way that they contribute to productive entrepreneurship is introduced into scientific use. The development of territories with a special institutional regime is proposed to be considered from the perspective of "entrepreneurial ecosystem".

Keywords— territories with special institutional regime, entrepreneurship, creation of new capital, entrepreneurial orientation, entrepreneurial ecosystem

I. INTRODUCTION

Areas with special institutional regime are created in Russia since 2015. 904 resident recorded and are already working in 18 territories of advance development of the Russian far East and in the free port of Vladivostok. Investment projects involve total investments in the amount of 2.6 trillion rubles and the creation of almost 92 thousand jobs. A favorable environment for the development of entrepreneurship is formed in the territories with a special

institutional regime. Residents of the territories of advance development receive tax benefits and enjoy administrative preferences. Income tax is 0% for the first 5 years, 12% for the next 5 years. The land tax is 0% for the first 3 years. Property tax is 0% for the first 5 years, not more than 2.2% for the next 5 years. Insurance contributions to the Pension Fund of Russia, social insurance Fund, mandatory health insurance Fund are reduced from 30% to 7.6%. Administrative preferences include: attraction of foreign labor force without quotas; reduced terms of control checks; ready infrastructure; provision of land for the project; "one window" mode for the investor; the possibility of applying the procedure of free customs zone; the right of the management company to protect the resident in court. Residents of the free port of Vladivostok also receive tax benefits and enjoy administrative preferences [1].

The use of the emerging opportunities of territories with a special institutional regime in full is a problem. Problems are solved by breaking down into tasks and fulfilling the conditions of these tasks. Tasks can be formulated as follows: 1) the declared projects should be brought to the stage of a functioning business; 2) residents must retain their status and expand their activities; 3) the number of territories with a special institutional regime and the number of their residents should increase. Solving these problems is not a simple matter. By the end of 2017, only 83 projects with a total investment of 157.8 billion rubles were implemented in the far East of Russia (6.0% of the announced volume of investments), 8,000 jobs were created (8.2% of the estimated number of new jobs). In 2018, it is necessary to increase the number of residents to 1130, to ensure the implementation of 146 projects with a volume of announced investments of 3.5 trillion rubles. and the creation of 95 thousand new jobs [2].

II. LITERATURE REVIEW

Increasing the overall economic potential is an important condition for increasing investment, technological, humanitarian and institutional cooperation between Russia and the countries of the Asia-Pacific region. This provision is justified in a number of publications [3, p. 247-271; 4, p. 272-282]. Experts point out that the effective Russian state policy

of "turn to the East" should fully take into account the economic realities [5].

A difficult task for the Russian state is to create the foundations of a single institutional platform for integration with the Asia-Pacific countries, while at the same time forming the prerequisites for attracting private investment. Special tools are used to solve this problem [6]. Advanced development territories [7] and the free port of Vladivostok [8] are such tools. Special structures are created to finance promising projects. The development Fund of the Far East, Agency for the development of human capital in the far East, the Far East Agency for attraction of investments and support of export, Corporation of development of the Far East are such structures.

Territories with a special institutional regime are created in Russia for the revival of entrepreneurial activity and the acceleration of socio-economic development of the regions. P. Minakir notes: "the territories of advanced development to perform the function of stimulating the development of the economic and social system of the region should transfer positive economic effects (demand, competence, standards, business culture, etc.) to the surrounding local areas of the territory, providing a multiplication of the agglomeration effect and compacting the economic space" [9, p. 1026].

III. METHODOLOGY

Scientific approaches and models and management methods based on them should be used to solve these tasks and solve the problem. Scientific approaches should be applied in the analysis and evaluation of the development of business structures in areas with a special institutional regime. An integrative approach that combines approaches from the standpoint of modern understanding of entrepreneurship, entrepreneurial orientation of firms, the formation of the entrepreneurial ecosystem, is one of the promising approaches. The applied integrative approach is based on the institutional theory, the theory of resource dependence, the theory of industrial organization framework, network approaches.

IV. RESULTS

A. *Modern understanding of entrepreneurship*

It is proposed to consider entrepreneurship in a market economy as an innovative activity of economic entities accompanied by a risk, consisting in the creation of new capital in the course of realization of the opportunities for appropriate transformation not only of resources, but also of factors, conditions, forms, methods, means and results of economic activity, and in obtaining on this basis of various forms of business income. New capital is created by entrepreneurs in a variety of forms of productive, financial, intellectual capital [10, p. 2095]. The management company should evaluate the activities of residents of territories with special institutional regime at different stages of the life cycle of the companies according to the degree of implementation of the declared projects. The degree of implementation of

entrepreneurial projects should be determined by the indicators of growth of the corresponding forms of capital.

B. *Entrepreneurial orientation of firms*

The idea of entrepreneurial orientation of the firm emerged on the basis of provisions formulated within the school of design and planning, which dominated the theory of strategic management until the mid-1970s. In particular, H. Mintzberg identified three main approaches to strategy development: the entrepreneurial approach, the adaptive approach and the planned approach [11]. The concept of entrepreneurial orientation was further developed in the framework of the research approach, which is based on the assumption that the main sources of competitive advantages of the company are unique, valuable, rare and non-imitable resources and abilities that it possesses [12].

The concept of entrepreneurial orientation is developed in the publications of specialists. The entrepreneurial firm will actively innovate, participate in risky projects, and be proactive in its actions, thus sidelining competitors [13, p. 771]; the level of development of entrepreneurial orientation is determined by the degree of readiness of management to take risky decisions, implement changes and engage in innovation activities in order to obtain for their company certain competitive advantages or to operate more successfully in conditions of increased aggressiveness of the competitive environment [14]. Three components are typically identified in the firm's entrepreneurial orientation: innovation, proactivity, and risk willingness. Innovation of the company is understood as the ability to create new products, introduce new ideas and processes in the organization, experiment and maintain a creative atmosphere; proactivity is manifested in the willingness to identify and use business opportunities, set trends in the market, thus forming the external environment, creating a new environment. Risk willingness implies the willingness and ability of a firm to invest its resources in projects in which the outcome is difficult to predict in advance and where there is a high probability of significant losses

The concept of entrepreneurial orientation of the company is supplemented. J. T. Lampkin and G. Dess define the entrepreneurial orientation of the firm as processes, practices and solutions leading to a new result. They expand the set of components of entrepreneurial orientation, presented in the definition of Miller / Kovin and Slevin, add to them autonomy and competitive aggressiveness. Autonomy means the ability to set goals independently and move towards them using emerging opportunities. The degree of autonomy of entrepreneurial firms varies depending on the size of the firm, the style of leadership and the form of ownership. Competitive aggressiveness implies involvement of the firm in intensive competitive struggle, which may take the form of open confrontation [15, p. 136].

The entrepreneurial orientation of the firm is considered both from the point of view of the situation and from the point of view of the configuration approaches. The situational approach assumes that the effectiveness of management methods, techniques and practices depends on a number of contextual factors related to the peculiarities of the business

environment of the firm [16]. The configuration approach involves consideration of the whole system of multidimensional relationships of contextual variables [17].

Further detail leads to the allocation of one-dimensional and multidimensional approaches to the entrepreneurial orientation of the firm. The one-dimensional approach assumes that entrepreneurial orientation is a composite characteristic of a firm's innovation, proactivity, and risk willingness. In this case, all three main components must be represented in the company in order to be considered entrepreneurial [18; 19]. In this approach, entrepreneurial orientation is an attribute of the firm, formed by the General characteristics inherent in innovative, proactive and risky behavior [20]. A multidimensional approach to measuring entrepreneurial orientation means the following: entrepreneurial orientation is a set of independent characteristics that can change separately from each other [21]. These characteristics include innovation, proactivity, risk-taking, autonomy and competitive aggressiveness. Within the framework of the multidimensional approach, two main ways of assessing entrepreneurial orientation as a latent variable are identified: the reflective model and the forming model [22 George, Marino, 2011]. Both models are two-level and the difference between them lies in the direction of the relationship between the entrepreneurial orientation and its components. In the first case, the connection is directed from top to bottom (in resident companies with Russian capital), in the second case—from the bottom up (in resident companies with foreign investments).

Analytical departments of management companies in areas with a special institutional regime should purposefully apply these approaches and models to assess the entrepreneurial orientation of resident firms.

C. The formation of the entrepreneurial ecosystem

The term "ecosystem" has become widespread in business literature. Various authors take different approaches to the entrepreneurial ecosystem. But the entrepreneur is always central to it and plays a leading role in its creation and maintenance. E. Stam offers a broad definition of the entrepreneurial ecosystem as "a set of interdependent actors and factors coordinated in such a way that they contribute to productive business" [23, p. 1765]. Mason and Brown give the definition of entrepreneurial ecosystem as "a set of interrelated entrepreneurial entities, entrepreneurial organizations, institutions and entrepreneurial processes that formally and informally together for networking, mediation and control activities within the local entrepreneurial environment" [24, p. 5]. Qian et al. define the entrepreneurial ecosystem as "those economic, social, institutional and all other important factors that have an interactive impact on the creation, discovery and use of entrepreneurial opportunities" [25, p. 561]. According to B. Spiegel's assessment, "entrepreneurial ecosystems are combinations of social, political, economic and cultural elements in the region that support the development and growth of innovative old-taps and encourage emerging entrepreneurs and other participants to risk launching, financing and otherwise assisting enterprises with a high level of risk" [26, p. 50]. World Economic Forum allocates in the

structure of entrepreneurial ecosystems as subsystems available markets, human capital, financing and finance, system support, government policy and regulatory framework, education and training, major universities as catalysts, cultural environment [27, p. 6-7]. Each subsystem, in turn, consists of components. Both subsystems and components work on the main objectives of the entrepreneurial ecosystem - the creation, discovery and use (by generating new capital) of entrepreneurial opportunities [28].

The activities of management companies in areas with a special institutional regime should be evaluated by higher state bodies according to the indicators characterizing the state of the emerging entrepreneurial ecosystems

V. CONCLUSION

The use of an integrative approach in economic research allows to identify existing and emerging sustainable relationships and dependencies in the economic life of the country. On this theoretical basis, the economic policy of the state (Federation and regions) should be determined and the methods of analysis and evaluation of the functioning of resident companies in the territories of advanced development and the free port of Vladivostok, as well as the regulations for the evaluation of the activities of managing companies should be developed.

The application of appropriate guidelines and regulations form the conditions for bringing the declared projects to the stage of a functioning business, for the preservation and increase of the number of residents of territories with a special institutional regime, for increasing the scale of business activities in the far East of Russia.

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